

CITISTOR E-COMMERE WEBSITE

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ABSTRACT

E-commerce is a boom in the modern business. E-commerce means electronic commerce. Ecommerce (Electronic commerce) involves buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, predominantly the Internet.

E-commerce (Electronic commerce) is a paradigm shift influencing both marketers and the customers. Rather e-commerce is more than just another way to boost the existing business practices. It is leading a complete change in traditional way of doing business. This significant change in business model is witnessing a tremendous growth around the globe and India is not an exception. A massive internet penetration has added to growth of E-commerce and more particularly start-ups have been increasingly using this option as a differentiating business model.

The current research has been undertaken to describe the scenario of E-Commerce, analyze the trends of E-Commerce. The study further examines the key variables imperative for the success of E-commerce business models.

Keywords: E-Commerce, Internet, Self-Service, Technology, Internet Banking.

I. INTRODUCTION

E-commerce means electronic commerce. It means dealing in goods and services through the electronic media and internet. E-commerce involves carrying on a business with the help of the internet and by using the information technology like Electronic Data Interchange (EDI).

E Commerce relates to a website of the vendor on the Internet, who trades products or services directly to the customer from the portal. The portal uses a digital shopping cart or digital shopping basket system and allows payment through credit card, debit card or EFT (Electronic fund transfer) payments.

A more complete definition is E-commerce is the use of electronic communications and digital information processing technology in business transactions to create, transform, and redefine relationships for value creation between or among organizations, and between organizations and individuals (C. Nisha and G. Sangeeta, 2012).

The main types of electronic commerce are business-to-business (B2B); business to- consumer (B2C); business-to-government (B2G); consumer-to-consumer (C2C); and mobile commerce.

II. PROPOSED METHODOLOGY

There has been a lot of media coverage on E-Commerce in recent years. However, the concept of E-Commerce is still unclear to many people due to its newness. For business executives, it is even more mysterious since there are no proven business models for generating profits. Conducting research in the E-Commerce area reveals a few dominant trends:

1. E-Commerce revenues will grow explosively.
2. E-Commerce is crucial for business survival.
3. E-Commerce decisions are complex.
4. Consulting firms are experiencing rapid declines in key practice areas.
5. The implications for these trends are as follows:
6. Organizations feel the need for expert advice.
7. E-Commerce is the new business opportunity for consulting firms.
8. Consulting firms need structured, proven, E-Commerce.

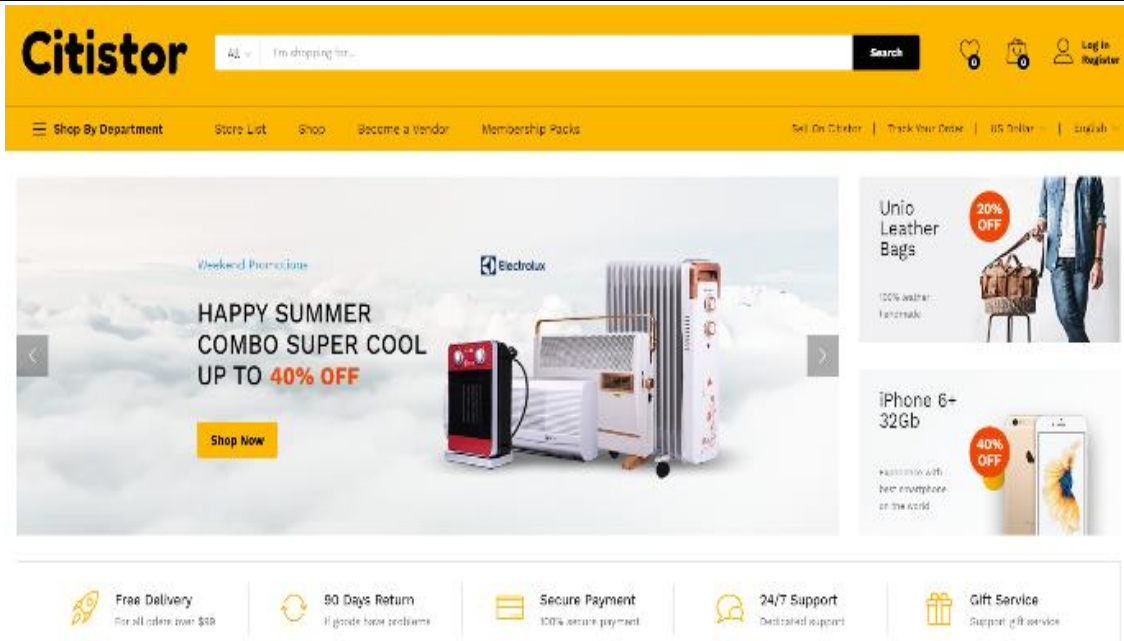


Figure 1. First interface of the project.

III. MPLEMENTATION

Project is divided into following three section:-

1) UI Design:- This phase consists of the user interface through which people other than admin are going to interact with the admin using the application. The technology used for designing the front end of the applications are **html5, CSS3, bootstrap, jQuery, JavaScript, PHP.**

2) System design :- The system is divided into two modules which are Vendors and User.

3) Database design:- This phase consists of all the login id details of user, volunteer and all the other data that needs to be stored. Database is a necessary component of any application as it is used to store the all the data. It will store the data like how much item is donated by which user, the date and time of donation etc. in the forms of tables. The technology used to create database is Workbench, MySQL, and we will connect the **MYSQL database with backend language using PHP.**

Project Module

1) Login and Sign Up

An entry page or a web page to a website is a login page that needs user authentication and identification, routinely conducted by entering a combination of username and password. Logins may need access to the whole website or a part of it. Besides offering site access to the users, logging in also permits the site to track users' behavior and actions. The user may log off a site or web page manually or automatically occur when certain conditions arise, like when the computer turns off, the page closes.

1. User should register before login,if u are a new user than only you are doing this registration process.
2. User register only needs the email id to proceed towards the registration process .
3. User will get the otp in email box to verify the email and generate the password hence the registration process will complete for user.

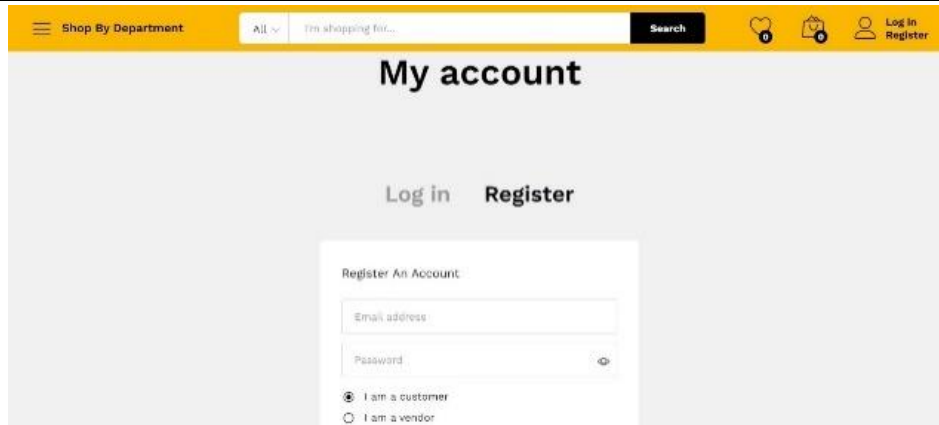


Figure 2. Vendors and User registration

2) Membership Packs

These are e-commerce subscriptions where people pay a monthly or yearly fee to access the e-commerce subscription services. This gives them the ability to choose which e-commerce products they want whenever they want. The membership packs are given in the figure.

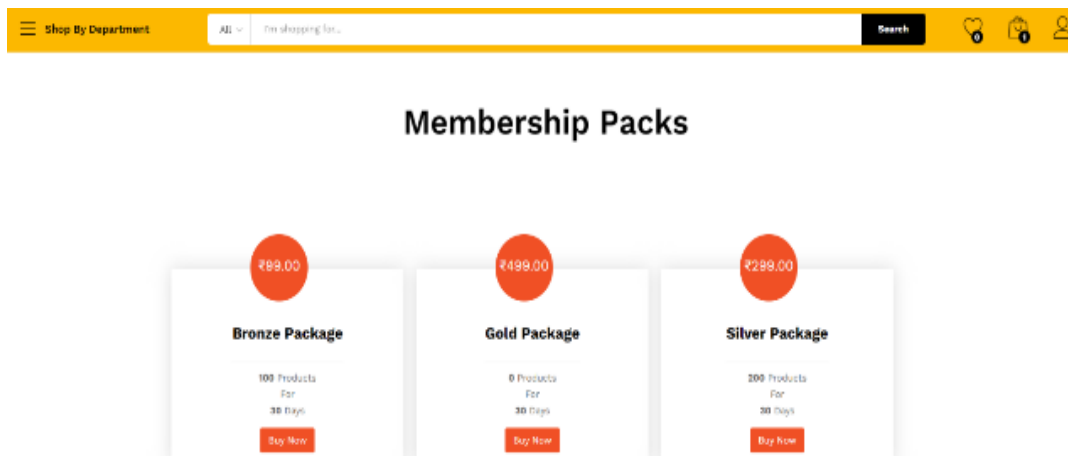


Figure 3. Memberships Packs

3) Setting

Settings for citistore is a critical aspect in accurately tracking a user's profile and their zones. Under the "Settings" menu option, a user can input their StoreName, Store Categories, Address Phone No. The settings view can be seen in Figure 7.4. Once the information is inputted the user must save this information to their profile.

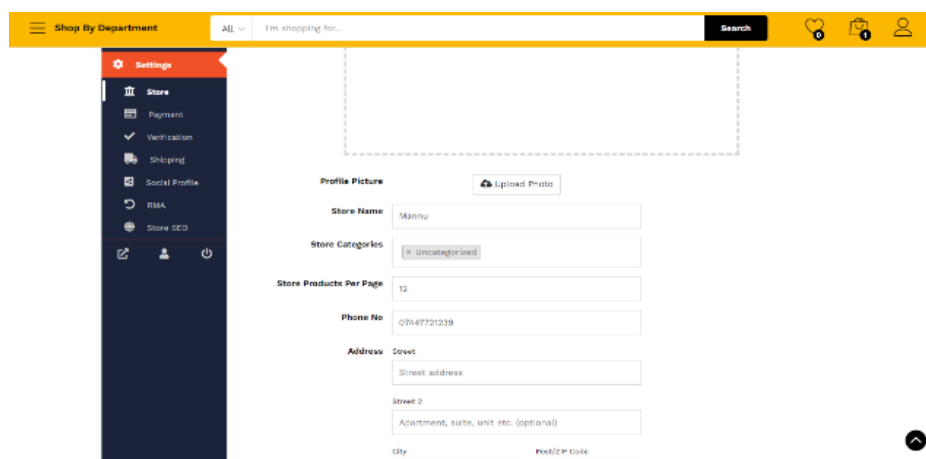


Figure 4. User profile setting

4) Payment Gateways

A payment gateway is an e-commerce application service provider service that authorizes credit card payments for e-businesses, online retailers, bricks and clicks, or traditional brick and mortar. The life blood of online business is the payment routes which comprises credit card, debit card, online banking payments, electronic funds transfer. The world is transforming from cash to digital money and thus there is a need of payment gateways for sustainable future ecommerce.

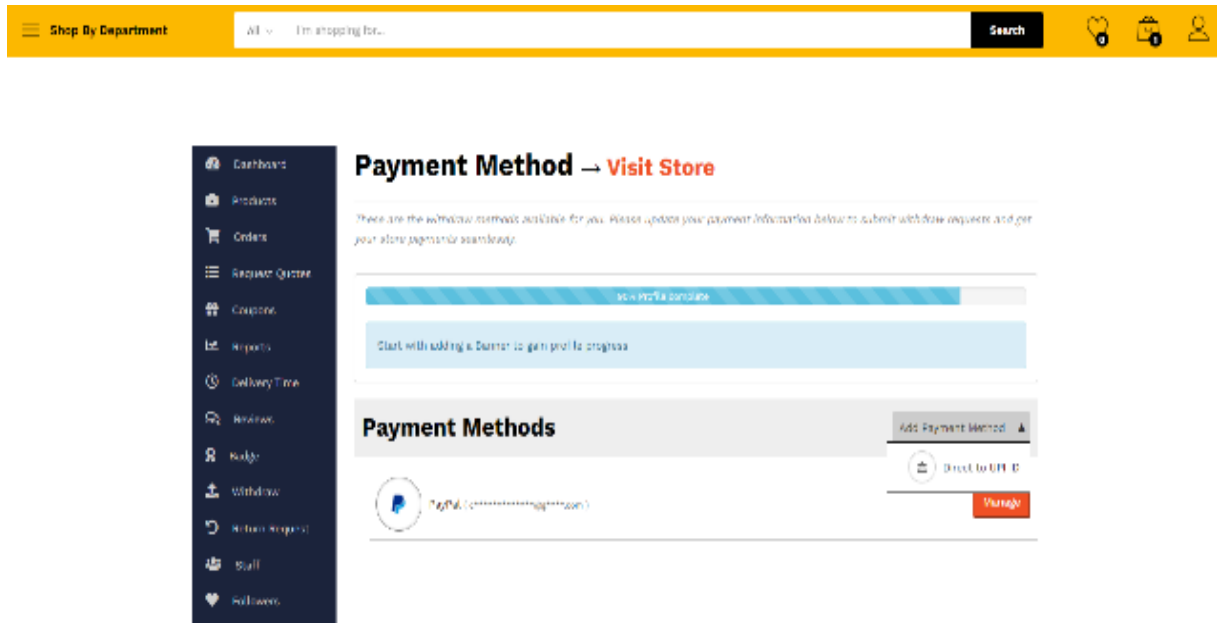
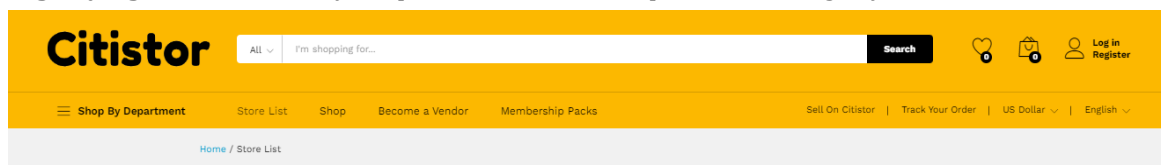


Figure 5. Payment Method

IV. ADVANTAGES OF SYSTEM

Commission Free : Due to effect of membership process it is going to be the tax free for vendor proving the products.

Bulking Buying : Here we can buy the products on the retail prices according to your need.



Store List

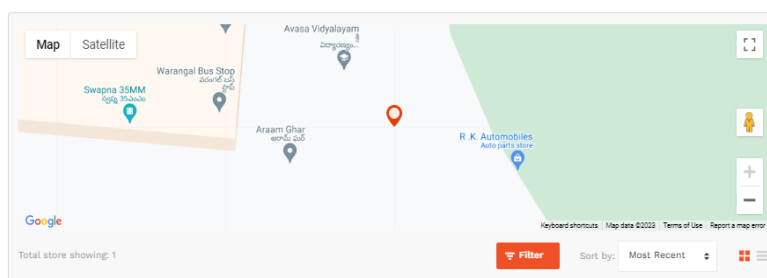


Figure 6.

Location : We can get the full address location and the stock updates as well as if we want it on urgent basis we can also go to the store and get hand to hand actionable insights of the consumer.

Social Media

Businesses are increasingly making use of social media in order to market their goods and services. Social media refers to websites and computer programs that allow people to communicate and share information on the internet using a computer or mobile phone. Social media has played a great role in brand building and informing various offers to the customers. It also helps in getting the feedback about the product or service. It provides a platform for brand building, advertisements, developing a community of trusted users, spreading word of mouth etc.

V. E-COMMERCE TRENDS

A new business revolution in india buying goods and services via E-Commerce allows consumers the freedom to choose when and where to shop and the opportunity to research the product, the seller, and any other available options. been revolutionized through the availability of online information. Just about anything that can be bought in merchandise store can be bought via E-commerce, even perishables like groceries. And consumers have embraced these possibilities around the globe. The effects of e-commerce are already appearing in all areas of business, from customer service to new product design. It facilitates new types of information based business processes for reaching and interacting with customers like online advertising and marketing, online order taking and online customer service. In nowadays E-commerce uses the WWW at least some point in transaction lifecycle. It can also reduce costs in managing orders and interacting with a wide range of suppliers and trading partners, areas that typically add significant overheads to the cost of products and services. For developing countries like India, e-commerce offers considerable opportunity. In India it is still in nascent stage, but even the most-pessimistic projections indicate a boom. There has been a rise in the number of companies' taking up e-commerce in the recent past. Major Indian portal sites have also shifted towards e-commerce instead of depending on advertising revenue. Many sites are now selling a diverse range of products and services from flowers, greeting cards, and movie tickets to groceries, electronic gadgets, and computers, etc. (Mitra Abhijit, 2013). E- commerce has reached to an extent that the cow dung patties are also selling like hot cakes online in India.

VI. FUTURE ENHANCEMENT

Augmented reality :

In future we can enhance the process by installing the Ar by which we can show our product with the real world and the virtual world we can achieve this by smart phones tablets etc.

Virtual reality :

In virtual reality its hard to differentiate between the real world and virtual world and can create the visual world by the gadgets like headset 3D monitor.

VII. CONCLUSION

A developing country may well attempt to be modernized if it introduces e-commerce effectively and efficiently. It will improve its output and lead to its competitive advantage. Information Technology (IT) has Asian Journal of Technology & Management Research [ISSN: 2249 -0892] Vol. 6 - Issue: 1 20 uplifted ecommerce worldwide. Now it's at ease to enter to a new market and marketers' can easily evaluate their product and company's performance. A growing number of firms in various industries, such as banking, education, commerce, and tourism, etc. have improved their services by both incorporating technologies into their service delivery process. Integration of technology in services is becoming very common; however, very little academic research has been conducted to examine its influence.

VIII. IMPLICATIONS FOR RESEARCHERS

Our study, being conceptual in nature, raises a number of opportunities for future research, both in terms of theory development and concept validation. More empirical research will in fact be necessary to refine and further elaborate findings in the area of ecommerce. The study is an eye opener for the researchers who have ample interest in E- commerce. This review paper will offer them the leads towards the better understanding of the key variables of therecent E-commerce platform that is revolutionizing the business.

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