

E Commerce Website of Footwear

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Abstract: *The record keeping & reporting is the key of successful transaction which defining consists of user friendly interface with easy & common application. The objective of to develop the application id based on the easy way of getting yellow page information. The application can be installed on desktop or operated via client/server architecture. The system is easy to use with simple knowledge of computer. The applied principles in this system are instinctive and depend on running application at user interface. Online customer reviews (testimonials) could uncover and describe how the perspective of online shops customers on E-Service Quality, E-Satisfaction and e-Loyalty. This perspective is become crucial to apparel product lines which involving 2 process of purchase decision-making process, searching and experience. In the brick and mortar, this process can be realized because it is supported by tangible component in the offline stores, but not in the online store. This study specifically explores footwear online shopping experience, but this study's findings also contribute to how to develop the concept of e-Service Quality, E-Satisfaction and e-Loyalty on the general online store.*

Keywords: Online Shopping, E-Commerce, Online Shoe Store, Programming Language.

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