GALGOTIAS UNIVERSITY

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

E-Commerce Web Application

A Report for the Evaluation 3 of Project 2

Submitted by

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In partial fulfillment for the award of the degree of

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IN BRANCH OFSTUDY

SCHOOL OF COMPUTING SCIENCE AND ENGINEERING

Under the Supervision of

Mr. Tarun Kumar

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GALGOTIAS UNIVERSITY
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SCHOOL OF COMPUTING AND SCIENCE AND ENGINEERING

BONAFIDE CERTIFICATE

Certified that this project report "**E-Commerce Web Application**" is the bonafide work of "**GOURAV RANJAN DHOLE(1713203016)**" who carried out the project work under my supervision.

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Abstract

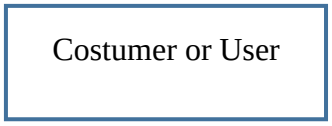
Online Shopping system is become one of the major trend on internet now a days. Everyone wants there business to be online so they can reach more number of people because Internet is widely spread among people and e-commerce used by traders. A very big part of population is youth these days and they are the main shoppers who buy several products online. This project will also highlight the development of website using technologies. This Project Taken Under the student of Galgotias University. The result of writing this paper will show that Online shopping related to the field which are Age Group, Gender, Education background and variation in price of online market and offline market and give a basic knowledge to Develop a web application.

Table of Content

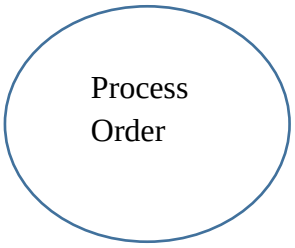
List of Symbols:

DFD:

External Entity: An external entity can represent a human, system or subsystem. It is where certain data comes from or goes to. It is external to the system we study, in terms of the business process. For this reason, people used to draw external entities on the edge of a diagram.



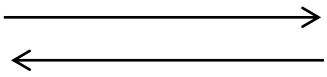
Process: A process is a business activity or function where the manipulation and transformation of data take place. A process can be decomposed to a finer level of details, for representing how data is being processed within the process.



Data Store: A data store represents the storage of persistent data required and/or produced by the process. Here are some examples of data stores: membership forms, database tables, etc.

Data Flow: A data flow represents the flow of information, with its direction represented by an arrowhead that shows at the end(s) of flow connector.

1. Directional



2. Bidirectional

Use Case:

Actors:
Actors are usually individuals involved with the system defined according to their roles. The actor can be a human or other external system.

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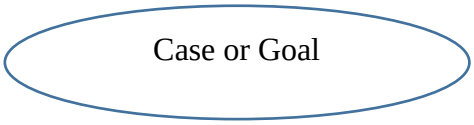
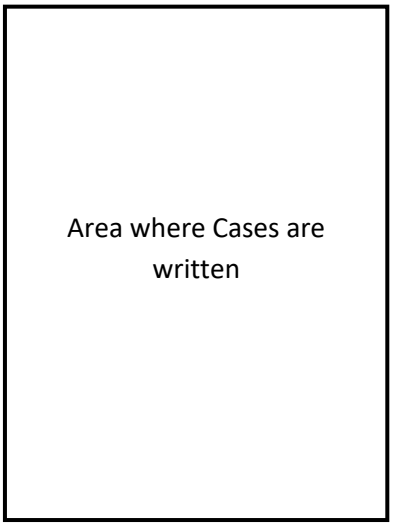
Use Case:
A use case describes how actors uses a system to accomplish a particular goal. Use cases are typically initiated by a user to fulfill goals describing the activities and variants involved in attaining the goal.



Relationship
The relationships between and among the actors and the use cases.

Lines which represent Relation between Case and Actor.

System Boundary
The system boundary defines the system of interest in relation to the world around it.



ER-Digram

Entities, which are represented by rectangles. An entity is an object or concept about which you want to store information.

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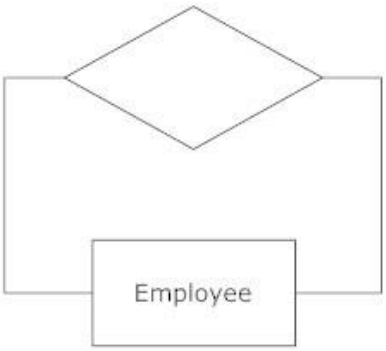
A weak entity is an entity that must defined by a foreign key relationship with another entity as it cannot be uniquely identified by its own attributes alone.

Actions, which are represented by diamond shapes, show how two entities share information in the database.

In some cases, entities can be self-linked. For example, employees can supervise other employees.



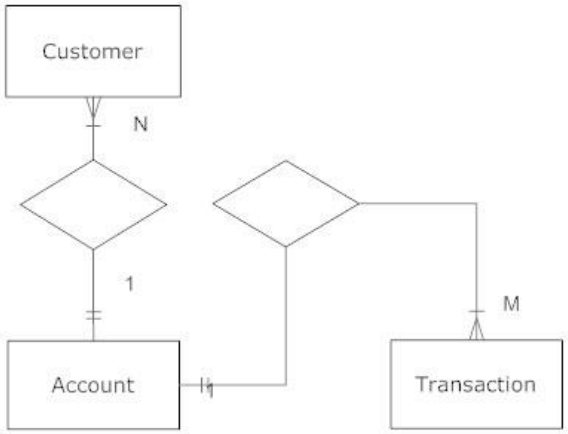
Attributes, which are represented by ovals. A key attribute is the unique, distinguishing characteristic of the entity. For example, an employee's social security number might be the employee's key attribute.

A multivalued attribute can have more than one value. For example, an employee entity can have multiple skill values.

A derived attribute is based on another attribute. For example, an employee's monthly salary is based on the employee's annual salary.

Connecting lines, solid lines that connect attributes to show the relationships of entities in the diagram.

Cardinality specifies how many instances of an entity relate to one instance of another entity. Ordinality is also closely linked to cardinality. While cardinality specifies the occurrences of a relationship, ordinality describes the relationship as either mandatory or optional. In other words, cardinality specifies the maximum number of relationships and ordinality specifies the absolute minimum number of relationships.There are many notation styles that express cardinality.



1.INTRODUCTION

1.1. Internet:

Internet was first available to publically on year 15th August 1995 by Videsh Sanchar Nigam Limited (VSNL) in India. But the history is not like that. Before publically launch of internet, it was originally introduced to India with the launch of the Educational Research Network (ERNET) in 1986. This was available to limited people likely to be the educational and research communities. ERNET was initiated by the Department of Electronics (DoE) with the financial support provided by the Indian government and United Nations Development Program(UNDP), there is also involvement of eight premier institute as participating agencies and they are:-

- NCST Bombay
- Indian Institute of Science
- Five IIT's (Delhi, Mumbai, Kanpur, Kharagpur, Chennai)
- DoE (New Delhi)

1.2. E-Commerce:

By the name and definition we can clearly define the E-Commerce which is Commerce or Electronic Commerce which is buying and selling of products or services via internet. For many People, E-Commerce is there daily basis activities like paying electric bill or any type of bills online or buying Movie tickets or selling materials. The history of E-commerce is started nearly 40 years ago and still it's growing continuously day by day improving itself.

E-commerce can be broken into four main categories: B2B, B2C, C2B, and C2C. B2B (Business-to-Business) Companies doing business with each other such as manufacturers selling to distributors and wholesalers selling to retailers.

- B2B (Business-to-Business)
  Companies doing business with each other such as manufacturers selling to distributors and wholesalers selling to retailers. Pricing is based on quantity of order and is often negotiable.

- B2C (Business-to-Consumer)
  Businesses selling to the general public typically through catalogs utilizing shopping cart software. By dollar volume, B2B takes the prize, however B2C is really what the average Joe has in mind with regards to e-commerce as a whole.

Having a hard time finding a book? Need to purchase a custom, high-end computer system? How about a first class, all-inclusive trip to a tropical island? With the advent e-commerce, all three things can be purchased literally in minutes without human interaction. Oh how far we've come!

- C2B (Consumer-to-Business)
  A consumer posts his project with a set budget online and within hours companies review the consumer's requirements and bid on the project. The consumer reviews the bids and selects the company that will complete the project. Elance empowers consumers around the world by providing the meeting ground and platform for such transactions.

- C2C (Consumer-to-Consumer)
  There are many sites offering free classifieds, auctions, and forums where individuals can buy and sell thanks to online payment systems like PayPal where people can send and receive money online with ease. eBay's auction service is a great example of where person-to-person transactions take place everyday since 1995.

Michael Aldrich was an English inventor who invented online shopping in year 1979was the one to who enable online transaction process between customers and businesses or Business to Business. Later, this process known as e-commerce.

1.3. Developing An E-Commerce Website Or Web Application:

Developing a web Application Required few components which are some front-end and back-end tool. Front-end tools are most likely to be some web development framework or simple HTML,CSS, Bootstrap and plan vanilla Java-Script.

Developing a web application is a very challenging task to be done, mainly the designing part. There could be thousand lines of HTML, CSS codes and different Java-Script libraries for design one web page. Working on a multi page web application is more complex then working on a Single page web application because code for some common field will be repeated. For example Head Section, Menu Bar, Footer, etc.

1.4. HTML:

Hypertext Markup Language (HTML) is the standard markup language for documents designed to be displayed in a web browser. It can be assisted by technologies such as Cascading Style Sheets (CSS) and scripting languages such as JavaScript.

HTML elements are the building blocks of HTML pages. With HTML constructs, images and other objects such as interactive forms may be embedded into the rendered page. HTML provides a means to create structured documents by denoting structural semantics for text such as headings, paragraphs, lists, links, quotes and other items. HTML elements are delineated by *tags*, written using angle brackets. Tags such as <**img** /> and <**input** /> directly introduce content into the page. Other tags such as <**p**> surround and provide information about document text and may include other tags as sub-elements. Browsers do not display the HTML tags, but use them to interpret the content of the page[8].

1.5. CSS:

Cascading **S**tyle **S**heets, fondly referred to as CSS, is a simple design language intended to simplify the process of making web pages presentable.CSS handles the look and feel part of a web page. Using CSS, you can control the color of the text, the style of fonts, the spacing between paragraphs, how columns are sized and laid out, what background images or colors are used, layout designs,variations in display for different devices and screen sizes as well as a variety of other effects.

CSS is easy to learn and understand but it provides powerful control over the presentation of an HTML document. Most commonly, CSS is combined with the markup languages HTML or XHTML[6][7].

CSS is created and maintained through a group of people within the W3C called the CSS Working Group. The CSS Working Group creates documents called specifications. When a specification has been discussed and officially ratified by the W3C members, it becomes a recommendation[6][7].

These ratified specifications are called recommendations because the W3C has no control over the actual implementation of the language. Independent companies and organizations create that software.

1.6. PHP

It is a server side scripting language. that is used to develop Static websites or Dynamic websites or Web applications. PHP stands for Hypertext Pre-processor, that earlier stood for Personal Home Pages. PHP scripts can only be interpreted on a server that has PHP installed.

This scripting language offers a lot of resources, such as commands, functions and codes, which can easily be rewritten and used without incurring any cost. The ease of use, easy integration, cost efficiency and easy access makes PHP one of the most popular server-side programming languages.

1.7. API:

API is Application Program Inter phase which deals with the flow of data between web User Inter phase and database. User enters data or request some data which is processed by the API itself. API can be created using various server side languages like Servlets, ASP.net, PHP, etc.

In other terms, An **a**pplication **p**rogram **i**nterface (**API**) is a set of routines, protocols, and tools for building software applications. Basically, an API specifies how software components should interact. Additionally, APIs are used when programming graphical user interface (GUI) components. A good API makes it easier to develop a program by providing all the building blocks. A programmer then puts the blocks together[7].

There are many different types of APIs for operating systems, applications or websites. Windows, for example, has many API sets that are used by system hardware and applications — when you copy and paste text from one application to another, it is the API that allows that to work[7].

In Our project we are likely to use ASP.net where we are going to create a web_API for managing data from our database and application.

1.8. Database:

A **database** is an organized collection of data, generally stored and accessed electronically from a computer system. Where databases are more complex they are often developed using formal design and modeling techniques.

The database management system (DBMS) is the software that interacts with end users, applications, and the database itself to capture and analyze the data. The DBMS software additionally encompasses the core facilities provided to administer the database. The sum total of the database, the DBMS and the associated applications can be referred to as a "database system". Often the term "database" is also used to loosely refer to any of the DBMS, the database system or an application associated with the database[8].

Database is where we store all records and data related our Web Application. Records are stored in the format of row and Colum in a 2-D representation. Each data has to categorise in Tables for e.g.: Login Details, Product Details, Purchase History.

4) Feature

- SQL can execute queries against a database
- SQL can retrieve data from a database
- SQL can insert records in a database
- SQL can update records in a database
- SQL can delete records from a database
- SQL can create new databases
- SQL can create new tables in a database
- SQL can create stored procedures in a database
- SQL can create views in a database
- SQL can set permissions on tables, procedures, and views

2.System Overview

2.1. Existing system

- ❖ Manual systems totally depend on paper work which is very tedious work.
- ❖ To maintain records of transactions and products is very difficult by manual system.
- ❖ There are certain additional staffs are assigned to maintains the records and files of workers.
- ❖ Managing information regarding any field related to market where never so easy.

2.2. Problem Statement:

Wireless connection of devices reduce the speed of data transfer also if there is any damages in the wire it can cause data transfer rate. Due to wiring this problem always arise. And it is not easy to identify for a longer connection. Slow transfer of data always cause a problem because data is very slow in process. And take time to perform any operation.

- o Manual system Totally depends upon paper work which is very tedious work
- o Marinating the track of transaction, product details and selling records is very difficult to manage in for large data set.
- o The more amounts of service and product you offer to business the more staff you will going to need and the more staff record maintenance has to be done.
- o Managing 2-3 year old record is challenging.

2.3. Proposed Model:

Based on the analysis of the problem areas the proposed system shall be computerized so as to have effective system. Proposed system is proposed to feed all required data in computer and generate the quick, accurate, timely and efficient output from the system. The huge capabilities of the existing hardware and graphics user interface environment shall be put for the optimum use so as to have user friendly software.

Proposed system provide with flowing solutions:

- It provide better and efficient information to member
- Reduce the workload of staff.
- Faster retrieval of data or information.
- Provide facility for proper monitoring.

3. **Digram**

2.4. **Data Flow Di-gram**

DFD graphically representing the functions, or processes, which capture, manipulate, store, and distribute data between a system and its environment and between components of a system. The visual representation makes it a good communication tool between User and System designer. Structure of DFD allows starting from a broad overview and expand it to a hierarchy of detailed diagrams.

DFD has often been used due to the following reasons:

- Logical information flow of the system
- Determination of physical system construction requirements
- Simplicity of notation
- Establishment of manual and automated systems requirements

Components of DFD

Process

The process (function, transformation) is part of a system that transforms inputs to outputs. The symbol of a process is a circle, an oval, a rectangle or a rectangle with rounded corners (according to the type of notation). The process is named in one word, a short sentence, or a phrase that is clearly to express its essence.

Data Flow

Data flow (flow, dataflow) shows the transfer of information (sometimes also material) from one part of the system to another. The symbol of the flow is the arrow. The flow should have a name that determines what information (or what material) is being moved. Exceptions are flows where it is clear what information is transferred through the entities that are linked to these flows. Material shifts are modeled in systems that are not merely informative. Flow should only transmit one type of information (material). The arrow shows the flow direction (it can also be bi-directional if the information to/from the entity is logically dependent - e.g. question and answer). Flows link processes, warehouses and terminators.

Warehouse

The warehouse (data store, data store, file, database) is used to store data for later use. The symbol of the store is two horizontal lines, the other way of view is shown in the DFD

Notation. The name of the warehouse is a plural noun (e.g. orders) - it derives from the input and output streams of the warehouse. The warehouse does not have to be just a data file, for example, a folder with documents, a filing cabinet, and optical discs. Therefore, viewing the warehouse in DFD is independent of implementation. The flow from the warehouse usually represents the reading of the data stored in the warehouse, and the flow to the warehouse usually expresses data entry or updating (sometimes also deleting data). Warehouse is represented by two parallel lines between which the memory name is located (it can be modeled as a UML buffer node).

Terminator

The Terminator is an external entity that communicates with the system and stands outside of the system. It can be, for example, various organizations (eg a bank), groups of people (e.g. customers), authorities (e.g. a tax office) or a department (e.g. a human-resources department) of the same organization, which does not belong to the model system. The terminator may be another system with which the modeled system communicates.

Rules For Creating DFD:

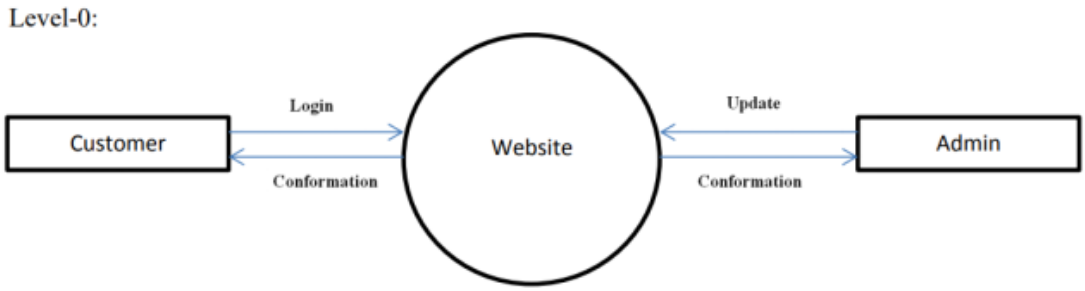
Entity names should be comprehensible without further comments. DFD is a system created by analysts based on interviews with system users. It is determined for system developers, on one hand, project contractor on the other, so the entity names should be adapted for model domain or amateur users or professionals. Entity names should be general (independent, e.g. specific individuals carrying out the activity), but should clearly specify the entity. Processes should be numbered for easier mapping and referral to specific processes. The numbering is random, however, it is necessary to maintain consistency across all DFD levels (see DFD Hierarchy). DFD should be clear, as the maximum number of processes in one DFD is recommended to be from 6 to 9, minimum is 3 processes in one DFD.The exception is the so-called contextual diagram where the only process symbolizes the model system and all terminators with which the system communicates.

DFD Hierarchy

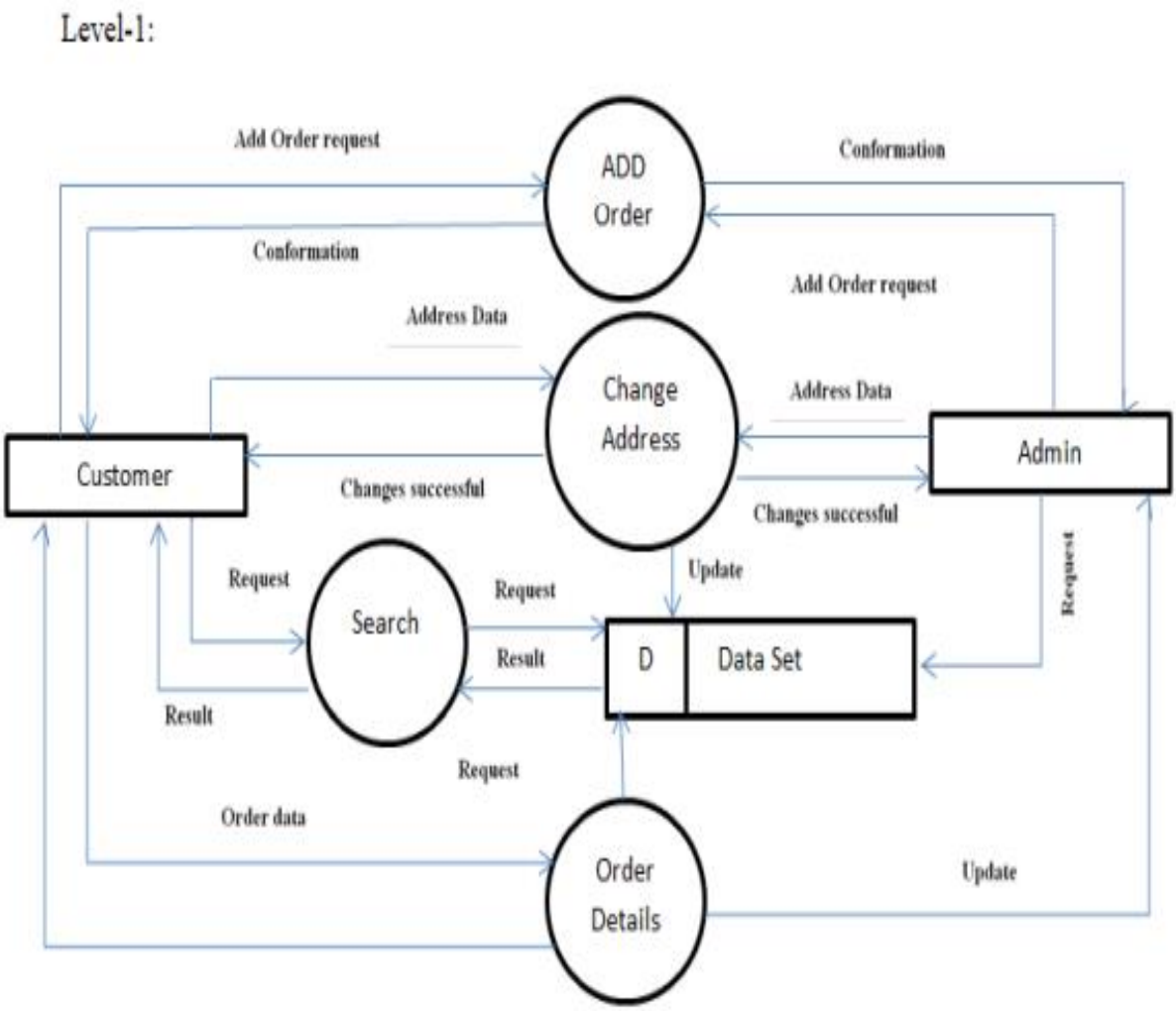
To make the DFD more transparent (i.e. not too many processes), multi-level DFDs can be created. DFDs that are at a higher level are less detailed (aggregate more detailed DFD at lower levels). The contextual DFD is the highest in the hierarchy (see DFD Creation Rules). The so-called zero level is followed by DFD 0, starting with process numbering (e.g., process

1, process 2). In the next, the so-called first level - DFD 1 - the numbering continues. E.g. process 1 is divided into the first three levels of the DFD, which are numbered 1.1, 1.2 and 1.3. In the next, the so-called first level - DFD 1 - the numbering continues. E.g. process 1 is divided into the first three levels of the DFD, which are numbered 1.1, 1.2 and 1.3. Similarly, processes in the second level (DFD 2) are numbered eg 1.1.1, 1.1.2, 1.1.3 and 1.1.4. The number of levels depends on the size of the model system. DFD 0 processes may not have the same number of decomposition levels. DFD 0 contains the most important (aggregated) system functions.

3.1.1 DFD (Level- 0)



3.1.2 DFD (Level-1)



3.2. USE CASE DIGRAM

A use case diagram at its simplest is a representation of a user's interaction with the system that shows the relationship between the user and the different use cases in which the user is involved. A use case diagram can identify the different types of users of a system and the different use cases and will often be accompanied by other types of diagrams as well. The use cases are represented by either circles or ellipses.

A UML use case diagram is the primary form of system/software requirements for a new software program underdeveloped. Use cases specify the expected behavior (what), and not the exact method of making it happen (how). Use cases once specified can be denoted both textual and visual representation (i.e. use case diagram). A key concept of use case modeling is that it helps us design a system from the end user's perspective. It is an effective technique for communicating system behavior in the user's terms by specifying all externally visible system behavior.

a use case diagram should be simple and contains only a few shapes. If yours contain more than 20 use cases, you are probably misusing use case diagram.

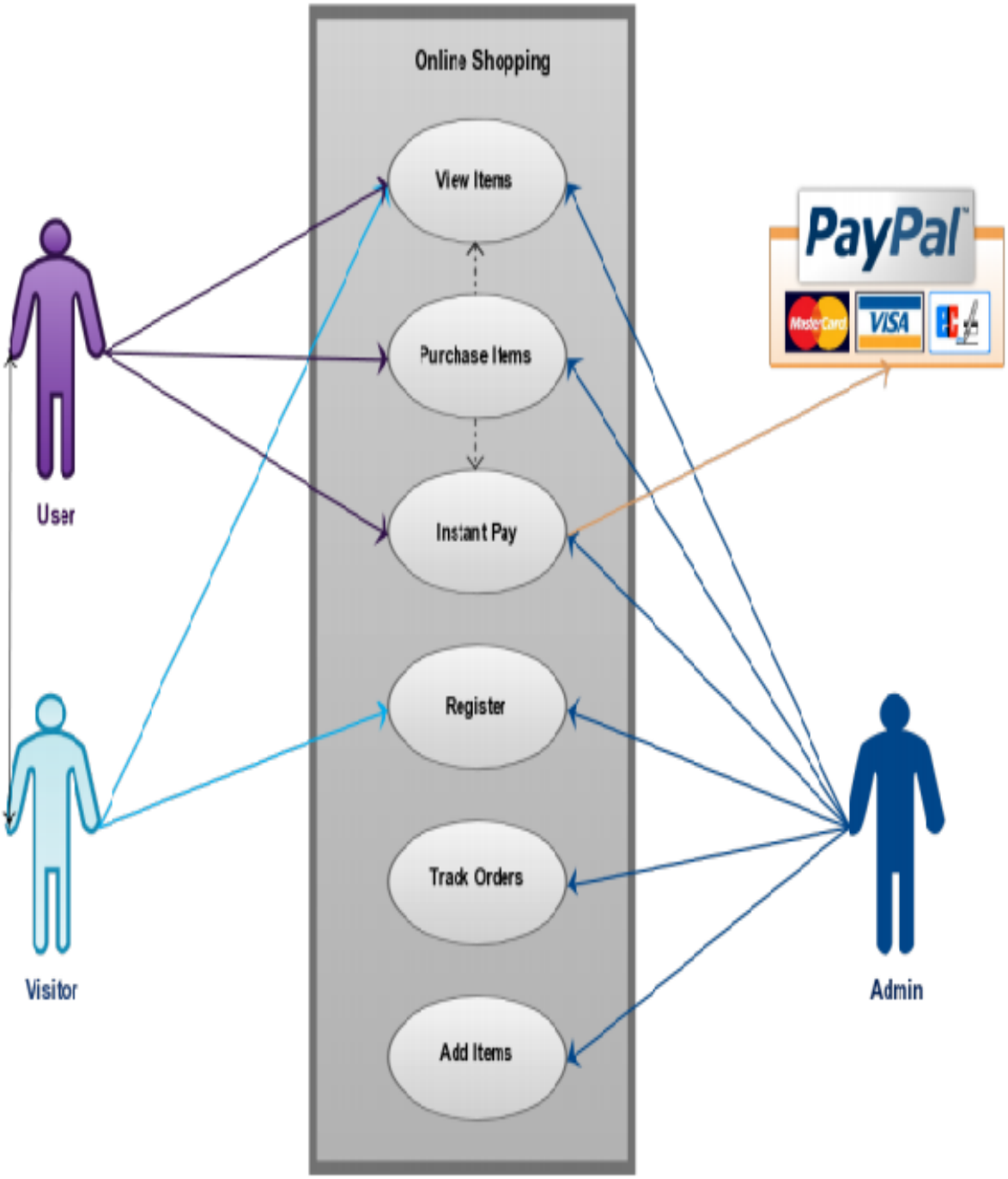
Applications

While a use case itself might drill into a lot of detail about every possibility, a use-case diagram can help provide a higher-level view of the system. It has been said before that "Use case diagrams are the blueprints for your system". They provide the simplified and graphical representation of what the system must actually do.

Due to their simplistic nature, use case diagrams can be a good communication tool for stakeholders. The drawings attempt to mimic the real world and provide a view for the stakeholder to understand how the system is going to be designed. Siau and Lee conducted research to determine if there was a valid situation for use case diagrams at all or if they were unnecessary. What was found was that the use case diagrams conveyed the intent of the system in a more simplified manner to stakeholders and that they were "interpreted more completely than class diagrams".

The purpose of the use case diagrams is simply to provide the high level view of the system and convey the requirements in lay people's terms for the stakeholders. Additional diagrams and documentation can be used to provide a complete functional and technical view of the system.

3.2.1USE CASE DIGRAM FOR ONLINE SHOPPING



3.3. E-R DAIGRAM

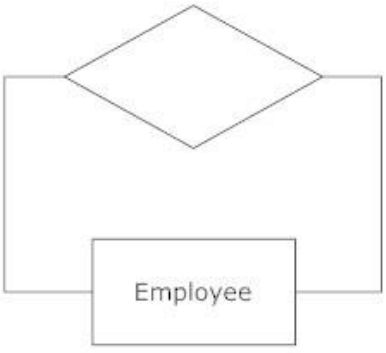
An entity relationship diagram (ERD) shows the relationships of entity sets stored in a database. An entity in this context is an object, a component of data. An entity set is a collection of similar entities. These entities can have attributes that define its properties.By defining the entities, their attributes, and showing the relationships between them, an ER diagram illustrates the logical structure of databases.ER diagrams are used to sketch out the design of a database.

Entities, which are represented by rectangles. An entity is an object or concept about which you want to store information.

A weak entity is an entity that must defined by a foreign key relationship with another entity as it cannot be uniquely identified by its own attributes alone.

Actions, which are represented by diamond shapes, show how two entities share information in the database.

In some cases, entities can be self-linked. For example, employees can supervise other employees.



Attributes, which are represented by ovals. A key attribute is the unique, distinguishing characteristic of the entity. For example, an employee's social security number might be the employee's key attribute.

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Connecting lines, solid lines that connect attributes to show the relationships of entities in the diagram.

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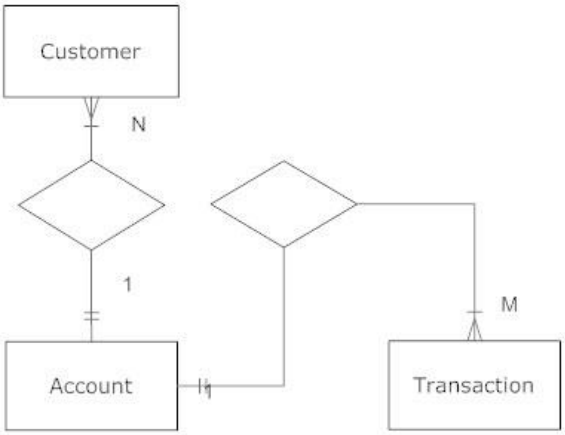
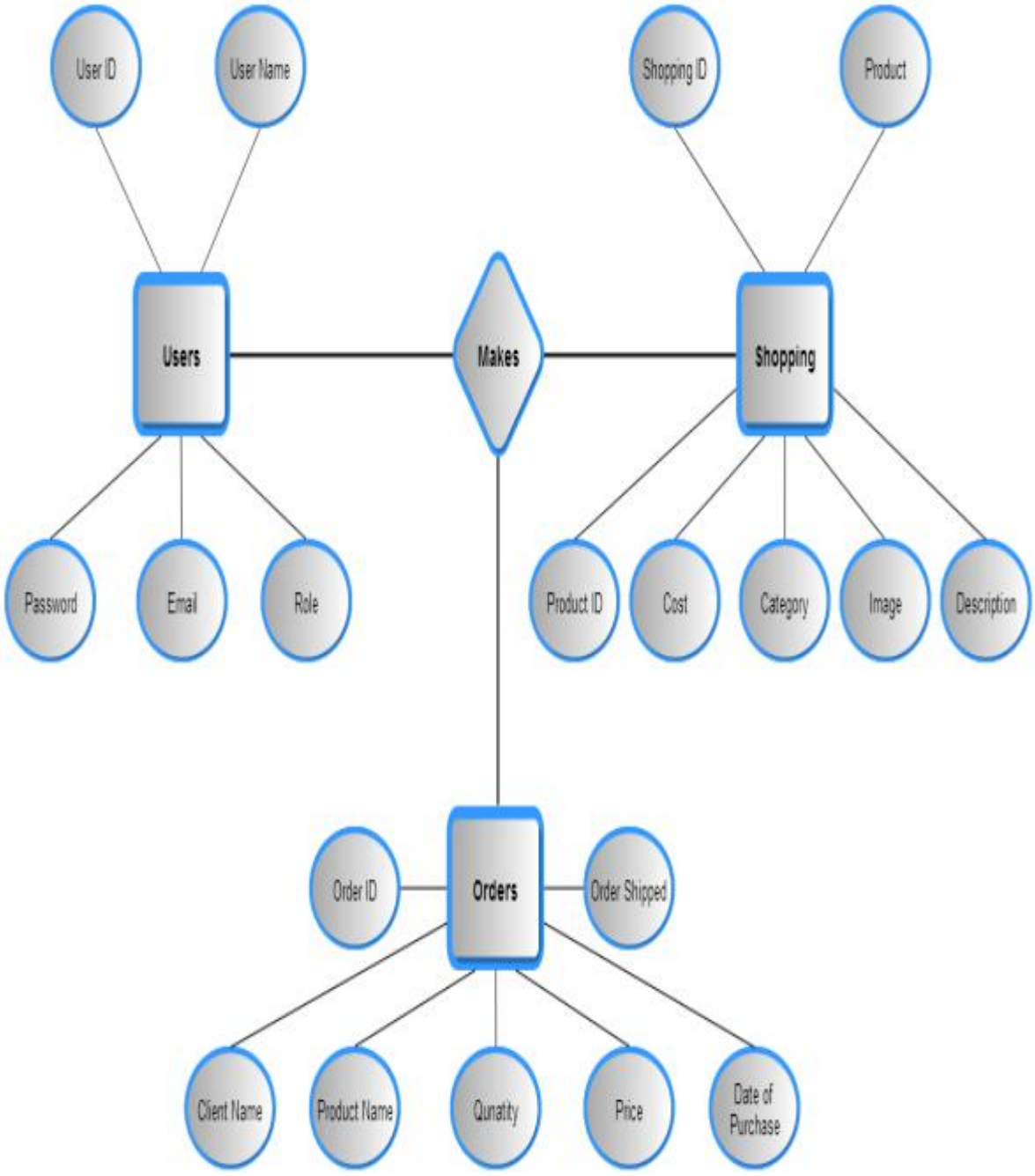


3.3.1. **ER-Digram**



4. Literature Review:

4.1. Sheila John (2017), in her study of "A Banner Year for E-Commerce"[1]

She talk about the statistics and the facts about online shopping and how it's growing day by day. According t the survey, the year 2017 was the banner year for E-commerce in US. There's a record in which it is state that the sale of 58 days exceeds 1 billion dollars. By the year 2019 there will be 50% of retailers who will adopt the Omnichain picks up system which is "Buy product from any location online/ Ship those product to the Store" or "Buy product from online from any shop & Pick it up from store whenever having time". The system will go to give customer choice priority. The revolution which is responsible for change retail in B2C industry is now changing B2B industry. It is expected that with that the growth of the Ecommerce is expecting about $1.18 Trillion by 2021.

She also talk about the rise of mobile phone which going to effect online market.Mobile Influence over retail sales has never been greater and ought to be priority if it has not been till now. SmartPhones and Tablets generated 60% of the Holiday traffic, and mobile now accounts for much more traffic than desktops and laptops. Mobile accounts for 40% Sales, which is up from the 'teens' 2 to 3 years ago, and Mobile sales accounts for 36B in US. a few years ago.

This does not even account for the Mobile Research and Product discovery from mobile devices leading to sales. Cyber Monday witnessing a 22% increase in traffic and generating $2Billion in sales. With more and more customers coming to your sites from Mobile devices, it is just essential to have a Mobile-first strategy and no sub-par experiences.

It is expected that by 2019, 50% of retailers would have adopted a retail, omni-channel commerce platform. This will enable them to coordinate traditional channels and helps them create that seamless customer experiences. It helps the unify inventory in all channels by offering options like *"Buy Online/ Ship to Store"* or *"Buy Online & Pick up in Store"* giving customer choice priority.

Amazon, Target and other giants are driving Customer Experience to where customers don't want to wait for 4 to 5 days, but get their products in 2 days or the next day. Other retail merchants have to compete with these giants on what they are doing. Today, 89% use one

digital channel to purchase goods and services, yet only 13% find these digital and physical channels well aligned. There are a plethora of opportunities for merchants to improve this.

4.2. Anamika S Jain(2016)[2]

On her servery, she talk about 10 Benefits of Shopping Online. Which are as follows:

Convenience.

Convenience is the biggest perk. Where else can you comfortably shop at midnight while in your pajamas? There are no lines to wait in or cashiers to track down to help you with your purchases, and you can do your shopping in minutes. Online shops give us the opportunity to shop 24/7, and also reward us with a 'no pollution' shopping experience. There is no better place to buy informational products like e-books, which are available to you instantly, as soon as the payment goes through. Downloadable items purchased online eliminate the need for any kind of physical material at all, as well, which helps the environment!

Better prices.

Cheap deals and better prices are available online, because products come to you direct from the manufacturer or seller without involving middlemen. Plus, it's easier to compare prices and find a better deal. Many online sites offer discount coupons and rebates, as well**.** Not only are prices better, but you can save on tax as well, since online shops are only required to collect a sales tax if they have a physical location in your state. Factor in the saved expense of gas and parking and you have saved yourself a lot of money!

More variety.

The choices online are amazing. You can find almost any brand or item you're looking for. You can get in on the latest international trends without spending money on airfare. You can shop from retailers in other parts of the state, country, or even world instead of being limited to your own geography. A far greater selection of colors and sizes than you will find locally are at your disposal. Plus, the stock is much more plentiful, so you'll always be able to find your size and color. Some online shops even accept orders for out-of-stock items and ship when they come in.

You can send gifts more easily

Sending gifts to relatives and friends is easy, no matter where they are. All the packaging and shipping is done for you. Oftentimes, they'll even gift wrap it for you! Now, there is no need to make distance an excuse for not sending a gift on occasions like birthdays, weddings, anniversaries, Valentine's Day, Mother's Day, Father's Day, and so forth.

More control.

Many times, when we opt for conventional shopping, we tend to spend a lot more than planned and end up buying items that aren't exactly what we wanted (but we can't find anything better in the store). Online, you don't have to let the store's inventory dictate what you buy, and you can get exactly what you want and need.

Easy price comparisons.

Comparing and researching products and their prices is so much easier online. If you're shopping for appliances, for example, you can find consumer reviews and product comparisons for all the options on the market, with links to the best prices. We can research firsthand experience, ratings, and reviews for most products and retailers.

No crowds.

If you are like me, you hate crowds when you're shopping. Especially during holidays, festivals, or on weekends, they can be such a huge headache. Also, being crushed in the crowds of shoppers sometimes makes us feel rushed or hurried. You don't have to battle for a parking place. All of these problems can be avoided when you shop online.

No pressure.

Oftentimes when we're out shopping, we end up buying things that we don't really need, all because shopkeepers pressure us or use their selling skills to compel us to make these purchases.

You can buy used or damaged items at lower prices.

The marketplace on the Internet gives us access to listings of old or damaged items at rock bottom prices. Also, if we want to buy antiques, there's no better place to find great ones.

Discreet purchases are easier.

Some things are better done in the privacy of your home. Online shops are best for discreet purchases for things like adult toys, sexy lingerie, and so on. This enables me to purchase undergarments and lingerie without embarrassment or any paranoia that there are people watching or judging me.

4.3. **Upasana Kanchan (2015)[3]**

On there research theystate that online shopping is getting popular among the young generation in current time. People with higher salary and educated people are more frequently buying materials via e-commercial website. Many people have hesitation on doing online shopping or transaction because of security concerns. At the same time people with less education background find online shopping complex because they are less aware about the technologies.Though online shopping is very common outside India, its growth in Indian market, which is a large customer market, is still not in line with the global market. According to India B2C E-Commerce Report 2013, e-tailing accounts for less than 1 percent of the overall retail market in India in 2012. While it accounts for over 5 percent if the total retail market in China and 10% in the UK and the US. This shows that only a small fraction of internet users in India are currently online shoppers. The reason could be that it is not the technology but the way customers feel about high-tech purchasing that is holding back the development of the industry (Reda, 1995). Hence this is imperative that marketers understand the depth of customer intentions for this medium of retailing. It can be concluded on the basis of study that online shopping is gaining popularity among people of young generation. Higher income groups and educated people are purchasing more via e-retailing websites. People have hesitations in doing online shopping due to security concerns. At the same time people are resistant to change because of technological complexity in making online purchase. Companies involved in online retailing should focus on building trustworthy relationship between producers and customers.

4.4. Prof. Ashish Bhatt (2014)[4]

In his article stated that online shopping system is one of the most popular topic among people these days specially among young generation. But in today's time online shopping is popular equally among all generation. e-marketing also cover a very wide area over internet which makes online shopping easier. Different age group people are doing online shopping regularly because it is very easy to do. There are many countries for eg: India, where people are using more online shopping because of the services like COD, customization or personalisation of the website, etc.Online shopping is rapidly changing the way people do business all over the world. In the business-to-consumer segment, sales through the web have been increasing dramatically over the last few years. Customers, not only those from welldeveloped countries but also those from developing countries, are getting used to the new shopping channel. Understanding the factors that affect intention, adoption and

repurchase are important for researchers and practitioners alike.Online shopping is gaining popularity among people specially the younger generation but in today scenario to become equally popular among all age groups e-marketing will have to cover a longer distance. The result of our study shows that mode of payment is depended upon income of the respondents. People having monthly income below Rs 1, 00,000 prefer cash on delivery and above Rs 3, 00,000 prefers Internet banking payments. People from different age groups are doing online shopping regularly. The attitude of consumers is changing with the time.From the conclusion that we got through literature review was in a country like India, online experiences are still looked up as complex and uncomfortable. People are tradition bound & have doubt in mindset as far as issue of online shopping/purchase of product is concerned but we found that Indian consumers are finding online shopping very comfortable because of many variables like cash on delivery, customization or personalization of the websites, home delivery etc..

4.5. **(KIYICI, 2012)[5]**

According to the study, he tried to find out the role of frequently happening outcomes, income and the way or frequently they use their credit card for online shopping. His research result said that the male student and teachers are more aware and having positive attitude toward the online shopping compare to female teacher and student. Teachers having more income and more internet have more positive attitude toward online shopping. Participants having credit cards and has less anxiety are more frequent to online shopping. Many people not likely to use online web sites for shopping reasons sometime is the price variation and quality difference. In many previous researches, this is very clear that very huge amount of population which is youth is interested towards online shopping rather than going to offline shopping options because of limited option and time consumption. The research tried to define college of education students' online shopping behavior and online shopping activities. The results show that %54,8 of participants are female and %45,2 of participants are male. Participants age range is 18 – 22. Most of the participants connect internet where they reside and %45,2 of the participants have used internet more than four years and just %37,4 of the participants have credit card. Research results show that male participants are more familiar to internet shopping, they find internet shopping more convenient and they have more intension to shop online. Female participants financial and time risk perceptions are higher than male participants perception. Farag, Schwanrn, Dijst & Faber (2007) state that male participant have positive attitude towards to internet shopping and their findings

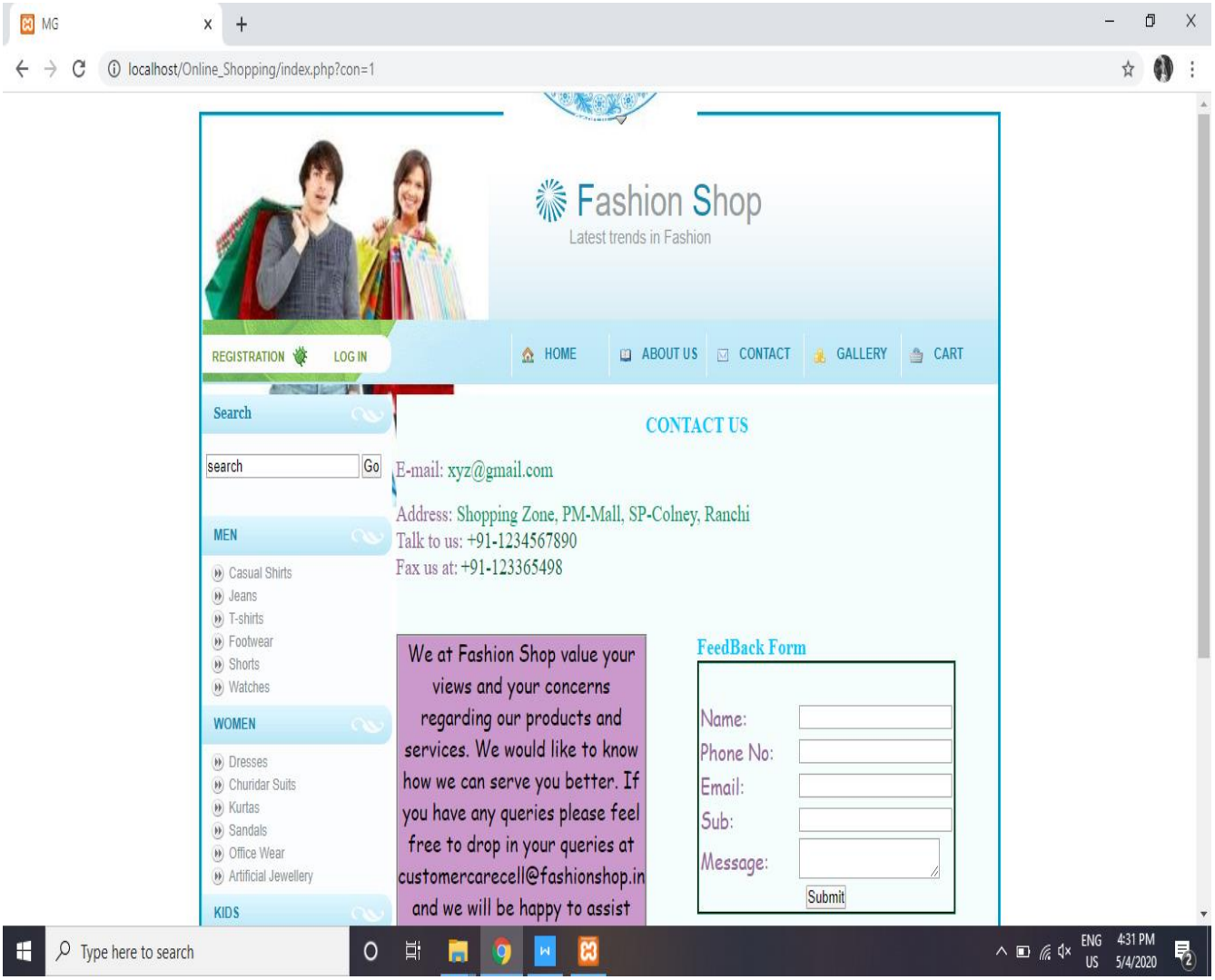
support this research findings. Different research found different internet shopping patterns, Sebastinelli, Tamimi & Rajan (2008) state that males and females use internet shopping for different types of products and Lokken, Cross, Halbert, Lindsey, Derby & Stanford (2003) state that shopping experience did not differ by gender. This study results show that participants, who have more income, have more internet familiarity, find internet shopping more convenient, have more product selection perception, have more positive attitude, have more positive intension and their perceived consequences are high. In a research concerning students internet shopping Norum(2008) and Soopramanien & Robertson (2007) state that students, who have more income, have more intension to shop over internet. Another results of this study is participants, who have credit card, have more familiarity, have less anxiety concerning internet shopping, have more positive internet shopping convenience, find more enjoyment in internet shopping, have more positive internet shopping attitude, have more intension and have more perceived consequences. This study show that there is a positive correlation between internet self efficacy and other 14 subscale. Farag, Schwanrn, Dijst & Faber (2007) state that internet experience affect internet shopping and Teo (2006) state that internet self efficacy decreases internet shopping anxiety. Swinyard & Smith (2003) state that computer literacy positively correlate online shopping. These there research results support this study results. Another result is that there is a negative correlation between participants online shopping familiarity and anxiety, financial risk perception and time risk perception and there is a positive correlation between online shopping familiarity and other sub scale. In a research concerning online shoppers Teo (2006) state that familiarity has positive and direct effect on internet shopping anxiety. Results show that participants trust toward online shopping and internet shopping anxiety have negative effect on anciety, financial risk and time risk perception. Shih (2004) state that internet shopping attitudes have significant and strong positive effect on acceptanve of internet shopping.

5. Component of Projects

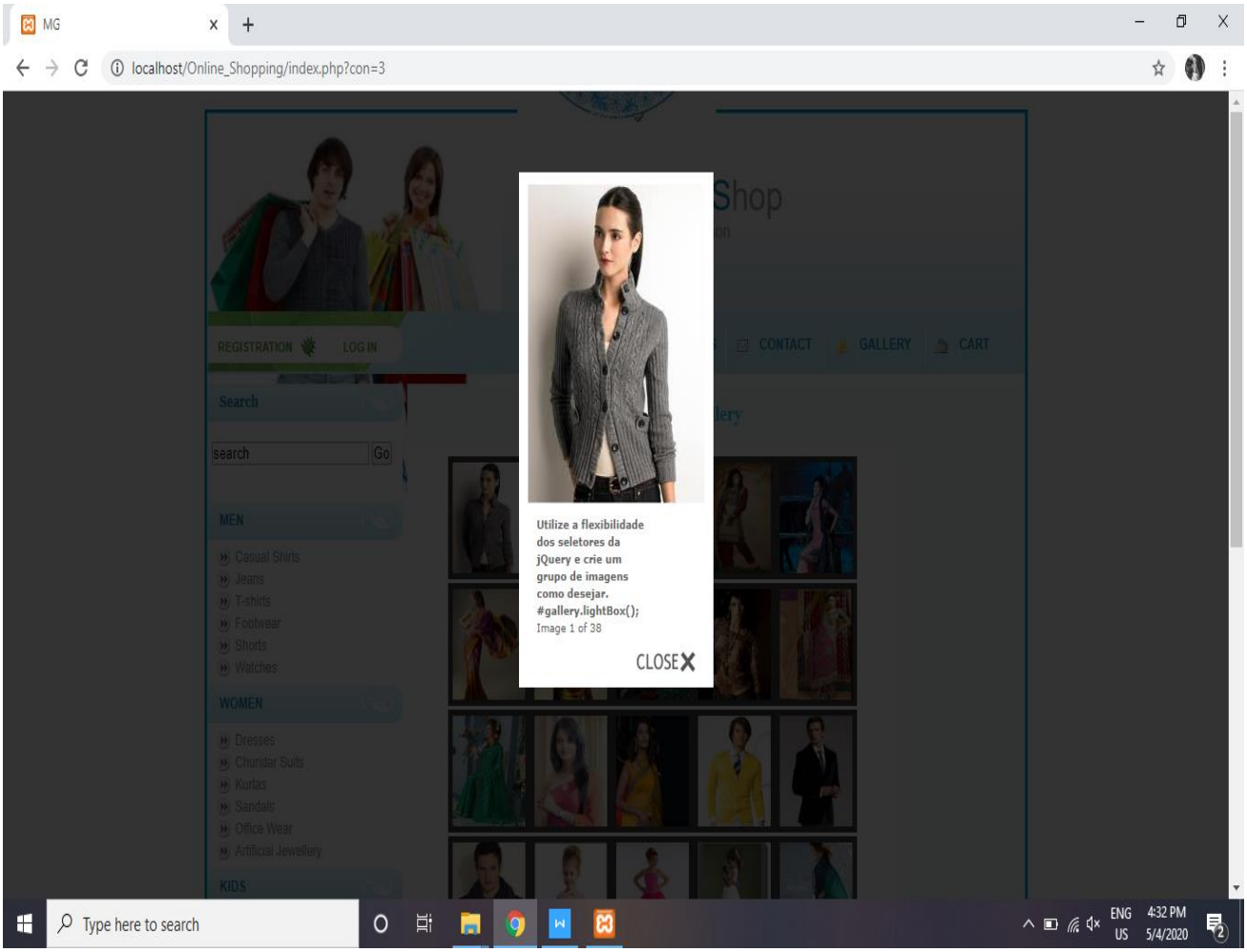
5.1. **Home Page:** starting page of a project is homepage which contents entire mapping for the project website. every possible navigation to different pages are available from home page and you can come back to homepage from any other pages you want.

5.2. **About:** about section is all about the status of our business with sentence who we are? what we do you? where we are situated. this page contains the year when we started and the all the necessary details about products and items which we are selling currently. it has also have description about our partners and the number of stores we have connected to us across the country.

5.3. **Contact Us:** contact us form content the data which is required to communicate with us which is a phone number address and email ID. we also have a feedback form a customer can come and feel some minor details about them and drop their feedback .



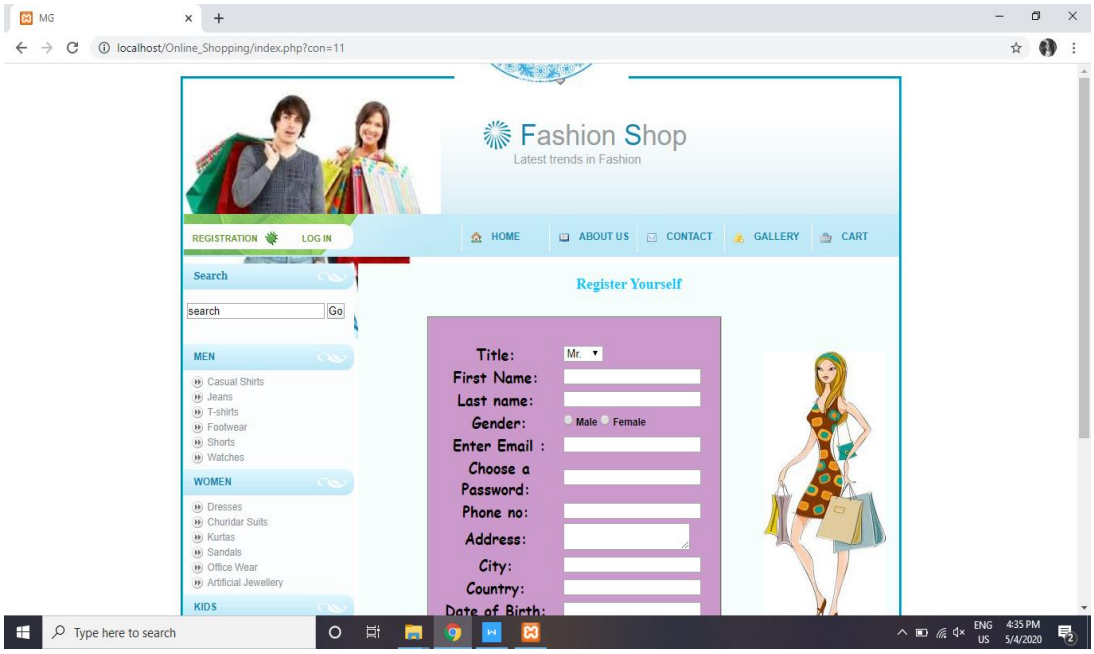
5.4. **Gallery:** gallery basically contains of images of the product which we are selling on our website which is mostly the clothing item.

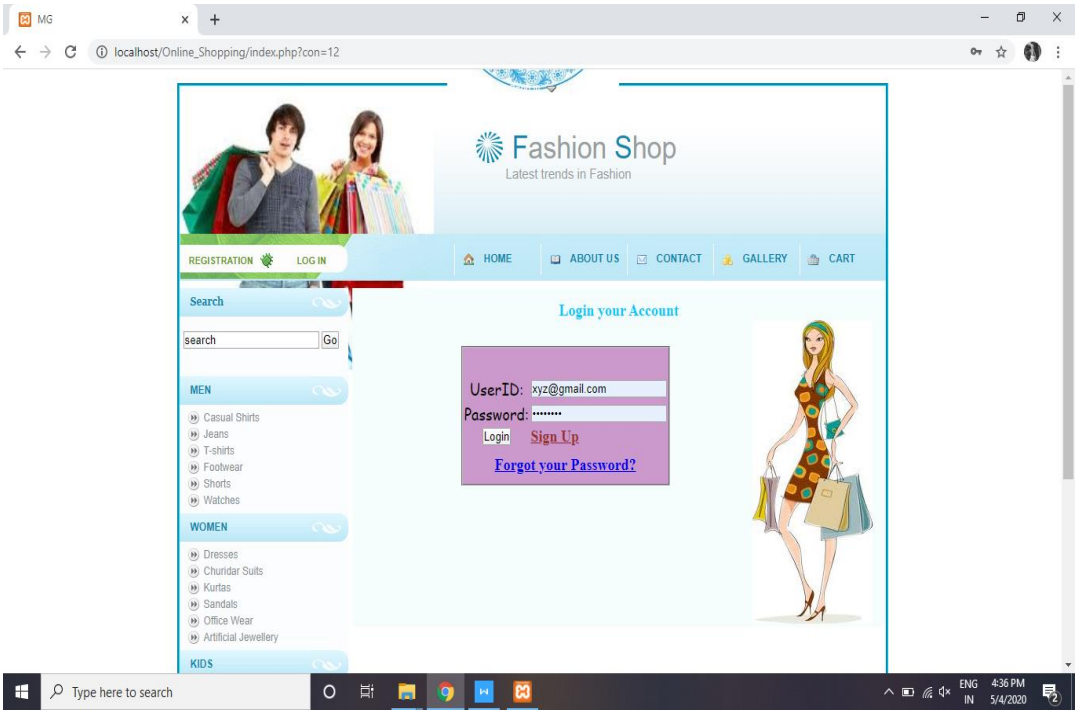


5.5. Registration and Login Page

Registration page contains some fields which is required to be filled by user to register in web site. few details and column has to generate login details for the process and order procedure.

Login page contents simple login ID and password which allows you to login to your account which is linked to a website which helps you to shop without any foundation and without any limit.





5.6. Database Tables Structure:

Category Table

#	Name	Type	Collation	Attributes	Null	Default	Comments	Extra	Action
1	cat_id	varchar(30)	latin1_swedish_ci		No	None			Change Drop More
2	category	varchar(50)	latin1_swedish_ci		No	None			Change Drop More

Check all With selected: Browse Change Drop Primary Unique Index

Admin Login

#	Name	Type	Collation	Attributes	Null	Default	Comments	Extra	Action
1	name	varchar(30)	latin1_swedish_ci		No	None			Change Drop More
2	pass	varchar(30)	latin1_swedish_ci		No	None			Change Drop More

Check all With selected: Browse Change Drop Primary Unique Index

Feedback Table

#	Name	Type	Collation	Attributes	Null	Default	Comments	Extra	Action
1	contact_id	int(10)			No	None		AUTO_INCREMENT	Change Drop More
2	name	varchar(30)	latin1_swedish_ci		No	None			Change Drop More
3	phone no	varchar(30)	latin1_swedish_ci		No	None			Change Drop More
4	email	varchar(30)	latin1_swedish_ci		No	None			Change Drop More
5	subj	varchar(30)	latin1_swedish_ci		No	None			Change Drop More
6	mesg	varchar(30)	latin1_swedish_ci		No	None			Change Drop More

Check all With selected: Browse Change Drop Primary Unique Index Fulltext Add

Items table

#	Name	Type	Collation	Attributes	Null	Default	Comments	Extra	Action
1	item_id	int(10)			No	None		AUTO_INCREMENT	Change Drop More
2	catg	varchar(40)	latin1_swedish_ci		No	None			Change Drop More
3	subcatg	varchar(40)	latin1_swedish_ci		No	None			Change Drop More
4	img	varchar(30)	latin1_swedish_ci		No	None			Change Drop More
5	itemno	varchar(30)	latin1_swedish_ci		No	None			Change Drop More
6	price	varchar(30)	latin1_swedish_ci		No	None			Change Drop More
7	desc	varchar(300)	latin1_swedish_ci		No	None			Change Drop More
8	info	varchar(500)	latin1_swedish_ci		No	None			Change Drop More
9	dat	varchar(100)	latin1_swedish_ci		No	None			Change Drop More

Registration table

#	Name	Type	Collation	Attributes	Null	Default	Comments	Extra	Action
1	user_id	int(10)			No	None		AUTO_INCREMENT	Change Drop More
2	title	varchar(6)	latin1_swedish_ci		No	None			Change Drop More
3	fname	varchar(30)	latin1_swedish_ci		No	None			Change Drop More
4	lname	varchar(30)	latin1_swedish_ci		No	None			Change Drop More
5	gen	varchar(30)	latin1_swedish_ci		No	None			Change Drop More
6	id	varchar(50)	latin1_swedish_ci		No	None			Change Drop More
7	pass	varchar(30)	latin1_swedish_ci		No	None			Change Drop More
8	phone	varchar(20)	latin1_swedish_ci		No	None			Change Drop More
9	add	varchar(300)	latin1_swedish_ci		No	None			Change Drop More
10	city	varchar(30)	latin1_swedish_ci		No	None			Change Drop More
11	coun	varchar(30)	latin1_swedish_ci		No	None			Change Drop More
12	dob	varchar(30)	latin1_swedish_ci		No	None			Change Drop More

Sub Category table

#	Name	Type	Collation	Attributes	Null	Default	Comments	Extra	Action
1	subcat_id	int(10)			No	None		AUTO_INCREMENT	Change Drop More
2	cat_id	varchar(30)	latin1_swedish_ci		No	None			Change Drop More
3	subcategory	varchar(50)	latin1_swedish_ci		No	None			Change Drop More

Trash table

#	Name	Type	Collation	Attributes	Null	Default	Comments	Extra	Action
1	catg	varchar(50)	latin1_swedish_ci		No	None			Change Drop More
2	subcatg	varchar(50)	latin1_swedish_ci		No	None			Change Drop More
3	img	varchar(60)	latin1_swedish_ci		No	None			Change Drop More
4	itemno	varchar(30)	latin1_swedish_ci		No	None			Change Drop More
5	price	int(30)			No	None			Change Drop More
6	desc	varchar(300)	latin1_swedish_ci		No	None			Change Drop More
7	dat	varchar(30)	latin1_swedish_ci		No	None			Change Drop More

Order table

#	Name	Type	Collation	Attributes	Null	Default	Comments	Extra	Action
1	pname	varchar(30)	latin1_swedish_ci		No	None			Change Drop More
2	itemno	varchar(30)	latin1_swedish_ci		No	None			Change Drop More
3	price	varchar(30)	latin1_swedish_ci		No	None			Change Drop More
4	size	varchar(30)	latin1_swedish_ci		No	None			Change Drop More
5	uname	varchar(30)	latin1_swedish_ci		No	None			Change Drop More
6	ac_no	varchar(30)	latin1_swedish_ci		No	None			Change Drop More
7	mob_no	varchar(30)	latin1_swedish_ci		No	None			Change Drop More
8	add	varchar(300)	latin1_swedish_ci		No	None			Change Drop More
9	bank	varchar(30)	latin1_swedish_ci		No	None			Change Drop More
10	city	varchar(30)	latin1_swedish_ci		No	None			Change Drop More
11	order_no	varchar(30)	latin1_swedish_ci		No	None			Change Drop More

Registration table

#	Name	Type	Collation	Attributes	Null	Default	Comments	Extra	Action
1	user_id	int(10)			No	None		AUTO_INCREMENT	Change Drop More
2	title	varchar(6)	latin1_swedish_ci		No	None			Change Drop More
3	fname	varchar(30)	latin1_swedish_ci		No	None			Change Drop More
4	lname	varchar(30)	latin1_swedish_ci		No	None			Change Drop More
5	gen	varchar(30)	latin1_swedish_ci		No	None			Change Drop More
6	id	varchar(50)	latin1_swedish_ci		No	None			Change Drop More
7	pass	varchar(30)	latin1_swedish_ci		No	None			Change Drop More
8	phone	varchar(20)	latin1_swedish_ci		No	None			Change Drop More
9	add	varchar(300)	latin1_swedish_ci		No	None			Change Drop More
10	city	varchar(30)	latin1_swedish_ci		No	None			Change Drop More
11	coun	varchar(30)	latin1_swedish_ci		No	None			Change Drop More
12	dob	varchar(30)	latin1_swedish_ci		No	None			Change Drop More

Sub Category table

#	Name	Type	Collation	Attributes	Null	Default	Comments	Extra	Action
1	subcat_id	int(10)			No	None		AUTO_INCREMENT	Change Drop More
2	cat_id	varchar(30)	latin1_swedish_ci		No	None			Change Drop More
3	subcategory	varchar(50)	latin1_swedish_ci		No	None			Change Drop More

Trash table

#	Name	Type	Collation	Attributes	Null	Default	Comments	Extra	Action
1	catg	varchar(50)	latin1_swedish_ci		No	None			Change Drop More
2	subcatg	varchar(50)	latin1_swedish_ci		No	None			Change Drop More
3	img	varchar(60)	latin1_swedish_ci		No	None			Change Drop More
4	itemno	varchar(30)	latin1_swedish_ci		No	None			Change Drop More
5	price	int(30)			No	None			Change Drop More
6	desc	varchar(300)	latin1_swedish_ci		No	None			Change Drop More
7	dat	varchar(30)	latin1_swedish_ci		No	None			Change Drop More

6. Conclusion

Technology has made significant progress over the years to provide consumers a better online shopping experience and will continue to do so for years to come. With the rapid growth of products and brands, people have speculated that online shopping will overtake in-store shopping. While this has been the case in some areas, there is still demand for brick and mortar stores in market areas where the consumer feels more comfortable seeing and touching the product being bought. However, the availability of online shopping has produced a more educated consumer that can shop around with relative ease without having to spend a large amount of time. In exchange, online shopping has opened up doors to many small retailers that would never be in business if they had to incur the high cost of owning a brick and mortar store. At the end, it has been a win-win situation for both consumer and sellers.

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