

GO AND FIND :ONLINE SHOPPING WEBSITE

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ABSTRACT

The idea behind this website is to provide a platform for various shopkeepers to manage their shop details online so he/she can access it from anytime and anywhere through the internet and it is also beneficial for the customer who is searching some product from particular city. Using this website customer know where the particular product is available at which price so he can find the best shop to buy that product or he can also get it by home delivery, basically it reduce the human effort. It is location based shopping website. From the shopkeepers point of view this website perform all their task to manage the shop include stock, product details, invoice, report etc and also display their shop product towards the many more user. In order to develop an e-commerce website, a number of Technologies must be studied and understood.

Keyword- E-shopping, Online shopping system, web application , Android platform.

I. INTRODUCTION

This project is a web based shopping system application for an existing shop. The project objective is to deliver the online shopping application into online platform as well as through our website. It helps buying the products in the shop anywhere through internet by using our website. It is known globally that, in today's market, it is extremely difficult to start a new small scale business and its sustenance with competition from the well-established and settled/brand owners. Most often, even if the quality of the product is really good, due to a lack of advertisement or business at the small scale, it just becomes another face in the sea, and the product does not reach a larger group of customers. In fast paced life of today when everyone is squeezed for time, the majority of people are finicky when it comes to doing physical shopping. Logistically, a consumer finds a product more.

interesting and attractive when they find it on the website of a retailer directly and are able to see item's details online. Moreover, business owners often offer online shopping options at low rates because the overhead expenses in opening and running a physical store are higher. Further, with online shopping, their products have access to a worldwide market, which increases the number of customers from different ethnic groups, adds customer value, and overall sustainable in the marketing.

A. PROJECT OBJECTIVE

The objective of the project is to make an application to purchase items in an real shop. 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. The web application can be implemented in the form of an web application with web view.

II. LITERATURE REVIEW

A brief literature would be of immense help to the researcher in gaining insight into selected problem. The researcher would gain good background knowledge of the problem by reviewing certain studies. A reference to these entire studies will be related in the context of the shaping the present study. There are very limited studies, which are directly relevant to the study concerned. They have been taken from journals, articles, PhD thesis and unpublished research work.

Weber, K. and Roehl, W. S. (1999)[20], conducted a study on those who search for or purchase travel products through on-line with the age group of 26 to 55 years. Results on the basis of the study concerns about credit card security, evaluation of product quality, and

privacy issues are the main problems faced while on-line purchase of travel products, were made.

Vellido et al. (2000)[19], pointed out in his research, that there are nine factors associated with user's perception of online shopping Other discriminating factors were control over, and convenience of, the shopping process, affordability of merchandise, customer service and ease of use of the shopping site.

Jarvenpaa et al, Tractinsky & Vitale (2000)[13], tested a model of consumer attitude towards specific web base stores, in which perceptions of the store's reputation and size were assumed to affect consumer trust of the retailer or the shopkeepers. The level of trust was positively related to the attitude toward the store, and inversely related to the perception of the risks involved in buying from that store. The study concluded that the attitude and the risk perception affected the consumer's intention to buy from the store. Bhatnagar, Misra, and Rao (2000)[5], in their recent study made an attempt to study the risk, convenience and Internet shopping behavior. Lohse et al. (2000)[15], used panel data to explore the predictors of online purchasing behavior. They found that the typical online consumers are characterized by their wired lifestyle, and are time starved. Therefore, they suggested providing customized information for the online shoppers who buy standard or repeat items, which can lead to shoppers gaining a feeling of increased convenience, and allow them to make quick purchase decisions.

Amar Cheema and Purushottam Papatla (2009)[1], made an attempt to study the relative importance of online information versus offline information for internet purchase Dr.Panicos Georgiades (2000), carried out in his study that there were no differences found between males and females in all three occupational groupings with regard to security and convenience. In particular respondents' attitudes toward security were found to be in agreement in that "they did not feel confident with the provision of information concerning their personal and financial details and that technology backing the Internet is reliable". This suggests that companies can standardize their communications strategies aiming at alleviating the fears of Internet users with regards to security concerns.

According to the study by Armstrong and Kotler, (2000), a person's shopping choices are influenced by four major psychological factors: motivation, perception, learning and beliefs and attitude. This means that, through motivation and perception, attitudes are formed and consumers make decisions. Attitudes serve as the bridge between consumers' background characteristics and the consumption that satisfies their needs. Even though this understanding appears crucial, no studies have examined the factors that make consumers satisfied with their e-retailing experiences. Goldsmith and Bridges (2000)[12], found that consumers who felt that it was easy to buy over the web were more likely to buy, implying that confidence leads to greater purchase likelihood. A positive relationship between Internet experience/confidence and amount of shopping is thus found in his study.

A. Existing System:

The current system for do shopping is to visit the shop manually or personally and from the available product choose the favorite item among the items that available in the shop that customer want and buying the item by payment of the price of the item. And in currently online shopping website the main disadvantage is the delivery time. So to overcome this two major problem we decided to make the application so users don't have to wait for their product delivery.

-It is less user-friendly.

-User must go to shop and select products.

- It is difficult to identify the required product.
- Description of the product limited.
- It is a time consuming process Not in reach of distant users.

In currently online shopping website

- Inferior product
- Shipping charges
- Delivery problem
- Scam
- Return problem
- Warranty issue
- Miscellaneous trouble

B. Proposed System:

In the proposed system customer need not to go to the shop for buying the products. He can order the product he wishes to buy through the application in his Smartphone. The shop owner is the admin of the system. The shopkeeper can appoint moderators who will help owner in managing the customers, product orders ,the database and the delivery section . The system also recommends a home delivery system for the purchased order.

III. System Architecture:

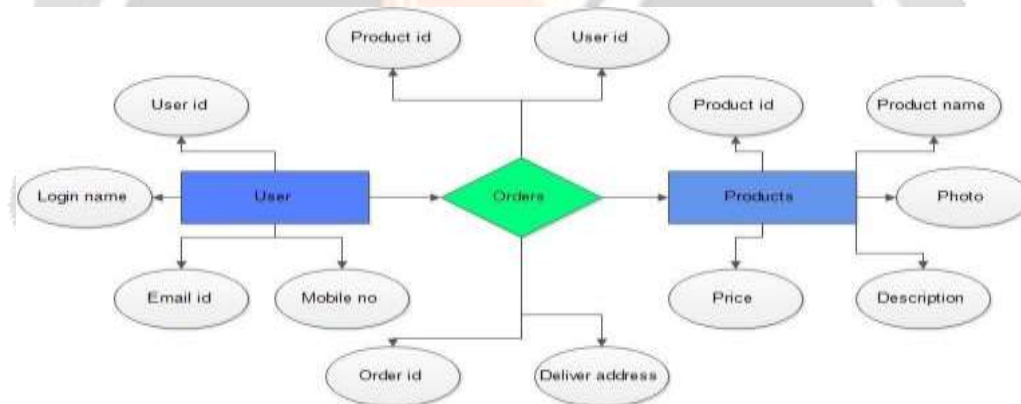


Figure 3.1:online shopping system complete structure

A. Sales Module Functions Analysis

To build the online shopping website, the portal should have the following sections and functions for the customers:

- Member registration: Provides registration function. After the registration, a user can pick products to the cart on the site, otherwise only view product information.
- Member Login: Allows a visitor to log in as a registered member. Each visitor is only able to log in to one account.
- Reclaim password: When a registered member forgets his/her password, user name or mailbox, the password question and answer function will support the re-claim of the password.
- The newly released products, special offers, hot sales are get displayed on the home page.
- Special offers module: The special offers module shows larger discounts of goods.
- Best-selling: According to the orders record, the home page displays the top ten best-selling products.

- Shopping cart: The item that we want to buy are get added into the cart for temporarily storage. We can also modify the cart by adding new item or deleting some item in it.
- New releases: The home page displays the products released within the last three days or a week according to the database information.
- Advertisements: Advertisement is also get publish on the page. This advertisement is help to increase popularity

B. Background Management System Functions Analysis

The system management module is used by the administrator to release products. The background system functions consist of registered members, product information, orders, news, and comments. The functional requirements of the system management module are as follows:

- Members function: Implementation of management of the members who have registered on the website. All the members of the site are get managed by administrator.
- Products function: It's administrator work to manage the information of a product, such as description, price, images, inventory and so on.
- Order function: only registered member's can orders in sales , the work of administrator will verify this order and then deliver the products. We can order multiple items at one time.
- Administrator function: Managing the basic information of the system administrator, such as adding an administrator, modifying password. An administrator can maintain the information of all members.
- Administrator login. For use all the features of the system management module it is most important to logged in first into the system management homepage.
- Release new products: Detailed information about the new product is also get displayed on it.
- Logout: For safety exit, administrator must to click on "Logout button".

IV. SYSTEM WORKING:

Our main aim is to increase the efficiency of the online shopping and reduce human errors and provide high quality services to the customers. The application on the tablets must be able to communicate with the other devices. Fig.4.1 shows flow chart of the online shopping website. As shown in flowchart, firstly the customer or visitor will open the application and searches for item from nearby available location of customer.

The customer searches the item he/she want. The selection of items is done by person if he/she visiting our application with or without login and registration module. At this stage, the registered and non- registered persons can add items in their shopping kart for temporary purpose. If the customer wants to buy selected items then condition will be checked weather customer login is done or not. If login is not done then application will force customer to login first before ordering something.

For performing all activities in project we will create one database consists of any particular local areas all shops listed along with their items and costs. Once completing login task, the customer will place order from his nearest searched local shop. At last the delivery boy will give delivery within estimated time to that customer.

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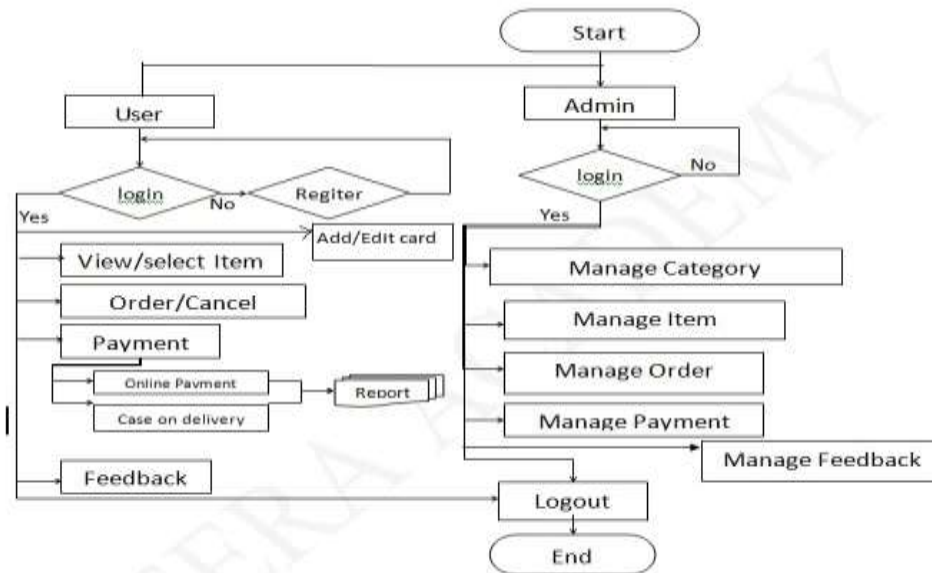


Fig. 4.1: Flowchart of Online shopping Application.

Firstly Administrator can register shop owner / manager to add, update new items. At last the delivery boy will give delivery within estimated time to that customer.

Development of computerized systems requires analysis of the process to be digitized in order to enable a correct system, a system that functions as required and to assist the potential users of the system understand the general functionality of the system. The analysis specifies the system's objectives and constraints to which designers have to comply. The purpose of doing analysis is to transform the system's major inputs into structured specification.

V. FUTURE SCOPE

This project is based on online shopping website for now it is available for only one city but in few days it will be available for maximum cities.

The android application is not created yet but it is the most exciting idea to create Android application for this project. Because people prefers Android application rather than going through website.

Following points will be considered for future scope :

- To get connected all over the world.
- To develop an android application
- To provide an convenient way to all shopkeepers to get connected on our website.
- Provide more security to database.

CONCLUSION:

The Go and find Online shopping system was completed successfully. The system has been developed with much care and free of errors and at the same time it is efficient and less time consuming. Aim of this project was to develop a web application for purchasing products from a shop. Nowadays the craze of online shopping is getting more and more improved so that we think that why don't to make a project on online shopping website. The project is completed now and we get lot of knowledge while completing this project. There are lots of problems we faced but from those problems we learned new thinks and try to get rid of from those problems.

Now the project is successfully completed but we are still working on it for getting better response.

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