

EXPLORATORY RESEARCH STUDY OF ONLINE SHOPPING

Manmath Nath Das -Faculty at Gandhi Institute For Technology, MCA Dept.

(Affiliated to Biju Patnaik University of Technology)

Abhilipsa Pradhan - Student at Gandhi Institute For Technology, CSE Dept.

(Affiliated to Biju Patnaik University of Technology)

Sangita Mahala - Student at Gandhi Institute For Technology, CSE Dept.

(Affiliated to Biju Patnaik University of Technology)

P.Sweta - Student at Gandhi Institute For Technology, CSE Dept.

(Affiliated to Biju Patnaik University of Technology)

ABSTRACT

The aim of this paper is to get a web based shopping system for an existing shop. The project objective is to deliver the online shopping application in web based website. This project is an attempt to provide the advantages of online shopping to customers of a real shop. It helps buying the products in the shop anywhere through internet by using a web browser. Thus the customer will get the service of online shopping and home delivery from his favorite shop. This system can be implemented to any shop in the locality or to multinational branded shops having retail outlet chains. If shops are providing an online portal where their customers can enjoy easy shopping from anywhere, the shops won't be losing any more customers to the trending online shops such as Flipkart or Amazon.

Keywords: e-commerce, online shopping, impact of the Internet.

INTRODUCTION

Computer plays an important role in our daily life. Anything we want we can get only in one mouse click. Speed, reliability and accuracy of the computer make it a powerful tool for different purposes. A very important and basic need of today's modern business world is the quick availability and processing of information using computer. One can easily get the type of required information within a fraction of a second. The project that I have taken is also in this category which is used in our daily life whenever we want to purchase some items we can easily get them at our home. Online shopping is a form of e-commerce process whereby consumers directly buy goods or services from a seller in real-time, without an intermediary service, over the Internet. The purpose of the web application is to facilitates ease of shopping & selling to everyone. This application providing a high level of security to all type of users access

LITERATURE SURVEY

- Online shopping indicates electronic commerce to buy products or services directly from the seller through the Internet. Internet-based or Click and Order business model has replaced the traditional Brick and Mortar business model. More people than before are using the web to shop for a wide variety of items, from house to shoes to airplane tickets. Now people have multiple options to choose their products and services while they are shopping through an online platform.
- Huseynov and Yildirim (2014) emphasized that the lack of physical interaction tends to be the critical impediment in online retail sales followed by the privacy of individual information and security of financial transactions over the Internet.
- Demangeot and Broderick (2010) also revealed that perceived ease of use does not affect the behavioral pattern in this case rather influenced by security and privacy issues.
- Zuroni & Goh, 2012 says that no relationship is built between the customer and the online shop in the presence of perceived online risk even if a customer spent hours on the Internet.

PROBLEM STATEMENT

This projects aims to develop an online shopping for customers with the goal so that it is very easy to shop your loved things from a extensive number of online shopping sites available on the web. With the help of this you can carry out an online shopping from your home. Here is no compelling reason to go to the crowed stores or shopping centers during festival seasons. You simply require a PC or a laptop and one important payment sending option to shop online. To get to this online shopping system all the customers will need to have a email and password to login and proceed your shopping. The login credentials for an online shopping system are under high security and nobody will have the capacity to crack it easily. Upon successful login the customers can purchase a wide range of things such as mobiles, books, apparel, covid-19 essentials, student necessities, tools, etc. can be dispatched using online shopping system. It is extremely secure. Customer service is accessible.

PROJECT OBJECTIVE AND SCOPE

The objective of the project is to make an application in php platform to purchase items in an existing shop.To make the application more user friendly and provide additional features and facilities to the student and scholars. In order to build such an application complete web support need to be provided. A complete and efficient web application which can provide the online shopping experience is the basic objective of the project.This system can be implemented to any shop in the locality or to multinational branded shops having retail outlet chains.The system recommends a facility to accept the orders 24*7 and a home delivery system which can make customers happy.If shops are providing an online portal where their customers can enjoy easy

shopping from anywhere, the shops won't be losing any more customers to the trending online shops such as flipkart or ebay.

METHODOLOGY

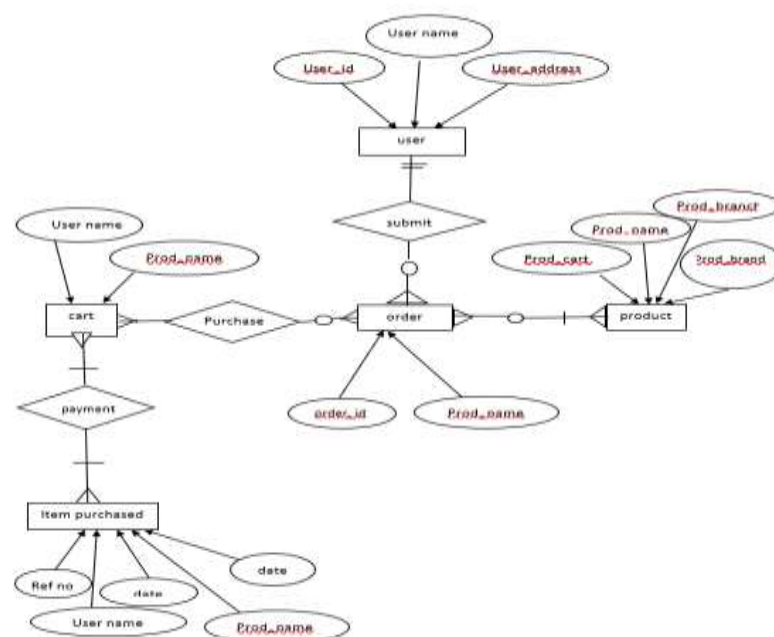
This paper is web based shopping system so here are the main objectives of the study:-

- Identifying the main characteristics of online purchasing behaviour (whether they are buying,
- how often, what are they buying, how much they spend, payment methods, delivery methods).
- Identifying the main reasons for preferring online shopping rather than traditional shopping.
- Identifying the main factors which influence the online purchase decision.
- Identifying the satisfaction level of the transactions made in the virtual environment.
- Identifying general attitudes and perceptions regarding online shopping .
- Highlighting the consumer perspective related to the e-commerce future.
- Identification of the online buyer profile.

Based on these objectives, the hypotheses of the study were :

- The respondents use the Internet for online shopping.
- The respondents take advantages of the fact that online stores have flexible hours (24 hours of 24, 7 days out of 7).
- The online buyers are guided by the lowest prices when it comes to both products and transportation.

ER-DIAGRAM



CONCLUSION

The system has been developed with much care and free of errors and at the same time it is efficient and less time consuming. This project has given us great satisfaction in having designed an websites like this. The entire system is secured. Also the project helped us understanding about the development phases of a project and software development life cycle. There is a scope for further development in our project to a great extend. A number of features can be added to this system in future like providing moderator more control over products so that each moderator can maintain their own products .

REFERENCE

- [1]. Welling, Luke, and Laura Thomson. PHP and MySQL Web development. Sams Publishing, 2003.
- [2]. Peacock, Michael. PHP 5 e-commerce Development. Packt Publishing, 2010.
- [3]. Islam, Shariful, Naimur Rahman, and Masturat Monjure Munna. "Online Shopping."(2021).
- [4]. Valade, Janet. PHP and MySQL for Dummies. John Wiley & Sons, 2006.