

# Online Shopping Using Agent in Consumer Buying Behavior Model

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## **Abstract**

*Online shopping behavior refers to the process of purchasing products or service over the internet. By shopping through the Internet, it can be lower cost, enable increase choice and convenience. If online shopping system can be made autonomously on behalf of customer, it will be more convenient. Generally, product's prices are varies from different markets and users do not have time to travel every market. Therefore they cannot compare these prices and qualities by using physical shopping. Moreover they have not guarantee to get the desired products and the right quality. The proposed system intends to provide customers when search the desired furniture type from online shop without time consuming. This system presents agent-based consumer buying behavior (CBB) model that captures the buying behavior of the user's request. The system operates in three agents, namely shopping agent, adaptive agent and information agent. This model is implemented automatically many aspects of consumer's buying behavior using agent's abilities. Therefore this system will help users who want to buy furniture items with their desired price, quality without time consuming.*