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### Determining Online Shopping Cart for the Female Consumer

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#### Abstract

This study is to work out on-line the web the net cart characteristics that ends up in justify online cart and it adopts the merchandise classes, product identification and merchandise classes. Especially many purchasers use on-line carts for recreation or as a searching analysis and structure tool, which can induce them to shop for at a later session or via another channel. Shopper behavior and call method will dissent in line with product characteristics. The target of this study is to to grasp the way to add the cart to

the web site. to grasp the way to build the web cart apps, To identify the usage of on-line cart., to look at the security measures on cart. to live the ways of on-line cart. And to grasp the present trends in on-line cart. Among the merchandise categorization variables, price, perceived importance, symbolic worth, expertise attribute, and get frequency have indirect vital effects on cart through the motivations for searching activities.

**Keywords:** Online Shopping, Strategies, Shopping Cart, Consumer

#### Introduction

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser or a mobile app. ... Online stores usually enable shoppers to use "search" features to find specific models, brands or items.

Online shopping is the process whereby consumers directly buy goods or services from a seller in real-time, without an intermediary service, over the Internet. It is a form of electronic commerce. An online shop, e-shop, e-store, internet shop, web shop, online store, or virtual store evokes the physical analogy of buying products or services at a bricks-and-mortar retailer or in a shopping Centre. The process is called Business-to Consumer (B2C) online shopping.

A shopping cart on an online retailer's site is a piece of software that facilitates the purchase of a product or service. It accepts the customer's payment and organizes the distribution of that information to the merchant, payment processor and other parties.

#### Importance of online shopping cart

Shopping carts bridge the gap between shopping and buying, so having the best shopping cart software is extremely important on website.

It's likely that those just starting out in the market may be unfamiliar with the concept. Most of the consumer, especially those in the ecommerce industry, have likely made a purchase online at some point in their lives. That said, most consumers don't fully realize the need and capability that shopping carts have. A cart typically has three common aspects:

1. It stores the product information
2. It's a gateway for order, catalog and customer management
3. It renders product data, categories and site information for user display

Another way to look at things is as follows: The online shopping cart is similar to the tangible ones the customer use at the supermarket, but it wears many more hats. It's also the shelves, the building, the clearance sign, the cash register and often the credit card machine relaying information back to the bank.

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For those seriously considering the ecommerce platform route, it's important to know that there are two basic types of carts:

- Hosted shopping carts: A third-party firm "hosts" the solution and is responsible for server backups, maintenance and upgrades. The beauty of a hosted solution is that hosting comes free, which means it doesn't cost anything for the third party to keep your site functional on the Web. The main drawback with hosted solutions is that customers will be directed to another domain for payment processing.
- Licensed shopping carts: This type of solution allows business owners to build their own type of cart and customize it to their specific needs. There is much greater flexibility in changing features and functionality, as well as in adding third-party tools if need be. However, the upfront costs are often higher and require more hands-on expertise for troubleshooting issues and technical support.

Over 69% of online shopping carts were abandoned in 2019, following a growth in this trend over the last few years. There are plenty of reasons for it, but the main one is linked to something as simple as a dubious looking shopping cart. This further results in customer frustration, lack of trust, and eventually leads to cart abandonment. Obviously, this is not what the customer need for business success.

This study considers shopping carts from a technical point of view. It looks how online shopping carts work and why it is so crucial to one's e-commerce business. Acting as the bridge between the buyer and seller, online shopping carts affect the store's conversion rate, which, of course, reflects in revenues and sales. Thus, selecting a good shopping cart must be one of the top priorities.

### Flow chart of shopping cart

The first thing to learn here is that the software we used to call a shopping cart is nothing other than a content management system. This piece of the software is intended to act as a facilitator in providing a smooth and efficient interaction between the shopper and seller during the purchasing process.

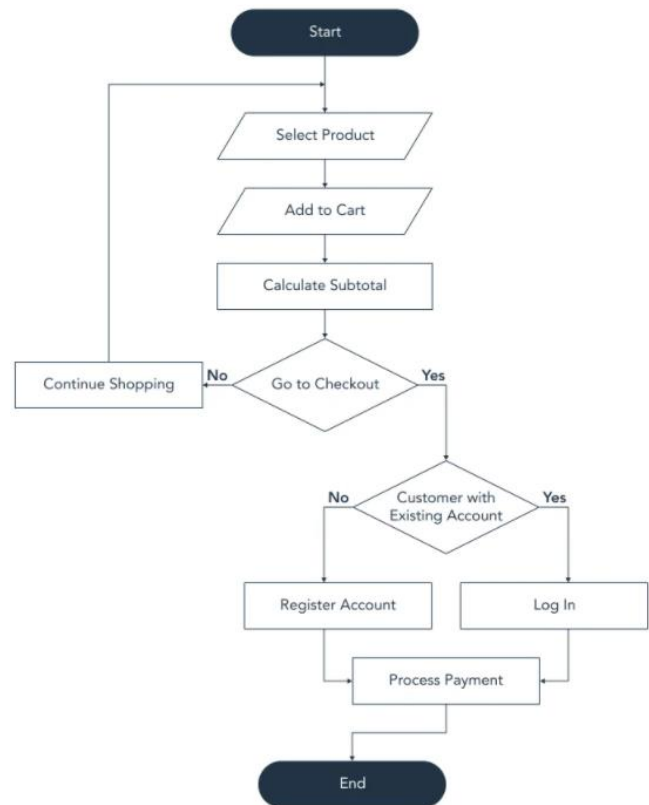


Fig 1

### Objectives

1. To examine the online shopping cart.
2. To identify the usage of online shopping cart.
3. To examine the safety measures on shopping cart.
4. To measure the strategies of online shopping cart.
5. To know the current trends in online shopping cart.

### Review of literature

Chowdhury, P. R., & Chouhan, R. (2021)<sup>[21]</sup>. Have analyzed Abandonment of the Shopping Cart: A Study of Online Consumer's Non-Shopping Behaviour this study decides the attributes that lead to clarifying online shopping cart abandonment, this examination receives item classes as the unit of investigation and distinguishes item arrangement factors and inspirations for different shopping exercises.

Zhao, H., Wang, X., & Jiang, L. (2021)<sup>[4]</sup>. Online shopping cart warning pop-up messages can polarize liking and purchase intention. Consumers' anticipated regret mediates the interactive effect of warning message type and preference ranking on liking and purchase intention. In addition, the scarcity or abundance of product supply moderates the interaction effect of shopping cart warning message type and preference ranking on liking and purchase intention.

Son, H., & Lee, J. (2021)<sup>[3]</sup>. The therapeutic effect of online shopping on Korean female consumers' mood, self-esteem, and self-efficacy: Based on the context of fashion product shopping. The results revealed that online shopping was significant and stronger than resting in mitigating a negative mood, but only online shopping improved self-efficacy. And it included an online browsing group and demonstrated that

online browsing had a significant effect on subjects' negative moods. By Comparing the three groups revealed that the effect of online shopping on improving both negative and positive moods had the most significant and strongest effect.

Rausch, T. M., & Brand, B. M. (2022) <sup>[1]</sup>. Analyzed the Online shopping cart abandonment among new and existing customers. It Indicate that mobile shoppers exhibit a higher likelihood of abandoning their cart, even intensifies for new customers and for existing customers, the odds of completing the purchase decreases with every additional item in the customers' cart and new customers are rather likely to abandon the cart with an increasing number of cart page impressions.

Klein, A., & Sharma, V. M. (2022) <sup>[2]</sup>. Reviewed Consumer decision-making styles, involvement, and the intention to participate in online group buying. And this study makes substantive contributions toward the online consumer behavior literature and website management. The author suggest that website managers maintain consumer involvement at a high level and consider consumer decision-making styles when addressing potential visitors and converting them into buyers.

### Statement of the problem

Online shopping cart is based on the consumer awareness and it makes a suggestion for the consumer for buying decision. Mostly the consumer buying behaviour will be changes by the consumer to consumer. In previous study it is analyzed about the shopping cart abandonment and the research gap is analyzed to know the current trends in online shopping cart and this study will help to measure the strategies of shopping cart. Shopping behaviour makes the consumer to decide the attributes and clarifying online shopping. The online shopping will be both negative and positive moods which depend by the consumer. Highly the online shopping cart indicates that mobile shopper exhibits higher likelihood on their cart. The customers are rather likely to abandon the cart with increasing number of cart page. This online shopping cart is makes value to added for the customer for their future reference. This online shopping cart makes substantive contributions towards the online consumer behaviour literature and website management.

### Architectural frame work

Online shopping cart shows the customer buying behavior on shopping through online and dependent variable is the customer online shopping cart.

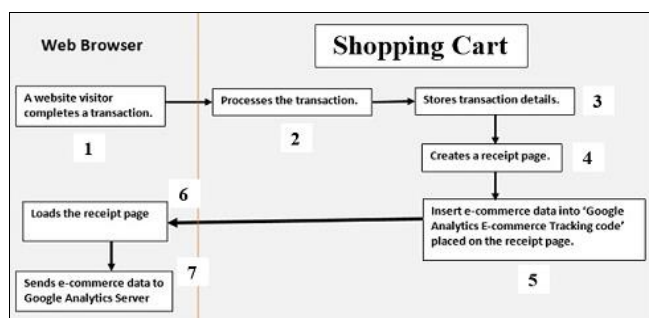


Fig 2

### Conclusion

The 'Online Shopping' is meant to produce an online based

purchasing mostly application that might create looking, viewing and choice of a product easier. The program provides straightforward and convenient thanks to hunt for product wherever a user will hunt for a product interactively and also the program would refine the product out there supported the user's input. The user will then read the entire specification of every product. They will additionally read the merchandise reviews and additionally write their own reviews. Use of mythical being elements would create the appliance interactive and prevents annoying post backs. Its drag and drop feature would create it simple to use. The study finding would possibly provide attention-grabbing insights into the factors that determinative on-line go-cart. This study on end of shopper deciding} process i.e., Payment dealings stage. According to the projected model, Perceived Waiting time, perceived on-line activity pursuit and perceived risk area unit the key variable influencing cart. This finding of this study supports the findings study Perceived waiting time is that the most prestigious issue on on-line go-cart by customers. Whereas on searching the graphics on the online website, technical glitches, lengthy order forms make customers to terminate the dealings method. Perceived risk was alternative crucial issue to impact on cart. It's recommended for the e- tailers to assure their customers regarding security of the private details provided at the time of dealings stage. It looks that there's discrepancy between the privacy expectations of on-line customers and on-line retailers regarding personal data shared with third parties. Currently a day's sharing the client data relating to browsing patterns and demographic details to the third parties is sort of common within the on-line retail business.

Moreover, on-line client area unit principally time aware, marketers ought to attempt to weigh down the waiting time which can intensify their obstruction with the shopping for method that afterwards results in on-line searching carts.

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