



(Established under Galgotias University Uttar Pradesh Act No. 14 of 2011)

E-COMMERCE

A Report for the Evaluation 3 of Project 2

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in partial fulfilment for the award of the degree

of

Bachelor of Technology

IN

Computer Science and Engineering With Specialization of Cloud

Computing and Virtualization

SCHOOL OF COMPUTING SCIENCE AND ENGINEERING

Under the Supervision of

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APRIL / MAY- 2020

TABLE OF CONTENTS

CHAPTER NO.	TITLE	PAGE NO.
1.	Abstract	1
2.	Introduction	1
3.	Architecture Diagrams	2
4.	Existing System	5
5.	Proposed System	7
6.	Conclusion	7
7.	Output Screenshots	8
8.	References	10

ABSTRACT:

Electronic Commerce is process of doing business through computer networks. A person sitting on his chair in front of a computer can access all the facilities of the Internet to buy or sell the products.

Unlike traditional commerce that is carried out physically with effort of a person to go & get products, ecommerce has made it easier for human to reduce physical work and to save time. E-Commerce which was started in early 1990's has taken a great leap in the world of computers, but the fact that has hindered the growth of e-commerce is security. Security is the challenge facing e-commerce today & there is still a lot of advancement made in the field of security.

The main advantage of e-commerce over traditional commerce is the user can browse online shops, compare prices and order merchandise sitting at home on their PC.

For increasing the use of e-commerce in developing countries the B2B e-commerce is implemented for improving access to global markets for firms in developing countries. For a developing country advancement in the field of e-commerce is essential. The research strategy shows the importance of the e-commerce in developing countries for business applications.

INTRODUCTION:

What is E-Commerce ?

Electronic commerce, commonly known as E-commerce or eCommerce, is trading in products or services using computer networks, such as the Internet. Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems. Modern electronic commerce typically uses the World Wide Web for at least one part of the transaction's life cycle, although it may also use other technologies such as e-mail.

E-commerce businesses may employ some or all of the following:

- Online shopping web sites for retail sales direct to consumers
- Providing or participating in online marketplaces, which process third-party business-to-consumer or consumer-to-consumer sales
- Business-to-business buying and selling
- Gathering and using demographic data through web contacts and social media
- Business-to-business electronic data interchange

- Marketing to prospective and established customers by e-mail or fax (for example, with newsletters)
- Engaging in pretail for launching new products and services .

ARCHITECTURE DIAGRAMS:

- **E-COMMERCE**

Although the terms e-commerce and e-business are often used interchangeably, there are differences. E-commerce is the buying and selling of goods and services on the Internet or other computer network. Any brick and mortar store can become an e-commerce business by adding a virtual storefront with an online catalogue. In most cases, e-business refers exclusively to Internet businesses, but it may also refer to any business that uses Internet technology to improve productivity and profitability.

- **E-BUSINESS**

Business transactions that involve the exchange of money are covered by the term e-commerce. E-business includes all aspects of running a business that sells goods and services, including marketing, earning and retaining customers, procurement, developing business partners and customer education. In order to be successful, e-commerce and e-businesses must have quality storefronts that are simple to navigate and peruse, with accurate and thorough catalogue information. E-business became an extension of e-commerce to encompass all aspects of businesses that function online. E-business involves e-commerce, but e-

Commerce does not cover all aspects of e-business.

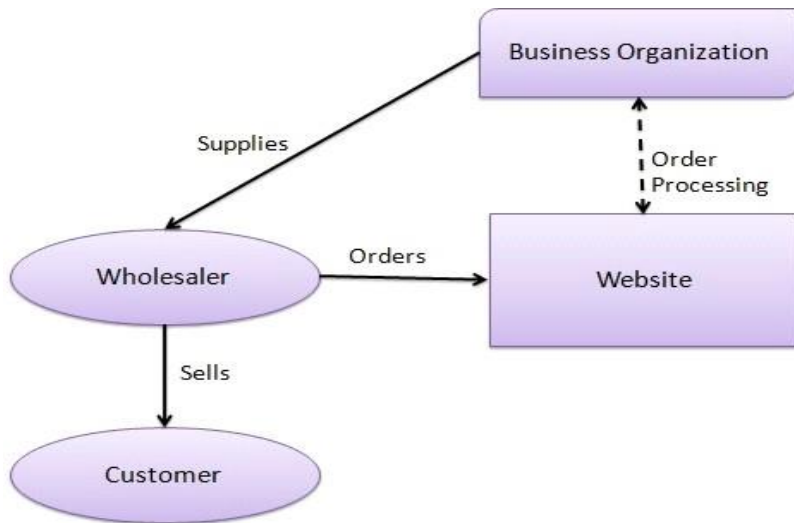
- **BUSINESS MODELS** E-Commerce or Electronics Commerce business models can generally be categorized in the following categories:-

- Business - to - Business (B2B)
- Business - to - Consumer (B2C)
- Consumer - to - Consumer (C2C)
- Consumer - to - Business (C2B)
- Business - to - Government (B2G)
- Government - to - Business (G2B)

- Government - to - Citizen (G2C)

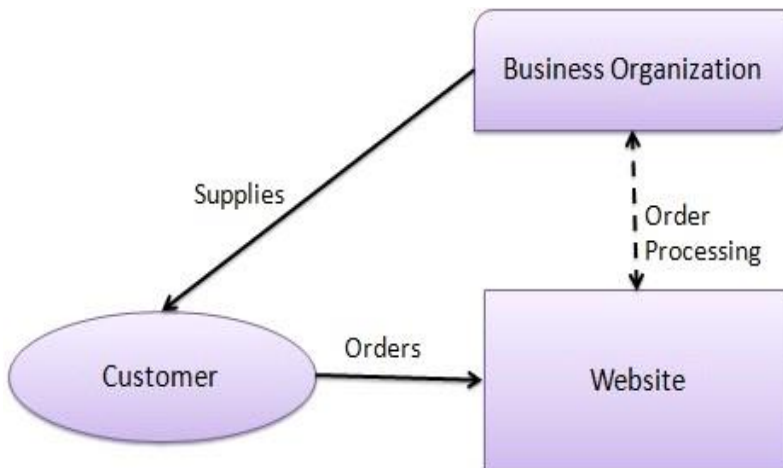
Business - to - Business (B2B)

Website following B2B business model sells its product to an intermediate buyer who then sells the product to the final customer. As an example, a wholesaler places an order from a company's website and after receiving the consignment, sells the end product to final customer who comes to buy the product at wholesaler's retail outlet.



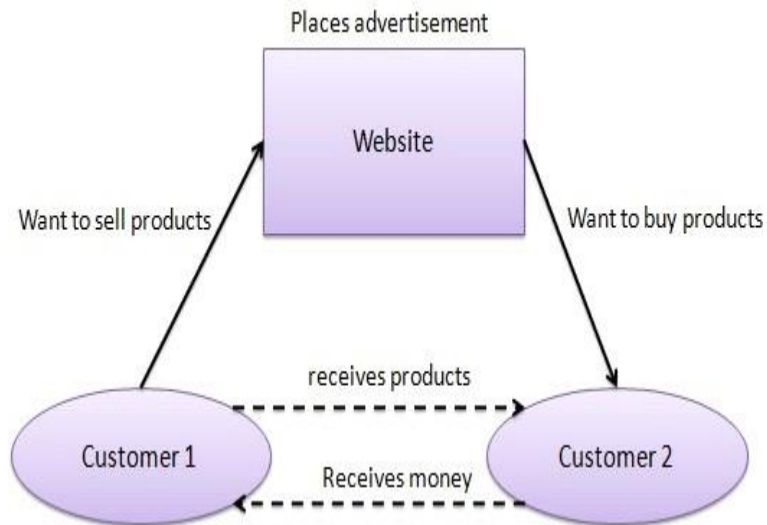
Business - to - Consumer(B2C)

Website following B2C business model sells its product directly to a customer. A customer can view products shown on the website of business organization. The customer can choose a product and order the same. Website will send a notification to the business organization via email and organization will dispatch the product/goods to the customer



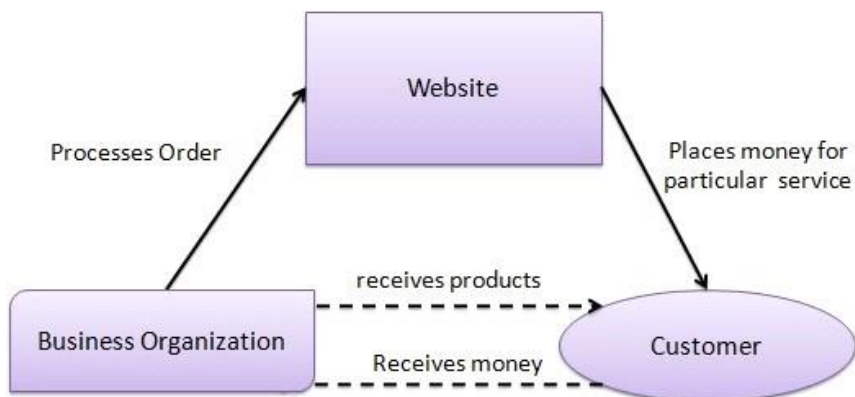
Consumer - to - Consumer (C2C)

Website following C2C business model helps consumer to sell their assets like residential property, cars, motorcycles etc. or rent a room by publishing their information on the website. Website may or may not charge the consumer for its services. Another consumer may opt to buy the product of the first customer by viewing the post/advertisement on the website.



Consumer - to - Business (C2B)

In this model, a consumer approaches website showing multiple business organizations for a particular service. Consumer places an estimate of amount he/she wants to spend for a particular service. For example, comparison of interest rates of personal loan/ car loan provided by various banks via website. Business organization who fulfills the consumer's requirement within specified budget approaches the customer and provides its services.



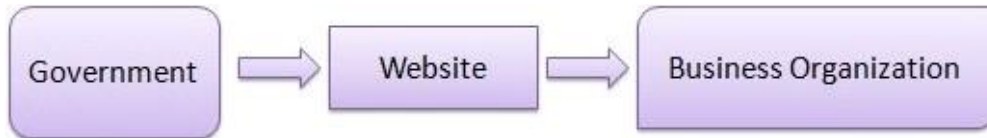
Business - to - Government (B2G)

B2G model is a variant of B2B model. Such websites are used by government to trade and exchange information with various business organizations. Such websites are accredited by the government and provide a medium to businesses to submit application forms to the government.



Government - to - Business (G2B)

Government uses B2G model website to approach business organizations. Such websites support auctions, tenders and application submission functionalities.



Government - to - Citizen (G2C)

Government uses G2C model website to approach citizen in general. Such websites support auctions of vehicles, machinery or any other material. Such website also provides services like registration for birth, marriage or death certificates. Main objectives of G2C website are to reduce average time for fulfilling people requests for various government services.



EXISTING SYSTEM:

1. Exploitation of New Business

Broadly speaking, electronic commerce emphasizes the generation and exploitation of new business opportunities and to use popular phrases: “generate business value” or “do more with less”.

2. Enabling the Customers

Electronic Commerce is enabling the customer to have an increasing say in what products are made, how products are made and how services are delivered (movement from a slow order fulfillment process with little understanding of what is taking place inside the firm, to a faster and more open process with customers having greater control).

3. Improvement of Business Transaction

Electronic Commerce endeavors to improve the execution of business transaction over various networks.

4. Effective Performance

It leads to more effective performance i.e. better quality, greater customer satisfaction and better corporate decision making.

5. Greater Economic Efficiency

We may achieve greater economic efficiency (lower cost) and more rapid exchange (high speed, accelerated, or real-time interaction) with the help of electronic commerce.

6. Execution of Information

It enables the execution of information-laden transactions between two or more parties using interconnected networks. These networks can be a combination of 'plain old telephone system' (POTS), Cable TV, leased lines and wireless. Information based transactions are creating new ways of doing business and even new types of business.

7. Incorporating Transaction

Electronic Commerce also incorporates transaction management, which organizes, routes, processes and tracks transactions. It also includes consumers making electronic payments and funds transfers.

8. Increasing of Revenue

Firms use technology to either lower operating costs or increase revenue. Electronic Commerce has the potential to increase revenue by creating new markets for old products, creating new information-based products, and establishing new service delivery channels to better serve and interact with customers. The transaction management aspect of electronic commerce can also enable firms to reduce operating costs by enabling better coordination in the sales, production and distribution processes and to consolidate operations and reduce overhead.

9. Reduction of Friction

Electronic Commerce research and its associated implementations is to reduce the "friction" in online transactions. Friction is often described in economics as transaction cost. It can arise from inefficient market structures and inefficient combinations of the technological activities required to make a transaction. Ultimately, the reduction of friction in online commerce will enable smoother transactions between buyers, intermediaries and sellers.

10. Facilitating of Network Form

Electronic Commerce is also impacting business to business interactions. It facilitates the network form of organization where small flexible firms rely on other partner, companies for component supplies and product distribution to meet changing customer demand more effectively. Hence, an end to end relationship management solution is a desirable goal that is needed to manage the chain of networks linking customers, workers, suppliers, distributors and even competitors. The management of "online transactions" in the supply chain assumes a central roll.

11. Facilitating for Organizational Model

It is facilitating an organizational model that is fundamentally different from the past. It is a control organization to the information based organization. The emerging forms of techno-organizational structure involve changes in managerial responsibilities, communication and information flows and work group structures.

PROPOSED SYSTEM:

Several researchers have carried out studies in their effort to examine consumers 'online buying behavior. For example, Bellman et al (1999) investigated various predictors for whether an individual will purchase online. These authors concluded that demographic variables, such as income, education and age, have a modest impact on the decision of whether to buy online, whereas the most important determinant of online shopping was previous behavior, such as earlier online purchases. This is consistent with Forrester Research which proved that demographic factors do not have such a high influence on technology as the consumers 'attitudes do (Modal, 2000). Stein field and Whitten (1999) suggested that the combination of the Internet, plus physical presence, provides more opportunities to capture business than the online-only presence, because they can provide better pre-purchase and post-sales services to lower consumer transaction cost and build trust in online stores. However, it is worth mentioning that beliefs and attitudes that are found in the stage prior to the adoption of e-commerce are different to those in the —post-adoption stage (Geffen et al, 2003; Venkatesh and Brown, 2001; Yu et al, 2005.

CONCLUSION:

- To find the factors that leads a website user to return to or recommend the website Flipkart.com
- To discover the key factors that influence online buying behaviour of consumers in India
- To identify who are the online shoppers in terms of demography
- To understand the customer awareness on Flipkart.com
- To determine the factors responsible for customer satisfaction

OUTPUT SCREENSHOTS:

HOME PAGE:



CONTACT US PAGE:



Online Shopping – Contact Form

Your Name...

Your Email...

Your Message...

Submit

TRACK FOR ADMIN PAGE:

	Clothing	Order Us	Contact Us	About Us	Track
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COD | Open Orders COD | Closed Orders


Open orders between : and :

REGISTER PAGE:

ng	Order Us	Contact Us	About Us	Track
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Already Registered? [Click Here!](#)

LOGIN PAGE:

	Clothing	Order Us	Contact Us	About Us	Track
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Remember me on this computer.

Not yet Registered? [Register!](#)

ORDER SUCCESS MESSAGE:



Congratulations! Transaction completed successfully. You receive you order details in your mail and shipment will be delivered to the address you provide us.

Thank you for shopping with us,

ORDER FAILED MESSAGE:



:(Sorry! Transaction Failed. Please order again!

Thank you for choosing us,

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