

Study & Development of E-Commerce Website

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Abstract - E-commerce could be a boom within the modern business. E-commerce means electronic commerce. E-commerce involves buying and selling of products and services, or the transmitting of funds or data, over an system, predominantly the net. E-commerce could be a paradigm shift influencing both marketers and also the customers. Rather e-commerce is quite just differently to spice up the prevailing business practices. It's leading to a whole change in the traditional way of doing business. This significant change in business model is witnessing an amazing growth round the globe and India isn't an exception. A large internet penetration has added to growth of E-commerce and more particularly start-ups are increasingly using this selection as a differentiating business model. Moreover E-Commerce has significant influences on the environment. Although the model is very employed in current business scenario but the choice has not been explored at its fullest. The present research and analysis has been undertaken to explain the condition of E-Commerce websites, analyze the trends of E-Commerce.

1. INTRODUCTION

E-Commerce is the process of doing business online through computer networks. The first goal of an e-commerce site is to sell goods and services online. Online shopping may be a type of electronic shopping store where the customer is directly online to the seller's computer usually via the net. An individual sitting on his chair before of a computer can access all the facilities of the net to shop for or sell the products. Online Shopping System helps in buying of products, products and services online by choosing the listed products from website(E-Commerce site). The go-cart is especially useful for who haven't time to travel to shopping. Go-cart may be a important feature employed in e-commerce to help people making purchases online. Buy and sale process is completed electronically or cash on delivery. User can login into eCommerce website, once he logged in then automatically one go-cart are going to be created, once user select an item it'll increase cart. Just in case user thinks the chosen item isn't useful for him, then he can delete that item form the cart. Report generation feature is provided using Crystal Reports to come up with different styles of reports like bar graphs, pie charts and table type charts etc. The proposed system helps in building an internet site to shop for, sell products or goods online using internet connection. Unlike traditional commerce that's distributed physically with effort of an individual to travel and find products, eCommerce has made it easier for human to scale back physical work and to avoid

wasting time. The fundamental concept of the applying is to permit the customer to buy virtually using the net and permit customers to shop for the things and articles of their desire from the shop. E-commerce is fast gaining ground as an accepted and used business paradigm.

2. LITERATURE SURVEY

The benefits to companies that achieve Business-to-Customer (B2C) e-Commerce are compelling. Effective B2C e-Commerce implementations can help organizations realize substantial cost savings, increase revenue, provide faster delivery, reduce administration costs, and improve customer service. Thus, e-Commerce might be a major area for research thanks to its novelty and exploding growth. Extensive research in E-Commerce implementation studies indicates that the definition of implementation has been argued and confusing for researchers. Development of E-commerce is done by B2B and B2C and help the customer to fulfill the requirement.

3. SYSTEM DESIGN

E-commerce website design is the method of shaping the coding, modules in HTML, CSS3, JavaScript and BootStraps for designs, interfaces and information for a system to satisfy mere needs.

System Module Description:

- Coding (HTML,CSS3,JavaScript,Bootstraps)
- Seller
- Customer
- Management
- Delivery

E-Commerce Workflow Diagram

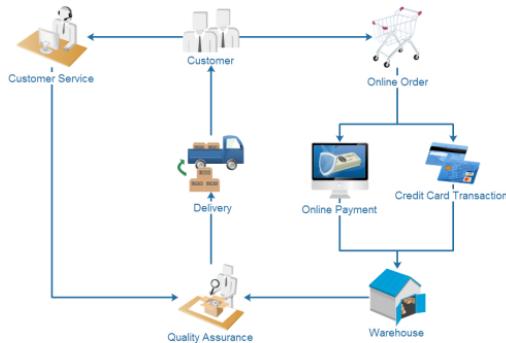


Fig.1: E-Commerce Workflow Diagram



Fig.3: E-Commerce

3.1.1 HTML

HTML is HyperText markup language .It is an emerging technology, cascading style sheets, could eliminate many of the HTML table could be used to control the layout of a webpage. A web designer might separate the header, body text, and sidebar of a webpage by putting each into a distinct cell. Additionally, the net designer could put each link button on the header and sidebar into a separate cell so he or she could define unique properties for every button. Then, within the body of the page, the net designer could separate the textual and graphical elements into different cells to regulate spacing and other attributes individually.

3.1.2 CSS3

CSS may be a formatting language want to add styling to your page. This can be done by having the CSS document linked into your html page. This page then has selectors and properties which affect the tags inside your html document.CSS was introduced in 1996. It had been created to prevent people from having to repeat plenty of code. For instance, if someone wanted to alter the paragraph text, they'd should have intercourse every single time they wanted to alter the properties. CSS has since become more adapted to having more features, for instance we will now use the tools and alter the background to an enormous array of colors.

3.1.3 Javascripts

JavaScript is a powerful client-side scripting language. JavaScript is employed mainly for enhancing the interaction of a user with the net page. In other words, you can make your web content more lively and interactive, with the assistance of JavaScript. JavaScript is additionally being employed widely in game development and Mobile application development.

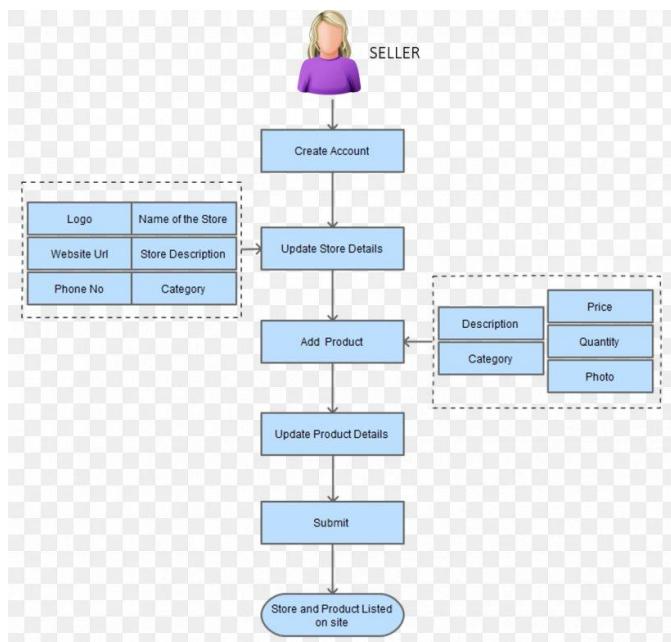


Fig.2: Seller in E-commerce

3.1 CODING

E-commerce website is made by scripting languages like HTML,CSS3,JavaScript and Bootstrap .This markup language make the website more attractive and useful and user-friendly to use and shopping .Markup languages help in making the things more attractive and imaginary.

3.1.4 BootStrap

Bootstrap could be a web framework that focuses on simplifying the event of informative sites. The primary purpose of adding it to an internet project is to use Bootstrap's choices of color, background effect, mobility size, font and layout to it project. As such, the primary factor is whether or not the developers answerable find those choices to their liking. Once added to a project, Bootstrap provides basic style definitions for all HTML elements. The result an identical appearance for prose, tables and form elements across web browsers. In addition, developers can cash in of CSS classes defined in Bootstrap to customize the look and component of their tools of their contents. Bootstrap is used for light-and dark-colored tables, more prominent pull quotes, page headings, and text with a highlight.

3.2 DATABASE

Database & Information Systems could be a database employed in a way of life, A database could be a collection of processed information associated with a selected subject or purpose. Allow us to consider an enterprise, like delivery agents, that features a great deal of knowledge kept for long periods of your time in a very computer. This data might include information about passengers, locations, flights, airlines, and personnel, for instance. Typical relationships that may be represented include bookings, location (which passengers to which location?), and order (which order to which location?). These forms of data stored more or less permanently in a very computer is termed a database.

3.3 CUSTOMER

Customer features a wider choice not from his town or country but also around the globe unless there are import restrictions. Customized or personalized product and repair. for example if some lady wants a bra of actual size, her size are often measured through internet and stored and he or she are supplied bra of her requirement. In case of purchase, one isn't required to travel from store to store to determine the products to gather their details, prices etc. Sitting reception he gets all the desired information which too in no time without spending much time. There is absolute flexibility of your time, place and distance is not any hurdle; one can open the positioning any time day or night to urge details, there's no problem of shops/stores opening/closing hours. Websites are often opened any time. In physical sales place and distance is additionally a controversy which is not any problem in e-commerce because one can see sites everywhere the planet without moving out of the house. Goods are available at cheaper price because there are lot of economies of space, rent, interest to the vendor further, he manages with much lesser number of outlets and price of promoting is reduced. A part of these savings is passed on to consumers and so, he gets the products cheaper than

from conventional shops/departmental stores, grocers etc. It helps to globalize retail trading. One should buy things without geographical boundaries.

3.4 MANAGEMENT

One of the more important themes that permeate this paper is that the incontrovertible fact that knowledge management is synonymous with change: adaptation and evolution. It's assumed that at the start the system operates on principles extracted from human experts that represent their view of the population of the potential customers. It also incorporates variety of theoretical laws that are proposed as high-level abstractions of the economic reality. One among these theories claims that it's almost impossible to make an accurate model of commerce (and therefore also e-commerce) reality based only on theory and knowledge extracted from human experts. The system should be adjusted to the cater to real-life customers, who may behave differently than the idea predicted. Additionally, because the time goes by, clients' interests and desires change because of their aging moreover as because of the changes within the environment (e.g. bell bottom jeans were popular once). To be ready to successfully add the constantly changing world, the system should be adaptive. Since knowledge management could be a process of continually adjusting knowledge through its application and thru collection of additional data and extracting knowledge from it and incorporating it into the system, with the goal to constantly improve the prevailing model(s) of reality and effectiveness of the operation of the system, it's knowledge management that's the premise for system adaptivity

3.5 DELIVERY

Delivery demands of e-commerce world, where all sellers and delivery partners need functional, efficiently and extensive infrastructure. In addition transport and logistics networks that combine new technologies, multimodal transport operations and compliance with trade rules. Barriers to the availability of international transport and logistics services do remain. These relate both to plug access – including limitations on operating in an exceedingly country; the necessity to partner with a domestic supplier; restrictions associated with foreign equity in transport services; restrictions on cabotage operations; domestic monopolies – and to the domestic regulatory environment .A more open environment could improve efficient access to global networks for home-grown small businesses. Competition between service suppliers can reduce prices and lift the standard of services offered. A facilitative regulatory environment can rapidly increase these trends and makes the business case for operating in smaller or more remote markets that way more appealing.

4. PAYMENT SYSTEM

Payment is that the integral process within the mercantile process, electronic payment system is that the integral a part of electronic commerce. Thanks to the emergence of electronic commerce has created new financial needs through which new payment systems are created while traditional payment systems cannot be ready to fulfill its needs. As an example new payment systems are of the forms like auctions between individuals; 1 / 2s online leads to looking for new payment systems meaning peer to look payment methods that enables individuals to create payments through their emails. By recognizing these needs for all interested parties.

5. CONCLUSIONS

This research paper provides insight into the development of e-commerce of website. While understanding the nitty gritties of its different aspects with special emphasis on B2C e-commerce. Which has shown tremendous growth in the recent years because of increased consumer awareness, investor trust and technological proliferation. The study has also produced certain trends and factors which shall propel further growth within the e-commerce market in India. A sustainable business practice would be to push e-commerce and m-commerce as complements instead of substitutes to traditional business. The synergies between offline and online businesses will enhance efficiency and end in a more stable existence. The longer term also entails a scenario which shall witness an increase in niche businesses, as well as mergers and acquisitions to enable firms to grow inorganically. Firms must commit themselves to the provision of services and application of internet marketing, to get and retain larger audience. Through mobile penetration, opportunities are emerging within the rural markets which is mobile app infrastructure, content development in local languages and walk connectivity. Also, within the aftermath of demonetization. The share of digital payments is anticipated to rise, to sustain which, firms must develop safer payments infrastructure.

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