ECOMMERCE WEBSITE

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ABSTRACT

In this research, we have developed an e-commerce website using various programming languages. The aim of our project is to analyse through a systematic literature review the main topic studied on relatively new concept: e-commerce.

1. Introduction

Web development is the work involved in developing a web site for the Internet (World Wide Web) or an intranet (a private network). Web development can range from developing a simple single static page of plain text to complex web-based internet applications (web apps), electronic businesses, and social network services. A more comprehensive list of tasks to which web development commonly refers, may include web engineering, web design, web content development, client liaison, client-side/server-side scripting, web server and network security configuration, and e-commerce development.

Among web professionals, "web development" usually refers to the main non-design aspects of building web sites: writing markup and coding. Web development may use content management systems (CMS) to make content changes easier and available with basic technical skills. There are three kinds of web developer specialization: front end developer, back-end developer, and full-stack developer. Front-end developers are responsible for behavior and visuals that run in the user browser, while back-end developers deal with the servers.

1.1 HTML

First developed by Tim Berners lee in 1990, html is short for hypertext markup language. Html is used to create electronic documents (called pages) that are displayed on the World Wide Web. Each page contains a series of connections to other pages called hyperlinks. Every web page you see on the internet is written using one version of html code or another. Html code ensures the proper formatting of text and images so that your in Further development under the auspices of the IETF was stalled by competing interests. Since 1996, the HTML specifications have been maintained, with input from commercial software vendors, by the World Wide Web Consortium (W3C). However, in 2000, HTML also became an international standard (ISO/IEC 15445:2000). HTML 4.01 was published in late 1999, with further errata published through 2001. In 2004, development began on

HTML5 in the Web Hypertext Application Technology Working Group (WHATWG), which became a joint deliverable with the W3C in 2008, and completed and standardized on 28 October 2014. Advantages of HTML:
1. HTML is easy to use and learn.
2. HTML is free and light weight.
3. HTML is supported by all browsers.
4. HTML is most friendly engine and is user friendly.
5. HTML can integrate easily with other languages.
HTML is basic of all Programming Languages internet browser may display them as they are intended to look.

1.2 CSS

Cascading style sheets (css) is a style sheet language used for describing the presentation of a document written in a markup language like html. Css is a cornerstone technology of the World Wide Web, alongside html and JavaScript. Css is designed to enable the separation of presentation and content, including layout, colors, and fonts. This separation can improve content accessibility, provide more flexibility and control in the specification of presentation characteristics, enable multiple web pages to share formatting by specifying the relevant css in a separate .css file, and reduce complexity and repetition in the structural content. CSS is used to define styles for your web pages, including the design, layout and variations in display for different devices and screen sizes. When tags like <font>, and color attributes were added to the HTML 3.2 specification, it started a nightmare for web developers. Development of large websites, where fonts and color information were added to every single page, became a long and expensive process.
To solve this problem, the World Wide Web Consortium (W3C) created CSS. More importantly, CSS enables you to do this independent of the HTML that makes up each webpage.CSS is easy to learn and understood but it provides powerful control over the presentation of an HTML document.CSS removed the style formatting from the HTML page!
CSS is the language for describing the presentation of Web pages, including colors, layout, and fonts. It allows one to adapt the presentation to different types of devices, such as large screens, small screens, or printers. CSS is independent of HTML and can be used with any XML-based markup language.

1.3   JavaScript

JavaScript often abbreviated as JS, is an interpreted programming language that conforms to the ECMA Script specification. JavaScript is high-level, often just-in-time compiled, and multi-paradigm. It has curly-bracket syntax, dynamic typing, prototype-based object-orientation, and first-class functions. Alongside HTML and CSS, JavaScript is one of the core technologies of the World Wide Web. JavaScript enables interactive web pages and is an essential part of web applications. The vast majority of websites use it for client-side page behavior, and all major web browsers have a dedicated JavaScript engine to execute it. As a multiparadigm language, JavaScript supports event-driven, functional, and imperative programming styles. It has application programming interfaces (APIs) for working with text, dates, regular expressions, standard data structures, and the Document Object Model . However, the language itself does not include any input/output, such as networking, storage, or graphics facilities, as the host environment (usually a web browser) provides those APIs. Originally used only in web browsers, JavaScript engines are also now embedded in server-side website deployments and non-browser applications.
Although there are similarities between JavaScript and Java, including language name, syntax, and respective standard libraries, the two languages are distinct and differ greatly in design. JavaScript is a dynamic computer programming language. It is lightweight and most commonly used as a part of web pages, whose implementations allow client-side script to interact with the user and make dynamic pages. It is an interpreted programming language with object-oriented capabilities. JavaScript is a dynamic computer programming language. It is lightweight and most commonly used as a part of web pages, whose implementations allow client-side script to interact with the user and make dynamic pages. It is an interpreted programming language with object-oriented capabilities.
JavaScript was first known as Live Script, but Netscape changed its name to JavaScript, possibly because of the excitement being generated by Java. JavaScript made its first appearance in Netscape 2.0 in 1995 with the name Live Script. The general-purpose core of the language has been embedded in Netscape, Internet Explorer, and other web browsers.
The ECMA-262 Specification defined a standard version of the core JavaScript language.
• JavaScript is a lightweight, interpreted programming language.

• Designed for creating network-centric applications.

• Complementary to and integrated with Java.

• Complementary to and integrated with HTML.

1.4 Android

Android is a mobile operating system based on a modified version of the Linux kernel and other open-source software, designed primarily for touchscreen mobile devices such as smartphones and tablets. Android is developed by a consortium of developers known as the Open Handset Alliance and commercially sponsored by Google. It was unveiled in November 2007, with the first commercial Android device, the HTC Dream, being launched in September 2008.

It is free and open-source software; its source code is known as Android Open Source Project (AOSP), which is primarily licensed under the Apache License. However most Android devices ship with additional proprietary software pre-installed,[12] most notably Google Mobile Services (GMS)[13] which includes core apps such as Google Chrome, the digital distribution platform Google Play and associated Google Play Services development platform.

About 70 percent of Android smartphones run Google's ecosystem; some with vendor-customized user interface and software suite, such as TouchWiz and later One UI by Samsung, and HTC Sense.[14] Competing Android ecosystems and forks include Fire OS (developed by Amazon) or Lineages. However, the "Android" name and logo are trademarks of Google which impose standards to restrict "uncertified" devices outside their ecosystem to use Android branding.

2. LITERATURE SURVEY

Online shopping is becoming increasingly popular for variety of reasons. There are certainly outside factors such as increasing gas prices, difficulty in getting to traditional stores and hassles often associated with shopping malls and other traditional stores to contribute to the increased interest in online shopping. Consumers can get full information about the product with its reviews being passed by the existing users. If one wants to buy a product, he/she is no longer limited to asking the friends and families because there are many products reviews on the web which gives opinions of the existing users of the product. Online shopping sites contain wide variety of goods both high quality and mild quality keeping in mind the level of people.

2.1 THE DOs IN ONLINE SHOPPING:

If people want to be as savvy online shoppers, enjoy in finding great deals and avoid becoming a victim of cybercrime, customers want to follow a few basic Do's and

1. Before giving the credit card information, enough time must be taken to research the website. Contact the seller if this is the customer's first purchase. Most reputable sellers will have a toll-free customer service phone number.

2. If site had only an email address and no phone number, start an email or instant message dialogue with the people running the site before buying anything from them.

3. Pay by credit card or an online payment service. Online Payment service offer some protection as well. For extra degree of protection, credit card is the best.

4. Buy from a website that has encryption. "Encryption is a key to secure Internet purchases. It is a feature that automatically codes the customer's personal data when it is entered".

5. Check the website policies before placing the order. Read the website's return policy and other terms and conditions, as well as the site's privacy policy, before ordering anything.

6. Use comprehensive computer security software. Make sure the customers have up –to – date, Comprehensive security software such as, MCA fee Internet security or MCA fee Total protection before doing anything with online shopping. This will greatly reduce the risk of contracting virus and will help to avoid theft on dangerous websites.

7. Check the credit card statements, make sure that the customer charged the proper amount, and that no extras were added to their bill.

2.2 DON'Ts IN ONLINE SHOPPING

Do not buy from spammers. If the customer get an e-mail inviting them to buy something like "Discounted Rolex Watches" two things must be considered.
i. Spam.
ii. Possible Scam.
The most spammers will steal the credit card or financial information and use it fraudulently. If purchases are made

from spammers, the customer will never get what they have ordered. It is a risky deal.

1 Do not pay by a debit card, cash or wire transfer. When the customer pay with debit cards, the money comes directly

out of the customers amount. Getting the cash back can be difficult, if it not possible. When the people pay by cash

or use a wire transfer, the money goes directly to the sellers account. So there is no recourse if something goes

wrong.
2 Do not buy from a websites unless it is certified for safety. People need to feel confident that when people make an

online purchase, personal and financial information will not be compromised.
3 Do not buy from a website with which people are not totally comfortable.
Do not forget to inspect the new purchase as soon as it arrives. If the customer finds a problem, notify the seller as

soon as possible.

3. SYSTEM DEVELOPMENT

As the title of project is implementing Ecommerce website which is web application which runs over browsers. The aim of project is to take orders in very efficient and systematic manner and customers would get lots of products/items to discover. As system is based on online shopping therefore shopping will be easy and simple. This shopping system uses fewer resources and reduces the need for going out, physical shopping, etc.

We developed our project on a research done by us as following. The research was in two stages. First, we conducted exploratory qualitative research, (Study 1), with the purpose of gaining an in-depth understanding of what motivates consumers to start shopping online for our products and the extent to which their online shopping experience encourages them to continue or to stop online shopping. Following the qualitative research, we designed and implemented a large-scale quantitative survey (Study 2), in order to extend the findings of the qualitative research and to validate the role of situational factors in instigating the commencement or discontinuation of online shopping. Cluster analysis was used to uncover specific triggers for particular groups of consumers

Additionally, we have also developed an android application of this same content (that is ecommerce). In that application we basically included same information as in this website. This will help the sponsor to increase its business not only on web browser but also on mobile device.

3.1 MODULES

What we have to made application or web designing. We have decided a website development of "E-Commerce Website" with the help of latest trends in web designing. After this we got an idea about requirements collection of "E-Commerce" from our guide.

We have searched for different scripting languages and later we decided to use
JavaScript as scripting language, HTML, CSS and PHP for designing.
We have created following modules:
1. Home Page
2. Our Products module
3. Our Categories
4. About us
5. Contact us

3.1.1 Home Page

Home page include the basic overview of our website which is designed using various language like CSS, JS, etc.
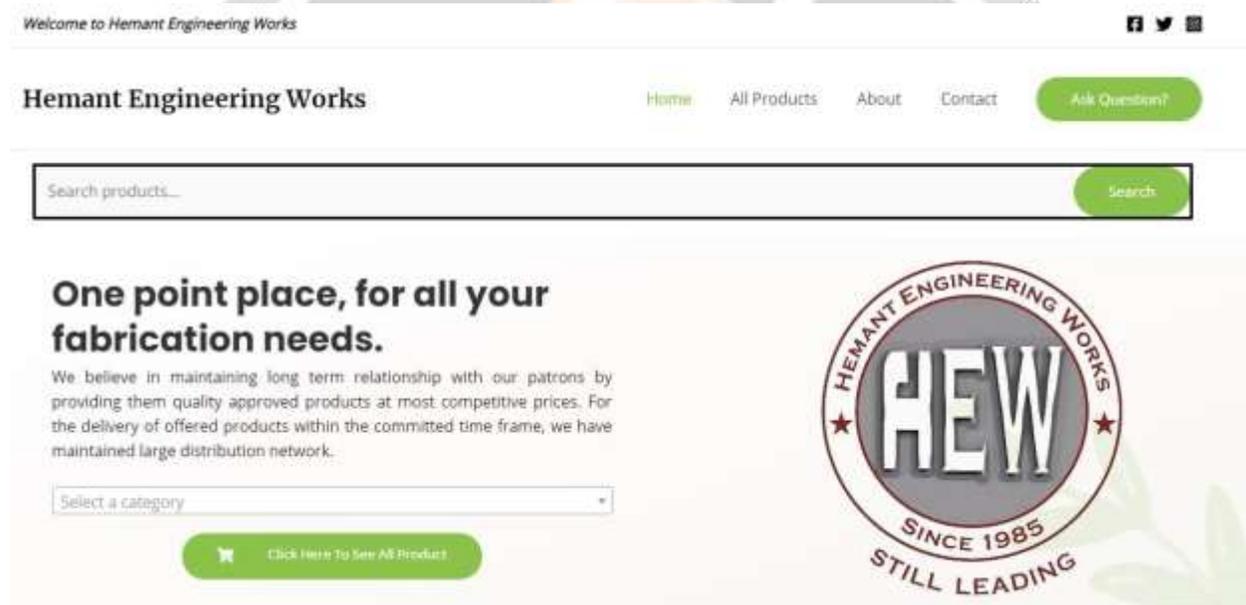
Fig.1 Home page

3.1.2 Our Products

From the Home Page, user can redirect to Our product section in the website. In this page, user can search for their product.
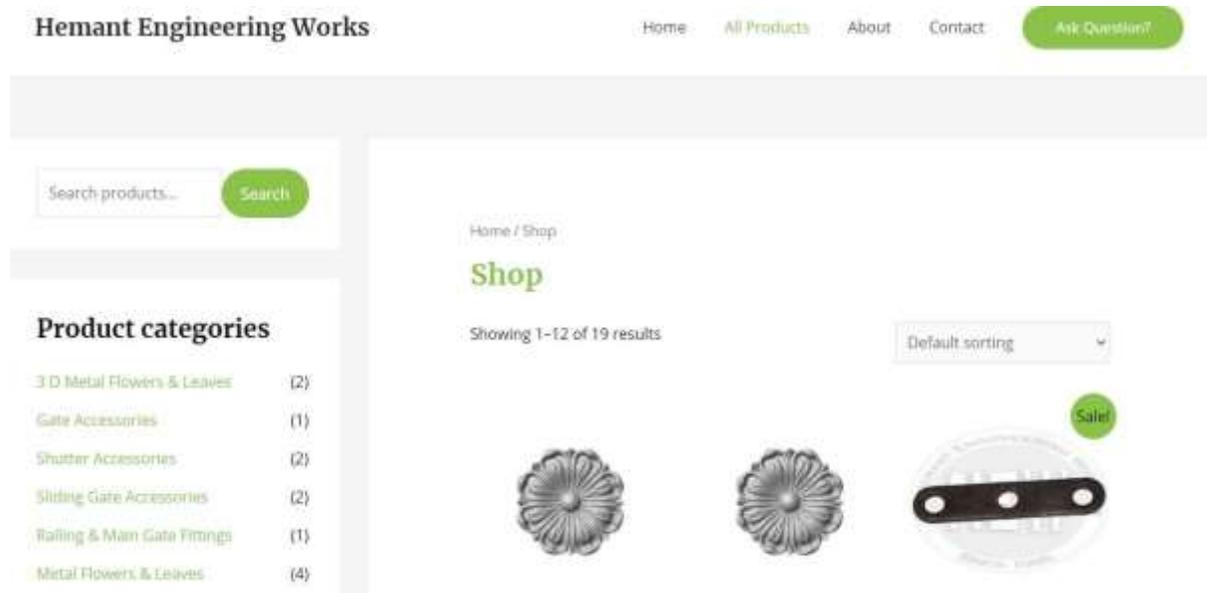
Fig.2 Our Product Page

3.1.3 Our Category

From the Home page, user can redirect to Our Category section in which they can choose any category in which their product is available.

Fig.3 Our Categories

3.1.3 About us

In this section, customer can see all the information of the sponsor.

Fig.4 About Us

3.1.3 Contact us

In about us section, there are some contact numbers from which customer can talk to the management. And there are also some emails displayed.


3.2 Android Application

As the sponsor's requirement, we have made an android application which is also available on google play store. It contains same information as in website. Following are some screenshots of the application.

Home Page of android application   Our Product of android application
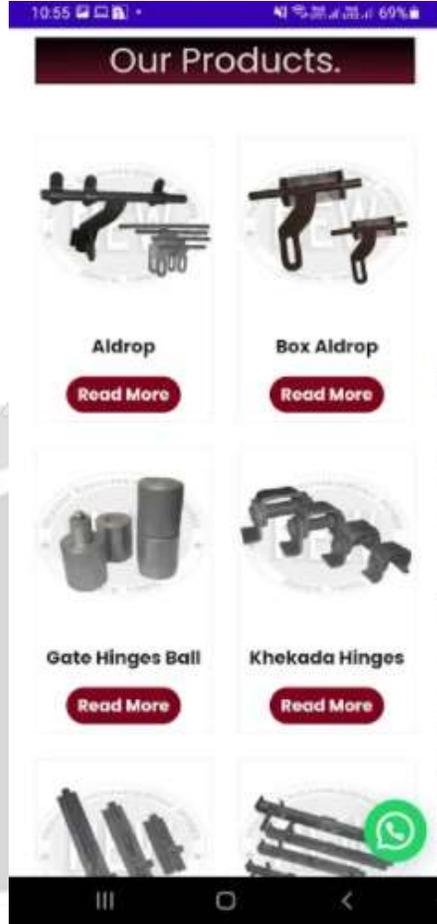
About Us section in android application   Our Categories

4. CONCLUSION

This web application and android application provides the customers to shop worldwide. It saves time as it allows customer to shop online using any device available.

The main purpose of our project is to give best facilities to the customer, we take the responsibility that no any customer should get disappointed using our product.

The sponsor of our project, that is **"Hemant Engineering Works"** provided the requirement of their expectation. Then we started developing our project, after then they also told to develop an android application. We also developed an android application which is available on Android play store.

5. ACKNOWLEDGEMENT

We would like to thank to our guide Prof. Deshmukh R.R for the useful comments, remarks, and for giving her valuable guidance and inspiration throughout the learning of this report. Furthermore, we would like to thank our HOD Prof. Jadhav P.D. for making availability of the facilities for the successful completion of this work and other staff members of Computer Engineering Department for their valuable help. We thank our respected Principal Dr. B.M. Patil for his guidance suggestions and constant support which leads successful completion of this work.

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