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MyCart: An Online Shopping Platform

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Abstract: Online shopping has obtained very important position in the 21st century as most of the people are busy, loaded with hectic schedule. In such a situation online shopping became the easiest and most suitable mode for their shopping. This paper describes the development of an e-commerce Web site based on a virtual world that replicates a real store in order to offer a more familiar interface to the user, but overcoming the problems of reality offering a customized presentation of items to each consumer. The technology used is Java. The system architecture is based on a client/server model, where the server manages the description of the items.

Index Terms: System Architecture, Client/Server Model, E-Commerce, Server.

I. INTRODUCTION

Online shopping is a form of e-commerce which permits consumers to directly purchase goods or services from a seller by using the Internet. Other names are: e-shop, e-store, Internet shop, web-store, virtual store and online store. An online shop arouses the physical similarity of buying products as well as services from internet shop and this process of shopping is called business-to-consumer online shopping. Online shopping is the practice in which consumers decide to buy the product through internet. 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.

In simple words Online shopping is defined as purchasing items from Internet retailers as opposed to a shop or store or the act of purchasing products or services over the Internet. It 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.

In some social networking site like E Bay, e- shopping is being done, where some retail online shops are available. The use of Internet in India offers a growing prospect for e- shopping. If customers know the factors that affect online behavior, and the relationships between these factors , further they can build their new marketing strategies to transform probable customers into lively customers, Consumer behavior is treated as an applied discipline because some decisions significantly affects customers behavior and expected actions. The two main views that seek solicitation of its awareness are societal and micro. Internet has changed the way of consumer's store, and has rapidly developed into a global perspective. Many companies started using online shopping with the aim of reducing marketing costs, that will lead to reduce the price of their products in order to stay forward in very highly competitive markets. Companies also use the Internet to deliver, connect and distribute information and products. Customer uses the Internet in so many ways not only for buying the products, but also to compare product structures, prices, warrantees and delivery services. Many specialists are positive about the future of online marketing business. In accumulation to the wonderful potential of the E- market, the Internet provides a unique opening for companies to additional efficiently to reach existing and possible customers. Although maximum income of online dealing comes from business-to-business trade, the practitioners of business-to-consumer trade should not lose their confidence. Researchers and practitioners of e- commerce regularly struggle to develop an improved vision into consumer behavior. Along with the development of E-retailing, scholars continue to explain E-consumers' behavior from diverse perspective. Many of the studies have assumptions which are based on classical models of consumer behavior, and then study the validity of e-marketing. Starting from development procedures of e-business websites, the paper analyzes the advantages and characteristics of Java technology, deeply discusses the design and implementation of online e-business websites based on Java technology.

II. DEVELOPMENT PROCESS

The design and implementation of this online shopping website is based on which can be divided into many stages. First is preparation, the demand analysis of e-commerce website system. The main goal of this stage is to prepare design and development of e-business websites and know the reason for building e-business websites, the goals of e-business websites and so on. After that, it is necessary to prepare needed data and information. Next, demand analysis of user information. The establishment of online e-business website mainly serves for users, so the analysis of user demands to learn user demands for e-business website system as a reference is made to achieve the ultimate goal.

Next, e-business system design. In this stage, user demands and function demands are analyzed, and problems in development of e-business websites are solved to design corresponding program coding and build all modules. Next, the system implementation. This is the final stage in design and development of online e-business websites in which systems must be tested to learn problems in operating e-business website systems. The stage will stifle all factors impacting e-business website system operation in the cradle and promote the safe and stable operation of e-business website systems, realizing important targets of design and development of online e-business websites.

III. ADVANTAGES AND CHARACTERISTICS OF JAVA

Like C language and C++ language in some degree, Java language and C++ language, however, are two totally different languages with unique and distinct advantages, which cannot be replaced or merged. Java is the most-widely-used online programming language at present, simple, stable and dynamic, being of great significance for practical application. The simplicity of Java technology lies in its easy use. Like C++, there are many similar languages in Java such as loop statement, control statement, etc. But it is worth noting that Java cannot be regarded as the same thing as C++. Based on subject-oriented program, Java conforms to human's thinking patterns, realizes internet technology according to actual needs of subjects, which meets the needs of uses widely and plays an important role in practice. After the comparison of Java language, C language and C++ language, it can be found that the irrelevance to platform is the largest advantage of Java language. The main reason is that Java language can make changes to operating systems which other language programs fail to do. For example, the changes of core system will bring about malfunction of system operation. While Java language can resolve this problem properly, whose system changes with the change of core system and processor to support the operation of new programs and achieve significant goals of system design and development by using Java language. And the safety of Java technology is another important reason for its wide application in various fields. As for the actual application of Java language, its authorization should be set in practice to ensure the safety of interviewees. In light of characteristics of online e-business websites, it is subject-oriented and focuses on the safety of subjects. Given such features, making full use of technological advantages of Java language can really achieve major goals of wide application of Java technology. The easy, simple, safe Java technology irrelevant to platform is an important guarantee for its wide application in all areas. Given the design and development of online e-business websites in this paper, this process relies on relevant Internet technologies. And giving unique advantages of Java technology full play can provide full guarantee for design and development of e-business websites.

IV. ADVANTAGES OF ONLINE SHOPPING

- 1) *Comparison Shopping*: One can compare prices, models and options more easily online - quickly and easily. This avoids have to run around several different retail stores. Also there is a wealth of reviews and other information available online to help you choose between models and brands. Often the information available online provides direct side-by-side comparisons of brands and models. This makes choose the right model very easy.
- 2) *Better Prices*: Another thing which is fascinating about online shopping is the cheap deals and better prices which one can get from online stores because products come to you directly from the manufacturer or seller without middlemen involved. Many online shops offer discount coupons and rebates which reduces the prices further.
- 3) *Convenience*: One of the most obvious benefits of online shopping is convenience. It is available 7 days and week for 24 hours from your computer or smartphone. One can order products from interstate or all over the world. Shoppers are no longer restricted to products, models and options available from local retailers. This can simply the purchase of hard to find items or stock not carried by the local retail store.
- 4) *Send Gifts*: Online Shopping makes sending gifts to relatives and friends easy, no matter where ever they stay. Now there is no need of making distance an excuse for not sending a gift on occasions like Birthday, Wedding Anniversary, Marriage, Valentine's Day, Mother's Day etc. Availability of Express Shipping: For bulky items this can be a huge advantage especially if the delivery includes insurance and the costs are very low. Delivery is so important for many shoppers that they will go to the retail stores to check out what they want to buy and the prices offered. Then they will do some check on the online prices from several retailed and order the goods online so that they get the free delivery.
- 5) *Variety*: The choices you can get for products are amazing. One can get several brands and products from different sellers at one place. You can get in on the latest international trends without spending money on airfare.
- 6) *Compulsive Shopping*: Many times when one go out on shopping he end up buying things which he does not require because of the shop keepers up selling skills. Sometimes he even compromise on choices because of the lack of choices in those shops.

- 7) *Discreet Purchases*: Sometime one wants to buy things in private mean he/she does not want others to know (such as pharmaceutical tablets, undergarments) what really he/she is buying. Online Shops enable one to purchase under garments and lingerie without the embarrassment that there are several people watching.
- 8) *Avoid the crowd*: One would like to avoid the crowds when he does the shopping especially during Festivals and Special events. For online shopping one does not have to take time out of his busy schedule, it is just few clicks away.

V. DISADVANTAGES OF ONLINE SHOPPING

- 1) *No Physically Examination*: Online shopping does not give opportunity to touch and handle the goods can't physically examine, try and to See How it Works. One on and test the items one is considering buying however many people do their research in local retail stores, but then order online for lower prices and delivery.
- 2) *No Negotiation*: Online shopping does not give opportunity to negotiate the price with a human. Online shopping mean loss of ability to negotiate and haggle about the price, warranty and payment terms with staff in the local retail stores that may offer to beat any competitor's price.
- 3) *High delivery cost*: Online shopping mean that one is getting product delivered at his address for web-store will charged either directly or indirectly. Online shopping might have high delivery cost and unknown extras such as delivery insurance and warranties may be expectantly high and far exceed what is quoted on the site.
- 4) *Return Policies*: Returns or faulty or damaged goods, exchanges can sometimes be difficult and expensive because the purchaser has to pay shipping costs and there may be long delays in resolving the issues. The details about the policies and fine details in warranties ate other terms and conditions may be hard to find online and may be unclear.
- 5) *Spam and Identity Theft Risks*: Online shopping involves sharing your personal information online which could result in stealing of your information and later used inappropriately. The more information you provide online such as credit card details, name and address, the higher the risk that someone will steal this information.

VI. RESULT

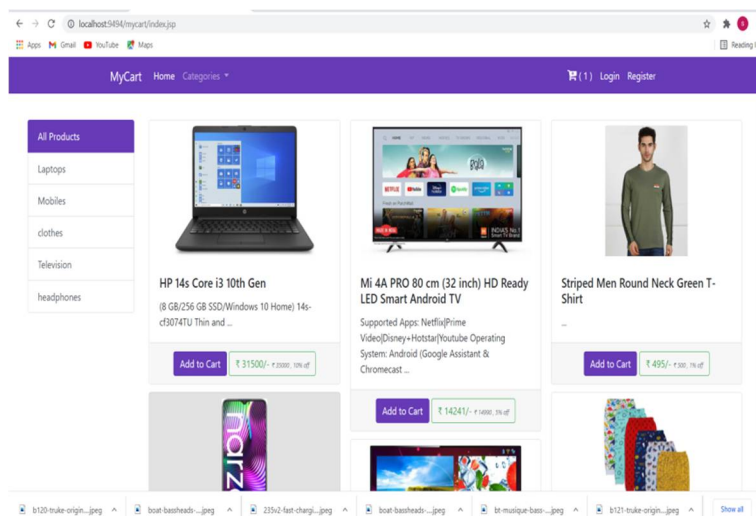


Fig :- Home Page

VII. CONCLUSION

Online shopping is concept that is gaining its foothold in India rapidly. Indian people have started accepting online shopping as a mode of shopping though compared conventional shopping it is negligible but it will be gain more and more acceptance in the future as the internet penetration increase in India. Like everything has pros and cons online shopping too have pros and cons. Online shopping more advantages in comparison to the disadvantages. Online shopping offer better price, time saving, convenience, eliminate compulsive buying which somehow manage to compromise the disadvantages such as higher delivery costs, no negotiation but if Indian people are to accept this concept online sellers have to keep innovating to make shopping more pleasurable.



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