

# A Study for Enhancement Of E-commerce System

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**ABSTRACT:** This project is online shopping system. This projects objective is to deliver the online shopping application into android platform .This system helps in buying all the products in the shop anywhere in the world through internet by using an android device. Thus all the customers will get the services of online shopping and home delivery of products. Since this application is available for the Smartphone users it can be easily accessed and is always available. Registered user can login into the system using the email id or the user id and password. After signing in into this system there are the options to manage the account of already existing customers and also to check their other details. And the user can buy products over this interface and write review for already bought products and can chats with other customer for better product selection.When this shopping system will be released, this system will be dynamic in nature and very interactive, and become an online shopping system which can be operated easily and has many functions.

**Key Words:** CS architecture, Entity framework

## I. INTRODUCTION

The aim of this project is the development of online shopping system using html and php .This system is very useful as customer can buy product by sitting at home over internet and the transaction of money happens in real time. Online shopping system is considered as a form of e-commerce and this system would allows all the consumers to buy

all the goods and services directly from the seller using the Internet and web browser. It's a system in which a business buys from another business to sell the consumers this process is generally called business-to-business online shopping. Online shopping is becoming increasingly popular due to various reasons like Consumers can get full information about the product with its reviews given by the existing users. The foreground of our system can achieves some functions including the user registration and login, buying commodities, checking order details and the personal order management, the shopping cart & personal information management, and the customer complaint etc. And the background of our system can perform functions like including the administrator login, the commodities management, commodities category management, order management, information management, and so on. This Online Shopping System provide 3d image of products for customer to easily choose and know how it will look on them.

## II. PROBLEM STATEMENT

The existing system doesn't maintain details with proper security and takes lots of time .It does not allow user to check seller contact number and is complex .There are many issue related to existing system like :-

1. Time consuming
2. Not secure
3. Not Centralized
4. More rate of error

## III. PROPOSED SYSTEM

Our proposed system provides an easy way to users to buy products online. Users can login to their account and buy products from anywhere and at anytime and get notifications. Our system track the status of customer from time-to-time to provide better service. There are certain advantage of this new system :-

1. The reduction in the time involved in the processing.
2. Better customer satisfaction and also several new product offerings to customers and thus improving customer service.
3. Better management and tracking of customer status online.
4. Ability to inquire in short period of time and improve the performance throughout.
5. Provide real time tracking of package .

6. Provide customer with 3d images of product for convenience of customer.

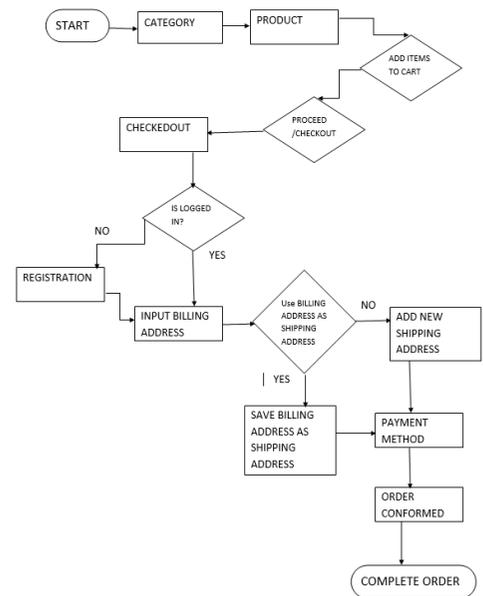
#### IV. RELATED WORK

The system, as a typical PHP Web Applications, has a double-layer software architecture. The client layer provides a browser-based user interface, on which Customers can browse the static or dynamic HTML pages which will be passed over from the Web server, and users can also do contact with Web Server through dynamic HTML pages. The web server provides an environment special for PHP and CSS and other components to run and visit. JSP is responsible for generating HTML pages dynamically, and at the mean time PHP is responsible for visiting the database and transaction. The database layer stores and maintains permanent business information in Web Servers.[1]

Nowadays, the convenience and security of wireless communication have been improved in a very good manner. Many people enjoy online shopping with their credit cards debit cards or Paytm. But due to the infrastructure of a wireless system, the corresponding transactions must be created via wired links on every site, On the other side, credit card fraud has been serious, thus significantly reducing online shopping attraction for some people. Often provide users with convenient and diverse features and services, which had already been colored human life and gradually changed people's shopping habits and their tast of choosing cloths. Generally a secure credit-card mechanism or paytm for wireless shopping can securely protect our shopping transaction and personal information. At present, when shopping at some wireless environments, e.g., To pay via the Secure Sockets Layer (SSL), one must enter the card expiration date and other information(like CVV number or account number) to the merchant. This has several security problems. The biggest one is that the security mechanism of Secure Electronic Transaction (SET) or mfa authentication as their security to access on site needs consumers to apply for certification.[2]

Increasing demands for wireless shopping keep us to construct a safe and convenient mechanism via wireless system. Therefore, in this study we propose a secure wireless shopping mechanism, named the secure Mobile shopping system which coordinates the cash flow of a trading system with credit card entities so as to implement a safe and convenient mobile shopping environment, without additional restrictions or extra resources on the cash flow or credit card entities.[3]

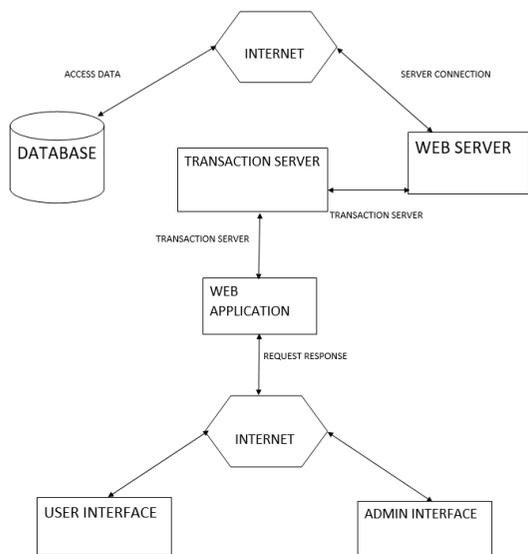
Sultan and Henrichs (2000) in his study concluded that the consumer's willingness to and choice for adopting the Internet as his or her shopping medium was also positively related to income, household size, and innovation among all citizens. Vijay, Sai. T. & Balaji, M. S. (May 2009), revealed that customers, all over the world specially from india, are increasingly shifting from the crowded stores to the one-click online shopping format. However, in spite of the convenience offered, online shopping is far from being the most preferred form of shopping in India.[4]



**Fig 4.1 : System Flow Diagram**

H and Hsu (2008) conducted a study in Taiwan. Online shopping conditions are different from regular shopping in many ways. Shopping site look and fulfilment systems is like front employee, second, every online deals involves number of third parties, such as credit card clearance companies, and delivery firms. So, a new customer satisfaction index is required, to quantity customer satisfaction in online atmosphere. The new model customer expectation is substituted by trust and facilities quality is exchanged by e-SQ. One more supplementary relationship introduced which is form trust to customer faithfulness. The outcome shows that customer satisfaction is most important features that decide online customer loyalty. Online Trust makes a positive impact on perceived value, customer satisfaction and customer loyalty. This result suggests that e- SQ might be more significant than other factor.[5]

**V. DESIGN AND IMPLEMENTATION**



**Fig 5.1 : Architectural diagram of Online Shopping System**

**1. DATABASE MANAGEMENT**

The data about all the products will be stored in Web Server and will be updated regularly. The users will be able to view the recently searched products and their details. The user will be able to update the particularities from time to time. The data can be accessed from any of the user devices such as mobile phones and tablets. This will allow to quickly view the relevant options for products they want to buy, on any kind of platform.

**2. CUSTOMER INTERFACE MANAGEMENT**

Customers Interface module will maintain the information about all the customers like username, password, address, phone, pincode, etc. This also will save the previous ordered products details and choices. The information to be maintained at the user interface are as follows:

- Order status & history
- Address book
- Transaction details
- Payment Methods
- Default address
- Wishlist
- Newsletter subscriptions
- Product Reviews

**3. ADMIN INTERFACE**

It will help to connect the customers, manufacturers, partners, employees, etc with the information they need.

It will help to customize and connect to

multiple websites along with the administrative panel to share as little information to share as needed.

Flexibility of transactions and other promotions through different groups of customers and manufacturers.

It will also be able to optimize the search engine so that it can be more user friendly.

**4. SEARCH ENGINE OPTIMIZATION**

Search Engine Optimization is a process of affecting the visibility of a website or a webpage in a search engine’s natural or unpaid search results.

In general, the highest searched result or most frequently searched result shows at the top.

It may be applied to wide range of options such as video, maps, news, academics, etc.

It is 100% user friendly and provides meets information about the products and categories.

**VI. CONCLUSION & FUTURE WORK**

Finally, in Online shopping system, the interface reduces the amount of manual data entry and gives greater efficiency. The User Interface of it is very friendly and can be easily used by anyone without any skillsets . It also decreases the amount of time taken to process order and provide live tracking.

Future work to be done on this project is to include instant transaction and improving the tracking of products on shipment by provide real time map of customers delivery. And include various payment methods for online banking system.

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