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E-shopping with affiliation

A Report for the Evaluation 3 of Project 2

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Under the Supervision of

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GALGOTIAS UNIVERSITY

SCHOOL OF COMPUTING AND SCIENCE AND ENGINEERING

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ABSTRACT

Online shopping is the process of buying goods and services from merchants who sell on the Internet and people can purchase just about anything from companies that provide their products online. Online shopping is a form of Electronic Commerce. E-commerce or Electronic commerce, is a subset of E-Business (a company that does all or most of its transactions through the Internet), is the purchasing, selling, and exchanging of goods and services over computer networks (such as the Internet) through which transactions or terms of sale are performed electronically. Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers. Online stores typically enable shoppers to use "search" features to find specific models, brands or items. Online customers must have access to the Internet and a valid method of payment in order to complete a transaction, such as a credit card, a debit card, or a service such as PayPal. Electronic Commerce or e-commerce is business transactions that take place by communication networks. It is a process of buying and selling products, services, and information over computer network. E-commerce is a set of dynamic technologies, applications and business process that link organizations, customers, suppliers and communities through electronic transactions and the electronic exchange of information products and services. Electronic commerce that is conducted between businesses and consumers, on the other hand, is referred to as business-to-consumer or B2C. This is the type of electronic commerce conducted by companies such as Amazon.com. Online shopping is a form of electronic commerce where the buyer is directly online to the seller's computer usually via the internet. The sale and purchase transaction is completed electronically and interactively in real-time such as Amazon.com for new books. These business transactions occur either as business-to-business (B2B), business-to-consumer (B2C), consumer-to-consumer (C2C) or consumer-to-business (C2B). The terms e-commerce and e-business are often used interchangeably. The term E- Tail (electronic retailing) is also sometimes used in reference to transactional processes for E-Shopping or Online Shopping.

CHAPTER 1

INTRODUCTION

Originally, electronic commerce meant the facilitation of commercial transactions electronically, using technology such as Electronic Data Interchange (EDI) and Electronic Funds Transfer (EFT). These were both introduced in the late 1970s, allowing businesses to send commercial documents like purchase orders or invoices electronically. E-Commerce is the most vast and popular business sector. Its an online buying and selling process so its needs are as simple as the business means. Customer reaching, High sales, Products quality and on time delivery are some of the needs of any E-commerce business. And when we talk about its objectives so basically its objectives are for fulfilling its needs. The Internet became popular worldwide around 1994 when the first internet online shopping started, it took about five years to introduce security protocols and DSL allowing continual connection to the Internet. By the end of 2000, many European and American business companies offered their services through the World Wide Web. Since then people began to associate the word "eCommerce" with the ability to purchase various goods through the Internet using secure protocols and electronic payment services. Over the years, affiliation marketing for e-shopping websites on the Internet has become an advertising mechanism to promote the visibility of e- shopping sites and to improve conversions levels. This marketing technique gives advertisers' website**s** more product or service exposure by offering compensation on other web platforms. Creating an affiliate program adds higher value level for the acquisitions of e-shopping sites**.** But you still need to use this tool wisely, otherwise it can quickly become a time consuming and wasteful activity. Discover the benefits of an effective affiliate marketing strategy for e-shopping, when making your effective affiliate campaign. Affiliation program helps to generated many visitors and is one of the best marketing strategies. Affiliate marketing strategy for e-commerce sites, which is as tedious as it is beneficial.

1.1 Project Definition

Affiliation marketing is a partnership between an e-commerce site (advertiser) wishing to expand sales or develop its online traffic and site wishing to monetize on their already existing traffic **(**affiliate**)**. To implement this partnership, the advertiser site offers an affiliate program to different external sites. Once an affiliate leads to the sale of a product or service on behalf of the

advertiser website, it receives a predefined commission between the two parties in the affiliation agreement. Unlike advertising available through Google AdWords, an affiliate marketing program requires advertiser sites to pay only when affiliated sites bring traffic that creates a conversion, whether as a result of a form filler, the registration for the newsletter or by a sale from a client. With the ever-growing emergence of blogs, affiliate system allowed the bloggers to find an effective way to leverage their traffic. Affiliate marketing programs are a very good way for advertisers to take advantage of a conversion system based on cost per acquisition (CPA) and for affiliates to take advantage of a system to take advantage of traffic that they record on their platform.

Affiliate marketing for e-commerce website has become an entire industry and the principle of pay for performance, also called "Win-Win" has become so large that even companies like Coca Cola use this marketing strategy. Like any marketing process there are risks but when the program is done correctly, they can be controlled. The main risk for affiliate marketing comes from exchanging links that direct prospects from the affiliate to the advertiser site**.** The links put into place between websites are monitored by Google, which determines if the link is a quality link or an exchange involving a monetary transaction. In the second case, Google penalize sites participating in these exchanges of fraudulent links, which is extremely disabling for the visibility of the sites. The other risk to e-shopping sites comes from the contracts between parties, if they are not properly defined they can be a source of problems for both parties. Indeed, it is not uncommon to see cases of conflicts based on unallocated commissions by the advertiser website or commissions by an affiliate site that did not respect the said contract.

1.2 Overall description –

E-Commerce is the most vast and popular business sector. It's an online buying and selling process so its needs are as simple as the business means. Customer reaching, High sales, Products quality and on time delivery are some of the needs of any E-commerce business. And when we talk about its objectives so basically its objectives are for fulfilling its needs.
Objectives are:

1. **High reachability** - The main objective and at the same time need is attraction on your web store. Of, course if you are selling products online what you require are customers. If you are getting good reachability, then your business will definitely grow. Therefore, one of the objective is high reachability.

2. **High Conversions** - if people are coming on your web store and purchasing something then it will calculate as conversions and from the number of people who are buying stuff from your web store we can calculate the conversion rate.

3. **Customer satisfaction** - Customer is the main part of any E-commerce business so it's very important to make your customer happy and satisfied. By providing quality and desirable products, on time delivery, 24*7 customer support, and timely sale & best deal offers you can make your customer happy. It is one of the main objectives of E-commerce.

4. **Social popularity** - Unless and until you are not famous and popular among people you cannot establish your brand. social presence with Omni channel & Digital marketing is essential for any E-commerce business.

1.3 Purpose

1. Build a product catalog that can be browsed and searched.
2. Implement the catalog administration pages that allow adding, modifying, and removing products, categories, and departments, and other administrative features.
3. Create your own shopping basket and check-out mechanism in PHP.
4. Increase sales by implementing product recommendations and product reviews.
5. Handle payments using PayPal and other electronic payment.
6. Implement a customer accounts system.
7. Integrate Amazon.com web services to sell Amazon.com items through our web site.

CHAPTER 2

LITERATURE SURVEY

Online user has increased to a larger amount and gained lot of popularity through social marketing and online marketing. Analysts opine that different people from different place can get instant access to information at any time and place. The adoption of internet has been exceptionally rapid in many parts of India. The online market for personalized goods is over Rs 200 crores. The concept of the internet presents a huge opportunity to online retailer to capture considerable context to understand the factor that motivates Indian consumers to indulge in online buying. Research that has been already taken provides the impact on the way ideas are formed and knowledge is created. Internet helps in developing an insight into how consumers trade off among available attributes while selecting an online user. It also provides concrete information about the specific attributes to be incorporated into internet services, as per customer's preferences. Unlike past focus on the self-elicitation of the importance of internet services, this study uses a well-established methodology to derive importance accorded to the identified salient attributes about the motivation technique. The rapid proliferation of online usage and creation of a new channel for marketing. The use of online services through smart phones has increased the popularity, making the internet the ultimate medium for one-to-one marketing.

2.1 Online marketing

Online marketing, internet marketing and digital marketing are the terms used to describe the act of using the Internet and related digital information and communication technologies for marketing achievements Internet marketing as the process of building and maintaining customer relationships through online activities to facilitate the exchange of ideas, products and services that satisfy the goals of both parties. Online marketing plays an important role in:

- Transforming marketing strategies to create more customer value
- Planning and executing
- Creating exchanges that satisfy both individual customers and business customers' objectives

Internet marketing in three sections:

- Search Engine Marketing (SEM)
- Social media marketing

2.1.1 Search Engine Marketing

Search Engine Marketing is described as an umbrella which covers Search Engine Optimization (SEO) and Paid Search. While SEO is considered a methodology that helps a website increase its ranking on the search engine results list. This way the possibility that potential customers can find the business increases as well; Paid Search is known as Paid search advertising, Pay-Per-Click (PPC), Cost-Per-Click (CPC), and so on, on which the advertisers pay only when users click on the advertisement.

2.1.2 Social Media Marketing

Social Media Marketing is a useful way for a company to advertise its services and products to customers. By creating and maintaining a social media web page, customers can find a company profile, and read or leave reviews and comments about the company. This method provides a way for companies and their customers to communicate with each other. Due to the increasing development of social media networks, marketing via these sites is a smart and trendy method to expand the coverage of the brand and potentially create good reputation for the company.

2.2 Project Analysis

In this stage we gather the information from the different sources for project development. The methods of collecting information are:

1. Interviewing
2. Observations

Viewing of documents and manuals from different e-commerce sites.

CHAPTER 3

PROPOSED MODEL

Basically, e-shopping is new concept and many projects have already been made and is emerging in new eras and covers many techniques.
In our project E-shopping with affiliation program the product in our site can be advertise to the other sites and the affiliated account holder can earn money. The strategy can be PPC (Pay Per Click) means the affiliated account holder can earn money as per the clicks in our product.

Make money with affiliate program that pays the account holder for every click Affiliated account holder gets paid for every visitor that clicks on an advertisement. Our goal is to enable you to make as much as possible from your advertising space, by letting advertisers bid on your ad space. They can also promote our site with the banners available and other promotional texts and click providers.

3.1 Project Design

In this phase, we design the output of project and its format, inputs and procedures etc. In this stage, we design

1. PayPal implementation (transactions through PayPal)
2. Product creation and recommendations
3. Product attributes
4. Creating own shopping cart
5. Searching the catalog and catalog administration
6. Search engine optimization
7. Advertisement with affiliation and other media

3.2 Risks and Threats

All this might make it sound as if your e-commerce business can't possibly fail. Some risks are particularly relevant to e-commerce companies, such as:

1. Hacking
2. Credit card scams
3. Hardware failures
4. Unreliable shipping services
5. Software errors
6. Changing laws

3.3 Future of e-Shopping

Experts predict a promising and glorious future of ecommerce in the 21st century. In the foreseeable future ecommerce will further confirm itself a major tool of sale. Successful ecommerce will become a notion absolutely inseparable from the web, because e-shopping is becoming more and more popular and natural. At the same time severe rivalry in the sphere of ecommerce services will intensify their development. Thus prevailing future trends of ecommerce will be the growth of Internet sales and evolution. Each year number of ecommerce deals grows enormously. And the tendency will continue, because a lot of people are "imprisoned" by work and household duties, while Internet saves a lot of time and gives opportunity to choose goods at the best prices.

3.4 E shopping Today

E shopping today is a remarkable experience. It has transformed traditional shopping beyond recognition. It is so much better than any other way of shopping that it has already attracted a great many of ecommerce-lovers. If some years ago ecommerce was a buzz word, now it has become the order of the day. People seem to shop literally everywhere at their workplaces during lunch times, in rush hour when there is nothing else to do but switch on their laptops and start surfing.

1. Ecommerce Services > Development

The Internet has a great deal to offer to any business be it small, medium or large since it provides a flexible and dynamic marketplace for exchanging products, services and information. It creates plenty of opportunity to reach local and global

markets and gain worldwide brand recognition. The Internet is also a powerful tool which can bring mouth-watering revenues if used wisely. Ecommerce development is an efficient way of promoting businesses, bringing in handsome profits and delivering better services. Web site development is the core of the entire ecommerce development process and requires team efforts, considerable knowledge and skills. It is what makes your website go live and ensures online success.

2. **Ecommerce Services > Consulting**

Building an ecommerce website that would be a success and bring mouth-watering revenues is not as easy as it sounds. Let our ecommerce consultants assist you in brining maximum results for your business Ecommerce-Land Company provides consulting services at every stage of an ecommerce web site development, including:

1. **Pre-sale ecommerce consulting services -** This is a very important stage during which our ecommerce consults will help you to determine your website objectives. It is either to enhance your physical-world business or build a better customer-support through a site or increase sales. Alternatively, the objective may be a different one which will be determined with your particular needs in mind.

2. **Ecommerce website design and development stage -** Once the planning stage is over and the web sites design and functional preferences are discussed, This is one of the most important stages as a result of which you will get a fully-functional error-free web site. Our ecommerce consulting specialists will guide you throughout the project making sure your cherished dreams go live.

3.5 Affiliation Marketing: How it Works

Affiliate marketing strategy for e-commerce sites, which is as tedious as it is beneficial. By definition, affiliation marketing is a partnership between an e-commerce site (advertiser) wishing to expand sales or develop its online traffic and site wishing to monetize on their already existing traffic **(**affiliate**)**. To implement this partnership, the advertiser site offers an affiliate program to

different external sites. Once an affiliate leads to the sale of a product or service on behalf of the advertiser website, it receives a predefined commission between the two parties in the affiliation agreement.

3.6 Affiliation Marketing: Is There Any Risk?

Like any marketing process there are risks but when the program is done correctly, they can be controlled. The main risk for affiliate marketing comes from exchanging links that direct prospects from the affiliate to the advertiser site. In the second case, Google penalize sites participating in these exchanges of fraudulent links, which is extremely disabling for the visibility of the sites. The other risk to e-shopping sites comes from the contracts between parties, if they are not properly defined they can be a source of problems for both parties.

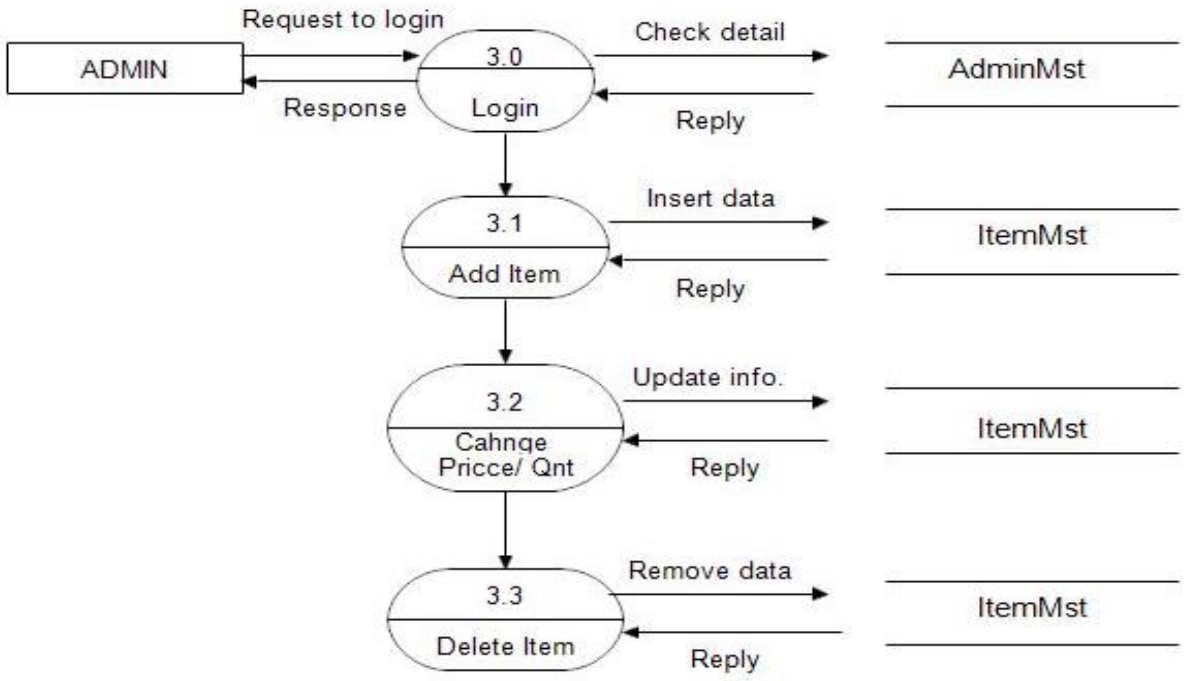
CHAPTER 4

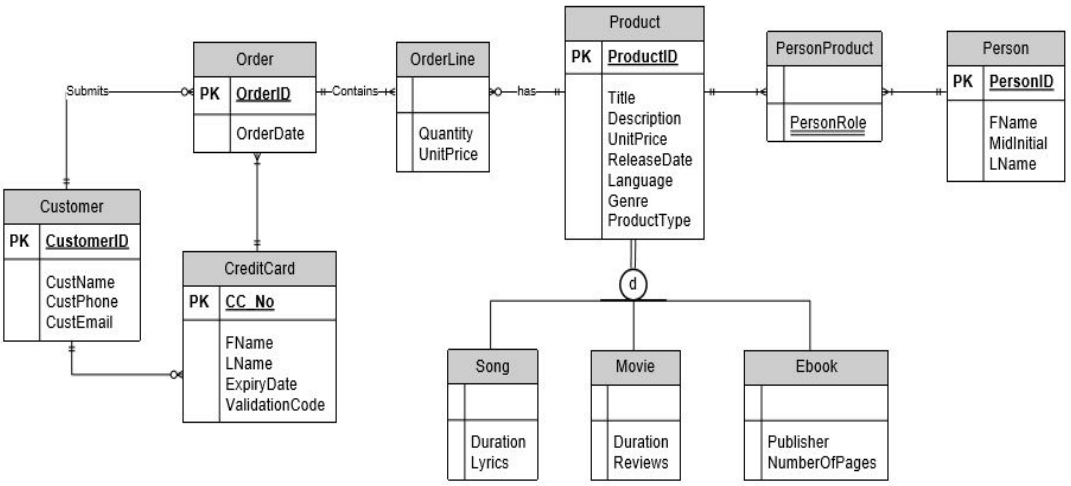
IMPLEMENTATION AND ARCHITECTURAL DIAGRAM

4.1 Feasibility Study -

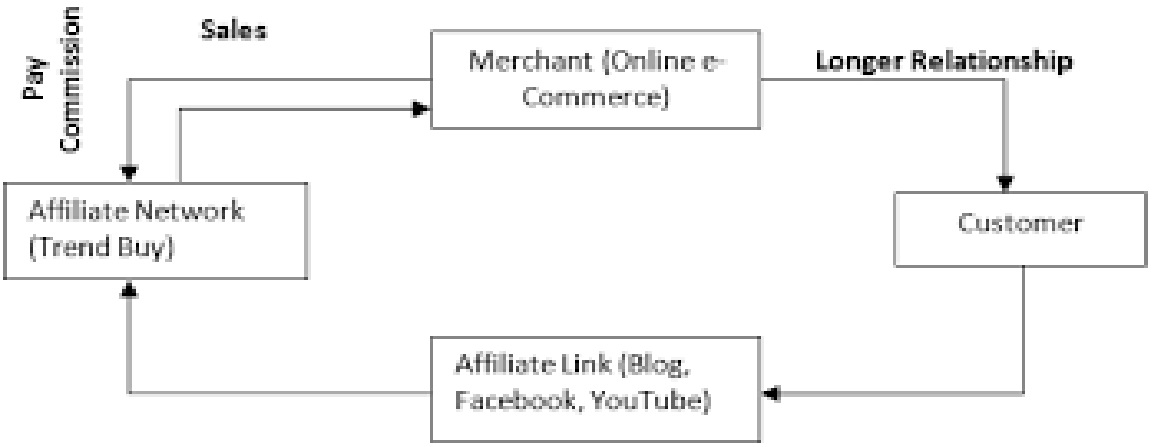
With the problems addressed above we are making the e-shopping site removing the problems and the technological feasibility of this project is that we are using known technologies as well as open source codes like the PHP and MySQL and the operational feasibility is that we can be able to do as per the business requirement, and the economic feasibility is that we are preparing the project as per the partial fulfillment of the BCIS(Building Cost Information Service) so the economic feasibility is fulfilled.

4.2 DFD and ER Diagram:





4.3 Affiliate Network Diagram:



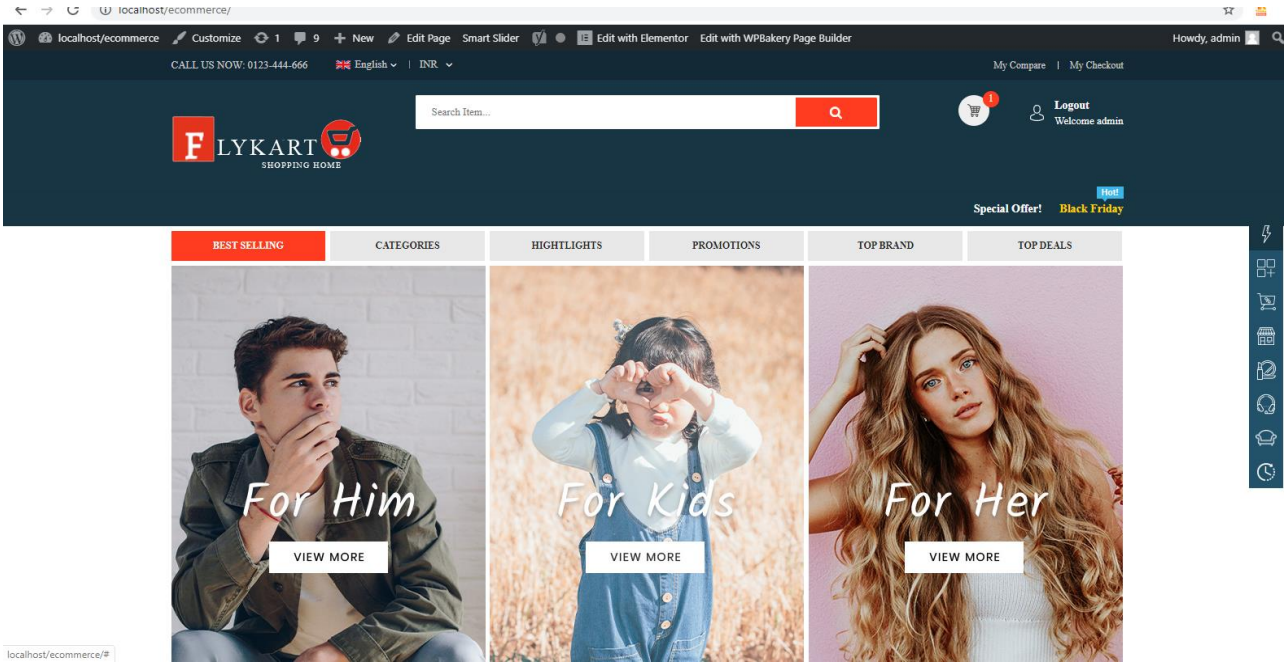
4.4 Project Coding and Testing -

In this stage, we convert the system design to final project using programming language. In this stage format error and logic error are eliminated and make complete project without any error. After completion of coding, the project will be tested to find out that all individual programs perform correctly. The implementation of PayPal, affiliation program and other services are performing correctly or not is tested.

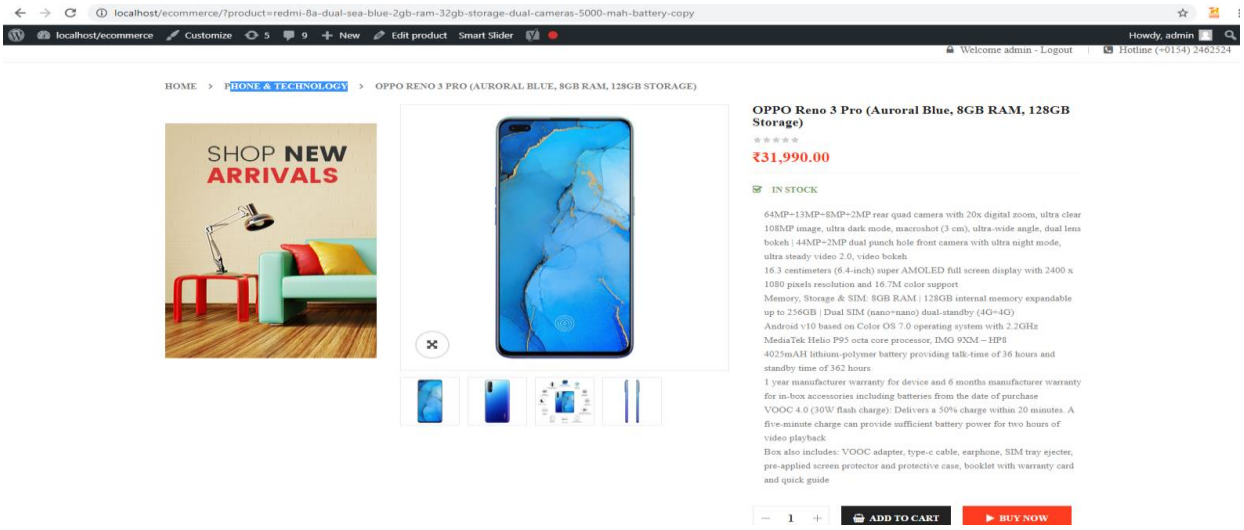
CHAPTER 5

OUTPUT/ SCREENSHOTS

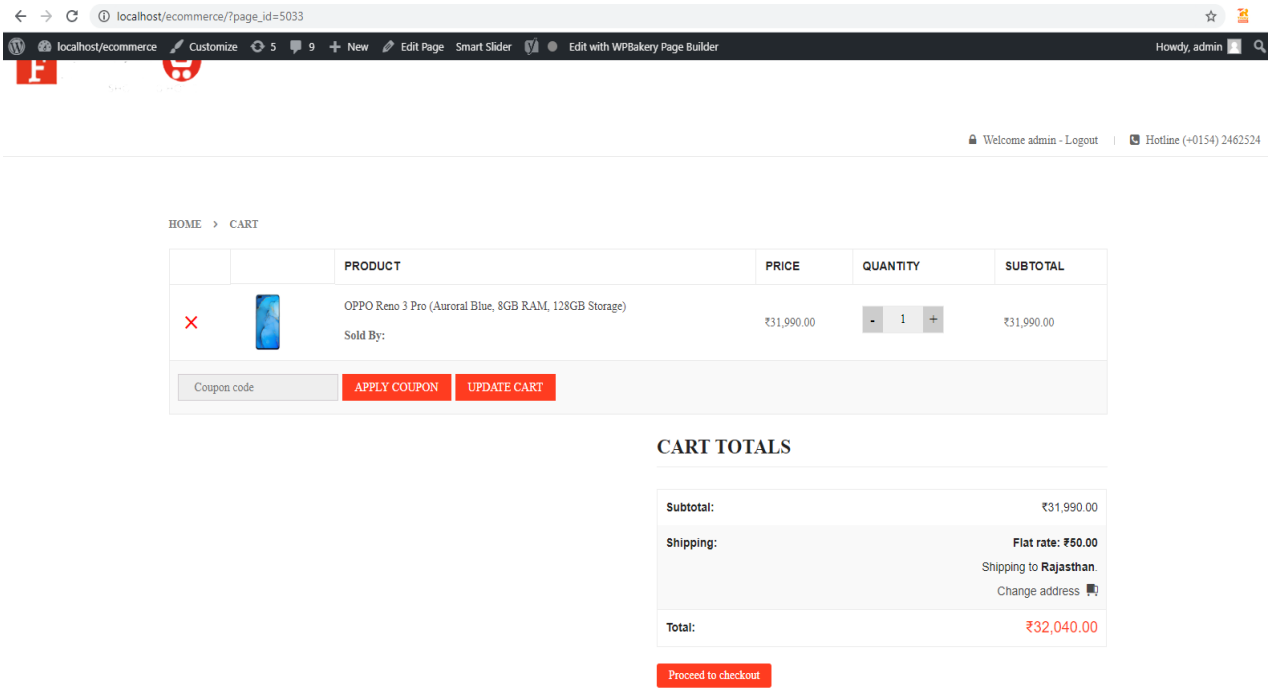
5.1 Home –



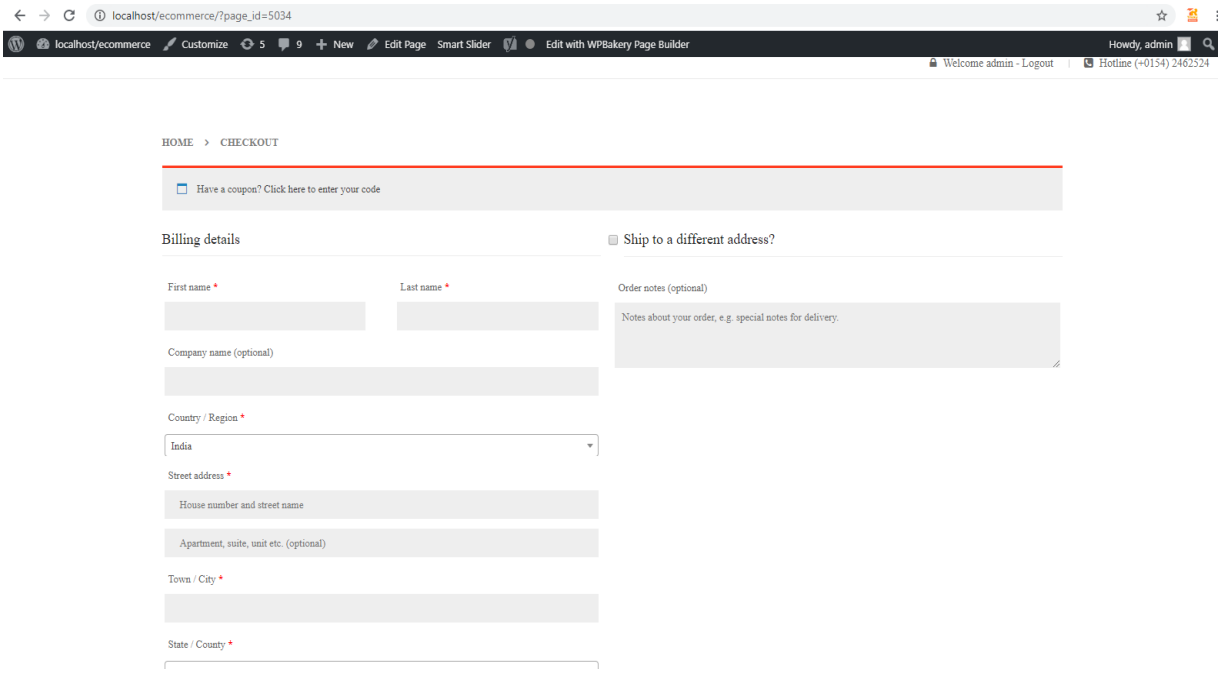
5.2 Product Page –

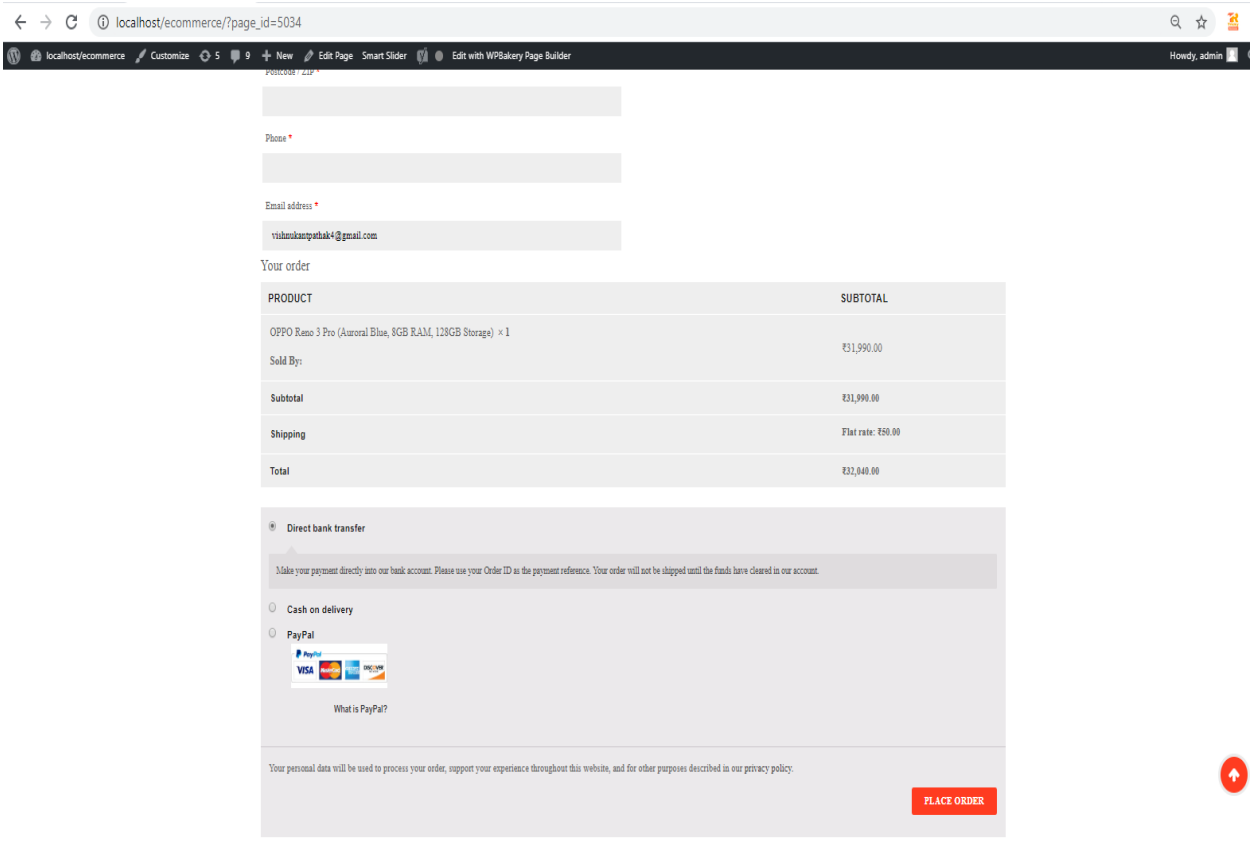


5.3 Cart –

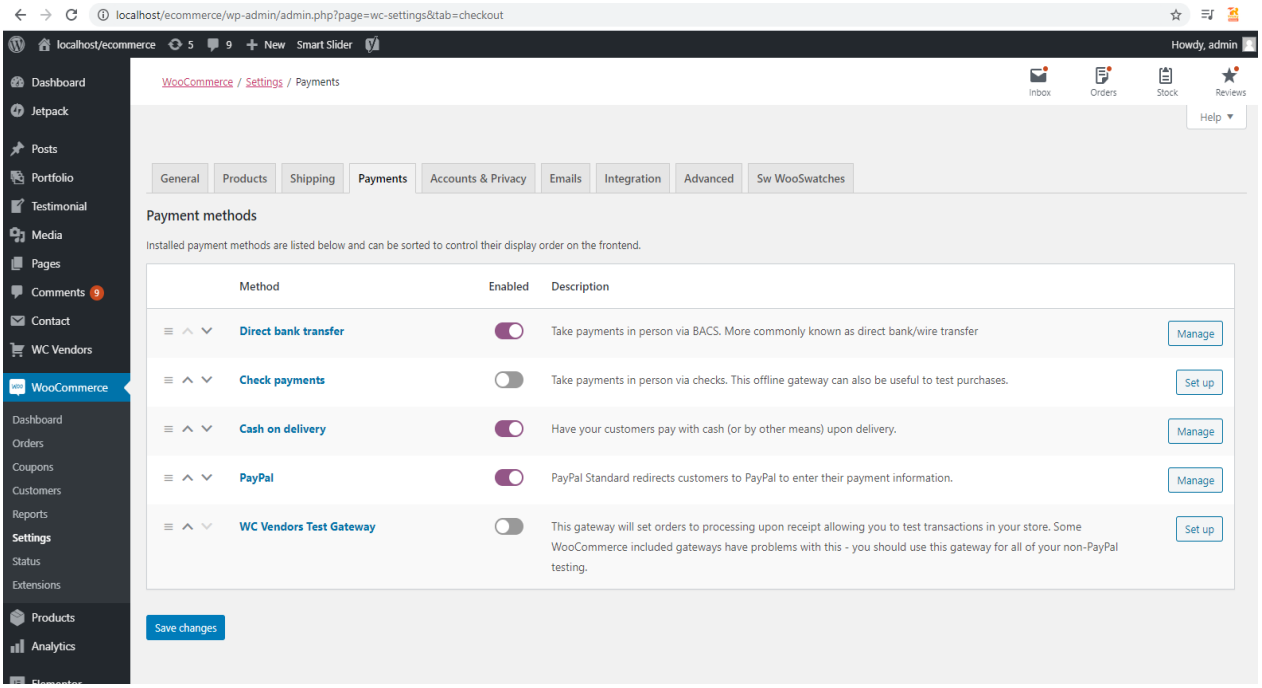


5.4 Checkout –

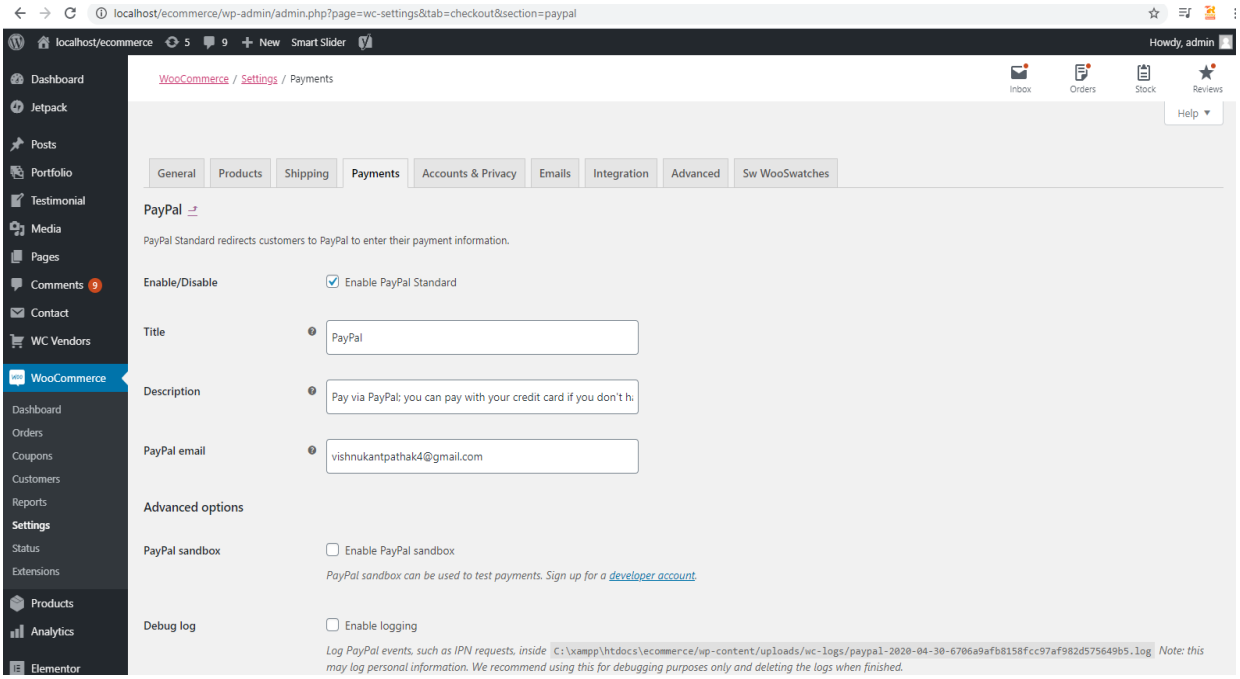


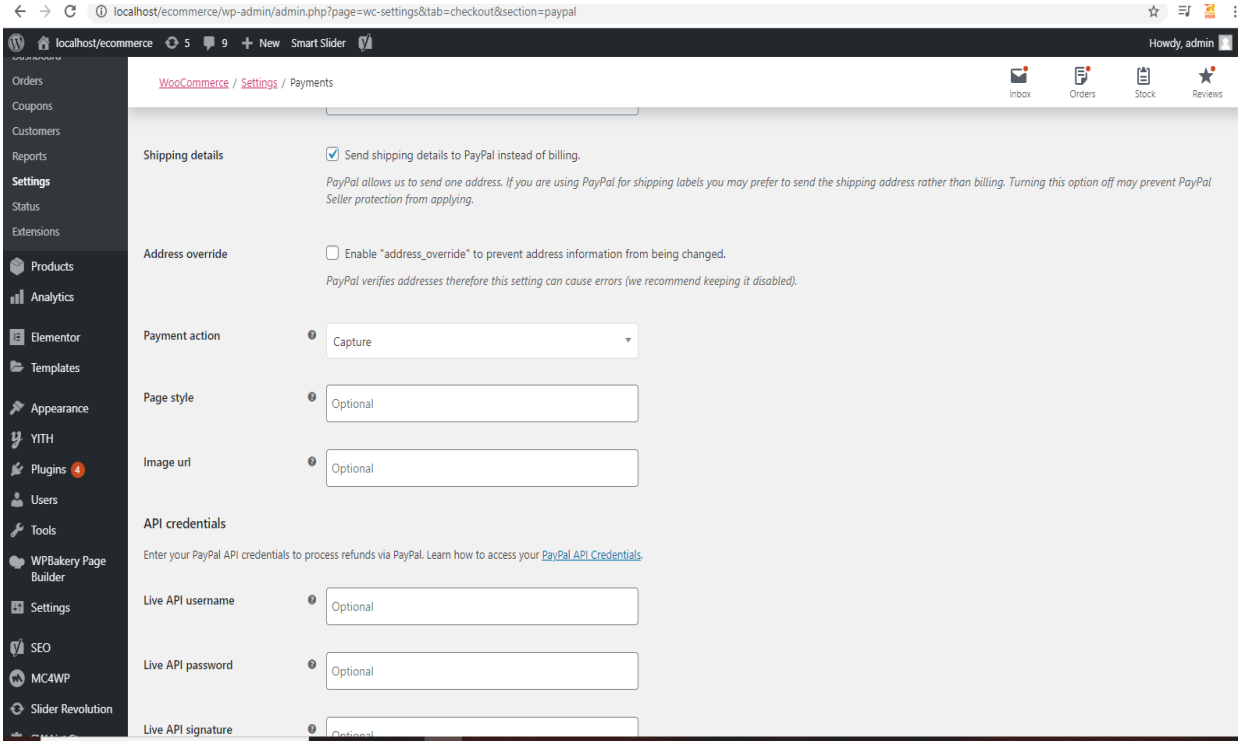


5.5 Payment Gateway –

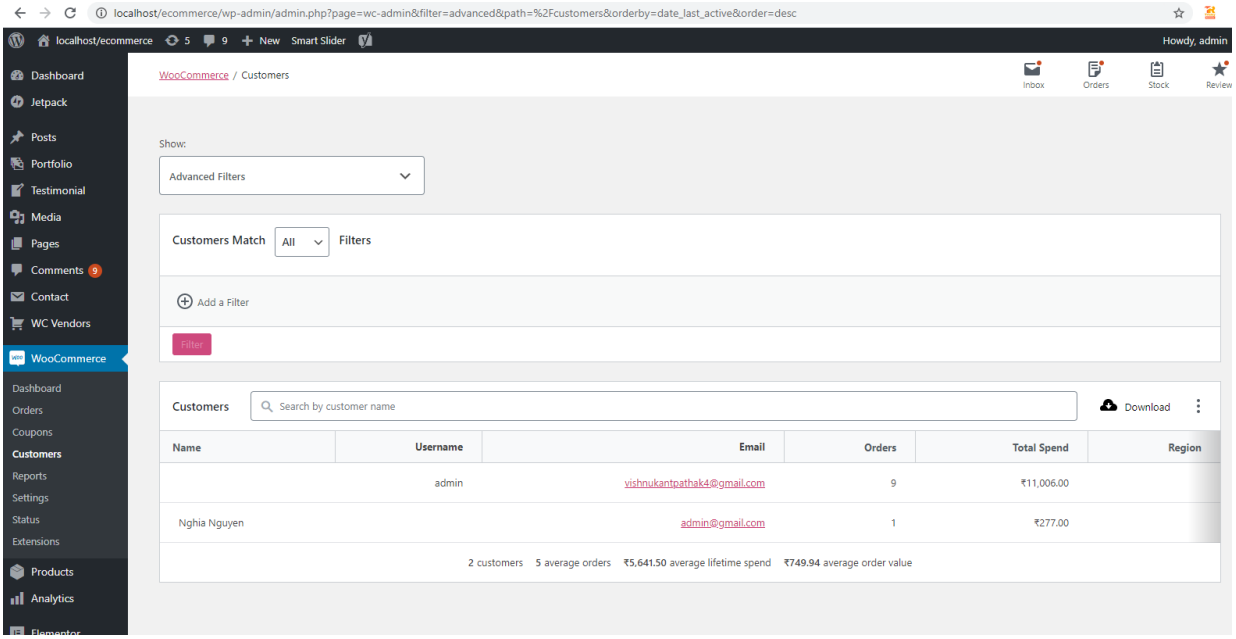


5.6 PayPal Gateway Setup –

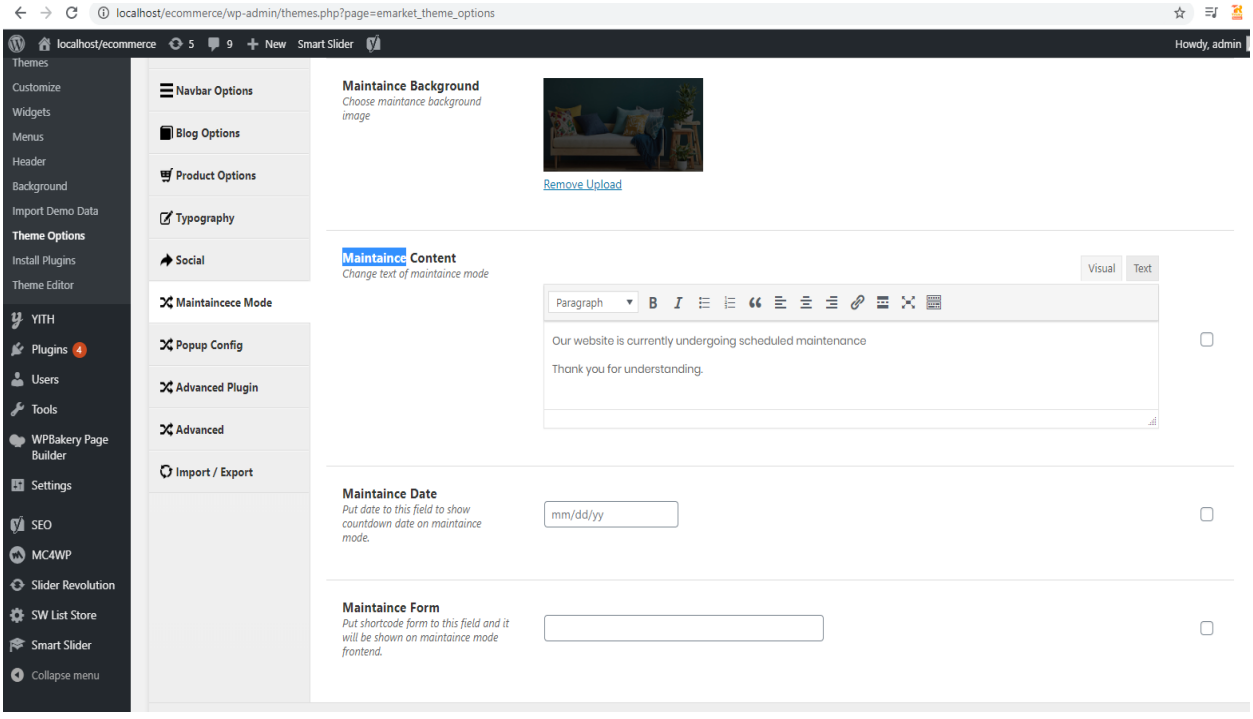




5.7 Customer Login Detail –

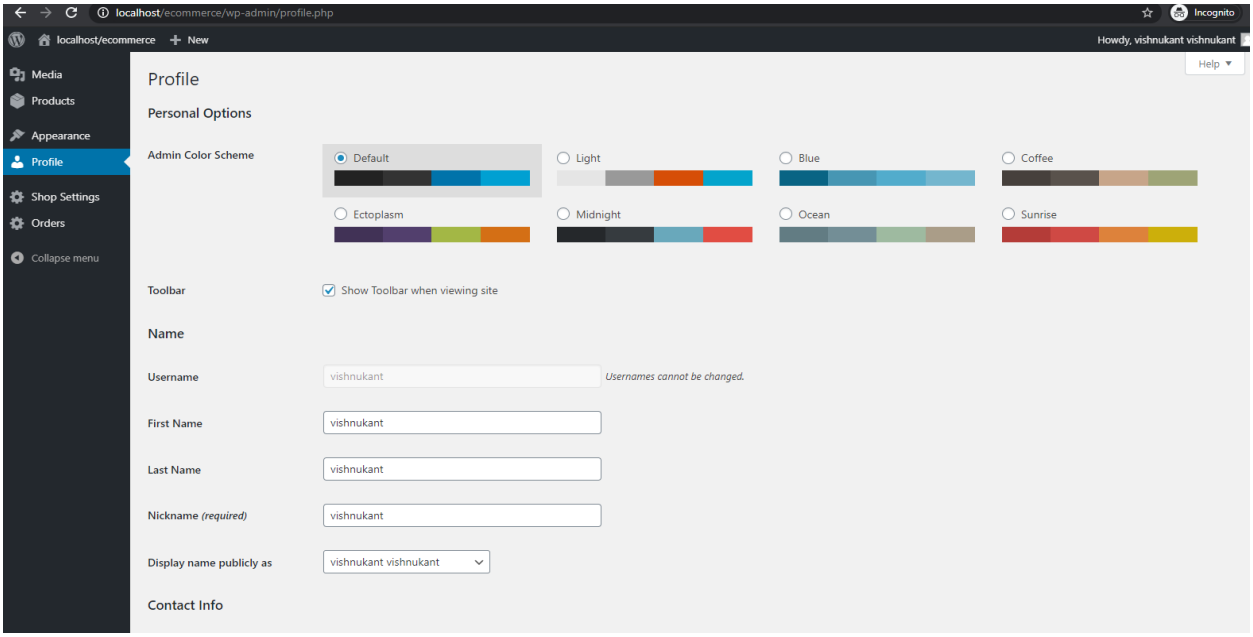


5.8 Maintenance Mode Detail –

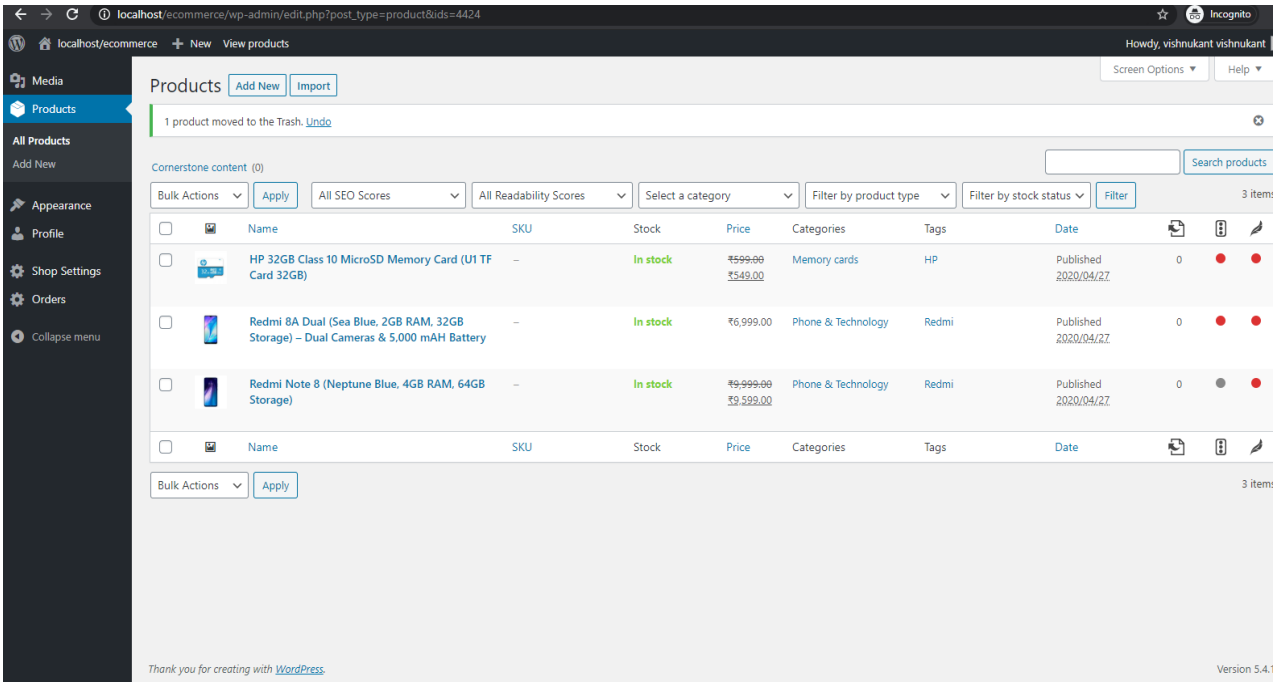


5.9 Affiliation Vendor -

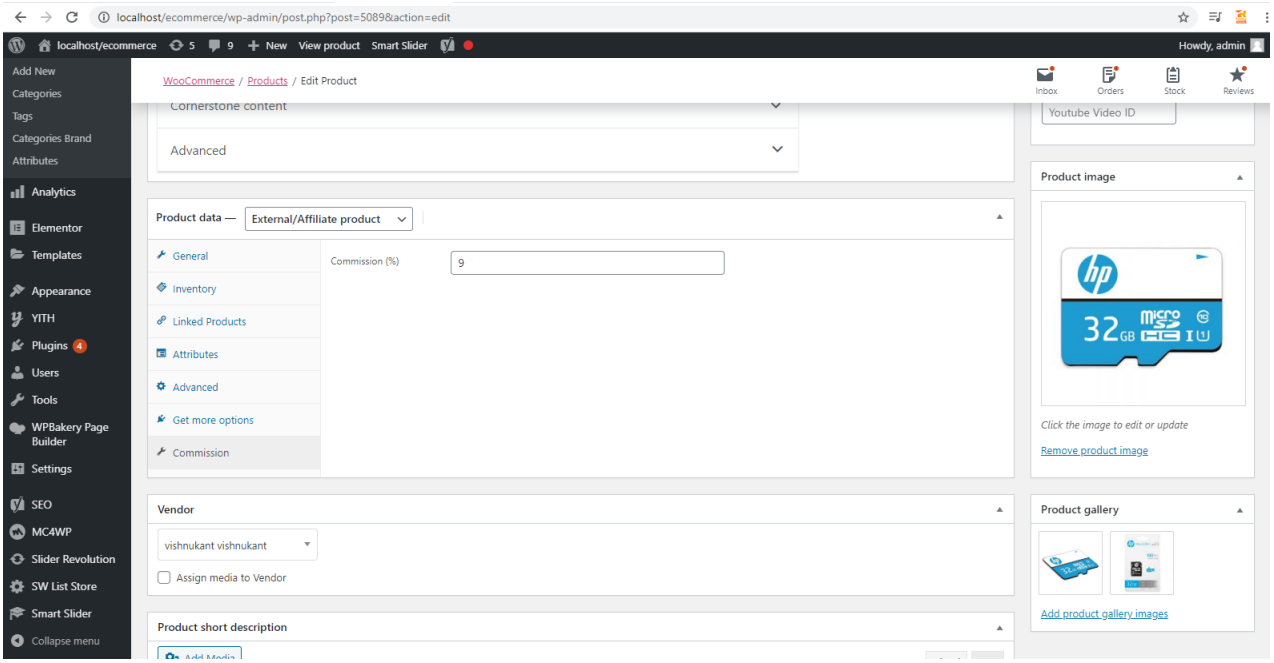
Profile – For checking vendor product we have to add product from admin/vendor and add commission then we have to login to vendor and check delivery and hipping status once product shipped commission in account of vendor.



5.10 Vendor Products –



5.11 Commission of Vendor on Product –



CHAPTER 6

CONCLUSION

There are many affiliate marketing models: Coupons, Product Reviews, Ad banner, Incentive/Loyalty, Offline Affiliate with different compensation methods: Pay Per Sale, Pay Per Click, Pay Per Lead, Pay Per Action. The purpose of these parts is to help readers who have no experience in this field to have a view of affiliate marketing and understand its basic concept. To run an affiliate program, advertisers need to have a good IT system. Simple affiliate program techniques require: an affiliate link with an ID number – to identify publisher, a website – to post affiliate links (or content included affiliate link), cookies – to remember visitor's behaviors, analyze tools – to track the performance of publishers, optional SEO to rank the content of the advertisement. Advertisers should create the requirements themselves, or they can start a partnership with an affiliate network and let the network take responsibility. Many issues of affiliate marketing have yet to be solved completely such as spamming, Black SEO and Malware. Even though both the advertisers and the publishers have a regulation to prevent usage of harmful software or cheat actions, these issues are still increasing in many ways with intelligent techniques. The work has identified the most important factors that are necessary in a successful affiliate program by analyzing the needs of the affiliates. It also highlighted the differences and similarities of three affiliate programs. With the automatized program it will be possible to offer advertising creative such as banners and widgets. Moreover, it will allow personalization of the advertising creative, which will help affiliates to perform better.

It is recommended to provide more detailed reports that include click-through rates and conversion rates, as this also helps partners to optimize their marketing efforts. The utilization of cookies to save an affiliate id in sessions of 30 days or longer ensures that affiliates will get commission from customers, even if they don't purchase right away. This should make the affiliate program more attractive to interested partners. A two tiered affiliate structure could be considered for module one, but this would require an automatized program. This structure would allow the program to grow more quickly.

CHAPTER 7

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