

E-Commerce Website

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Abstract—Information technology plays a vital role in the future development of financial sector and business in emerging economies. With the increasing use of intelligent mobile services and the Internet as new sales channels for commerce and international transactions, more attention should be paid to e-commerce security to reduce fraud.

Information and Communication technological progress has brought about many changes in all areas of people's daily lives. E-commerce has many advantages that improve customer satisfaction in terms of convenience for customers

INTRODUCTION

E-commerce means E-commerce. This includes dealing with goods and services via the electronic media and the Internet. E-commerce includes the use of the Internet and the use of information technology such as Electronic Data Interchange (EDI), to run a business. E-Commerce refers to a vendor's website on the Internet, which sells products or services directly from the network to the consumer. The platform uses a digital shopping cart or digital shopping basket system which makes payment by credit card, debit card or EFT (transfer of electronic funds)

Here's a more detailed definition: E-commerce is the use of electronic communication and digital information management technologies in commerce to create, transform, and redefine value-added relationships between organizations or between organizations and individuals.

The main types of e-commerce are:

- 1)Business to Business (B2B).
- 2)Business-to-consumer (B2C);
- 3)Business-to-government (B2G);
- 4)Consumer-to-consumer (C2C);
- 5)Mobile commerce (m-commerce).

With the proliferation of ICT, especially the Internet, the global business community is rapidly moving towards business-to-business (B2B) e-commerce. Buyers gain distinct advantages by accessing global markets via the Internet by comparing prices across regions, seeing if prices fluctuate due to order fragmentation, and being informed of alternative products. can be obtained.

Market transparency allows customers to easily compare his services from different e-commerce sites. For example, for ecommerce, the competitor is her clicks away from the customer. If customers aren't satisfied with the products, prices, or services offered by a particular e-commerce site, it's much easier to make changes than in the physical realm. From the seller's perspective, the physical presence of the shop is not required.

Some of the major players in the e-commerce industry such as Amazon, Alibaba, and eBay are well-known and own a large share of the market share. These companies sell products under various brands, while others such as Zalando and ASOS also offer their own branded products.

As the marketplace becomes more competitive, there is an increasing overlap in the types of goods and services offered by retailers. For example, Amazon is still primarily a third-party gateway, but it increasingly develops and markets its own branded products.

Businesses are constantly using social media to promote their goods and services. Social media refers to websites and computer programs that allow people to use their devices and mobile phones to communicate and share information over the Internet. Social media has played an important role in establishing identity and educating customers about various offers. Providing a Platform for brand building, promotion, Developing her community of trusted users, word of mouth spreading, etc.

In developing countries like China, many areas are becoming more urbanized, people are demanding better living conditions and increasing consumer spending. Another major market trend is that millennials are becoming increasingly dependent on their mobile devices and the internet for their entertainment and shopping needs.

LITERATURE SURVEY

Internet and e-commerce are closely linked with developed countries. However, if applied for ideal business purposes, it can bring enormous benefits to developing countries. E-commerce is a revolution in business practices (Ohidujjaman, et al 2013). The term transaction means his transaction between his partners of the business. Electronic commerce is a new concept that describes the process of buying, selling or exchanging products, services and information over computer networks, including the Internet (Anupam-2011).

Commerce includes the exchange of value (eg, money) across organizational boundaries or product or service boundaries. The exchange of value is critical to understanding the limitations of e-commerce. Without the exchange of value, there would be no trading of (Laudon and Traver). E-business changed his processes within and between companies. Widely introduced 25 years ago as a dedicated link between companies, Electronic Data Interface (EDI) transfers information from one company's operating system to another company's order processing, production and logistics systems (Clayton and Criscuolo). Properly implemented, e-commerce technology can lead to improved business processes and increased efficiency. The use of e-commerce technology should lead to improvements in developing countries, but so far the results have been disappointing (Jeffrey S. Ray-2011)

Thus, the development of the Internet and other global online networks has created new commercial opportunities for electronic commerce, creating an entirely new set of global and national business relationships. This has led to the realization that e-banking and e-commerce are an unavoidable aspect of today's financial services. It allows multiple buyers and sellers to come together to conduct business on a common platform without jeopardizing individual requirements or relationships between the participants (Harris and Spencer, 2002; Bairagi, 2011).

E-commerce is creating new opportunities in the global economy, such as the global travel and tourism industry. The transition from traditional His business practices to his electronic trading practices has been difficult and there have been various factors for companies to adapt to his electronic trading elements (Nanehkaran, 2013). (Hasan, 2010) pointed out that today's e-commerce industry is becoming an increasingly necessary part of business strategy and a powerful catalyst for economic development.

The Internet has a huge impact on the planet as it can serve billions of users around the world. Thousands of local and global networks include private, public, academic, business, and government networks, all of which have contributed to the creation of the Internet (Yongrui et al.2014). The Internet has opened the door to electronic commerce. This section provides a quick overview of e-commerce, including what a is and how it differs from his existing-related ideas. The use of e-commerce as a way of doing business is increasing (Ngai and Wat, 2002). The first step in ecommerce research is to describe your ecommerce idea

METHODOLOGY

The goal of this research is to provide a background on e-commerce, culture, website design, and narrative testing as an evolving research area, and to provide a vision for future growth. This article is based on document and materials related to e-commerce, website design. In this website we have worked on the frontend as well as backend of the project that could possibly the best in both side say customers or users as well as developer's and the coding in the backend is done in a language called php which is not so modernly used but its' very much effective in terms of actions, people find php easier as compared to other modern backend languages and this could be more relatable in terms of developer. We have used various bootstrap templates to make our website responsive and interactive, using bootstrap is just lot much effective task then to use native css practices and this could be more mindful for our study for web development and in this project we have used html as this is kind of necessary potential remark to make our project. But beside of css only lot of bootstrap templates use make our website look way more interactive and easier to navigate for a newby and just as simpler it runs in the backend.

A user can easily navigate from one page to another as this is dynamic website and it just loads more faster than any other. In the website we have a navigation bar on the top of the screen where we can navigate to home, product, search options, cart and signin too. And from search bar we can just make a decision of what to buy if that couldn't show you relevent result then user can see on the leftmost corner of the screen which show up with various categories and brands where user can just easily navigate to their desired results.

Minor Project

Dashboard Template - Bootstrap

localhost / 127.0.0.1 / store_db /

(29) WhatsApp

localhost/Ecommerce-master/admin/login.php

Khan Store

Search

Register

Admin Login

Email address

Enter email

We'll never share your email with anyone else.

Password

Password

Submit

Ecommerce-master

FileHomeShareView

Pin to Quick accessCopyPasteCutCopy pathCopy toPaste shortcutMove toCopy toDeleteRenameNew folderNew itemEasy accessPropertiesOpenOpenEditHistorySelect allSelect noneInvert selectionSelect

This PC > Windows (C:) > xampp > htdocs > Ecommerce-master

Quick accessOneDriveThis PC3D ObjectsDesktopDocumentsDownloadsMusicPicturesVideosNew volume (A:)New Volume (B:)Windows (C:)LENOVO (D:)study (F:)Network

Name	Date modified	Type	Size
admin	11/10/2022 6:54 PM	File folder	
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css	11/10/2022 6:54 PM	File folder	
database	11/10/2022 6:54 PM	File folder	
fonts	11/10/2022 6:54 PM	File folder	
js	11/10/2022 6:54 PM	File folder	
product_images	11/11/2022 10:20 AM	File folder	
action	11/10/2022 6:54 PM	PHP File	13 KB
cancel	11/10/2022 6:54 PM	PHP File	0 KB
cart	11/10/2022 8:55 PM	PHP File	4 KB
cart_process	11/10/2022 6:54 PM	PHP File	0 KB
customer_order	11/10/2022 8:56 PM	PHP File	3 KB
customer_registration	11/10/2022 9:00 PM	PHP File	4 KB
db	11/10/2022 7:32 PM	PHP File	1 KB
index	11/11/2022 11:51 AM	PHP File	6 KB
login	11/10/2022 6:54 PM	PHP File	3 KB
login_form	11/10/2022 9:00 PM	PHP File	3 KB
logout	11/10/2022 6:54 PM	PHP File	1 KB
main	11/10/2022 6:54 PM	JavaScript File	9 KB
payment_success	11/10/2022 9:00 PM	PHP File	3 KB
profile	11/10/2022 8:57 PM	PHP File	6 KB
register	11/10/2022 6:54 PM	PHP File	4 KB
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index.php - Ecommerce-master - Visual Studio Code

EXPLORER

ECOMMERCE-MASTER

- Type to search
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- js
 - bootstrap.js
 - bootstrap.min.js
 - jquery2.js
 - npm.js
- product_images
- action.php
- cancel.php
- cart_process.php
- cart.php
- customer_order.php
- customer_registration.php
- db.php
- index.php
- login_form.php
- login.php
- logout.php
- main.js
- payment_success.php
- profile.php
- register.php
- style.css
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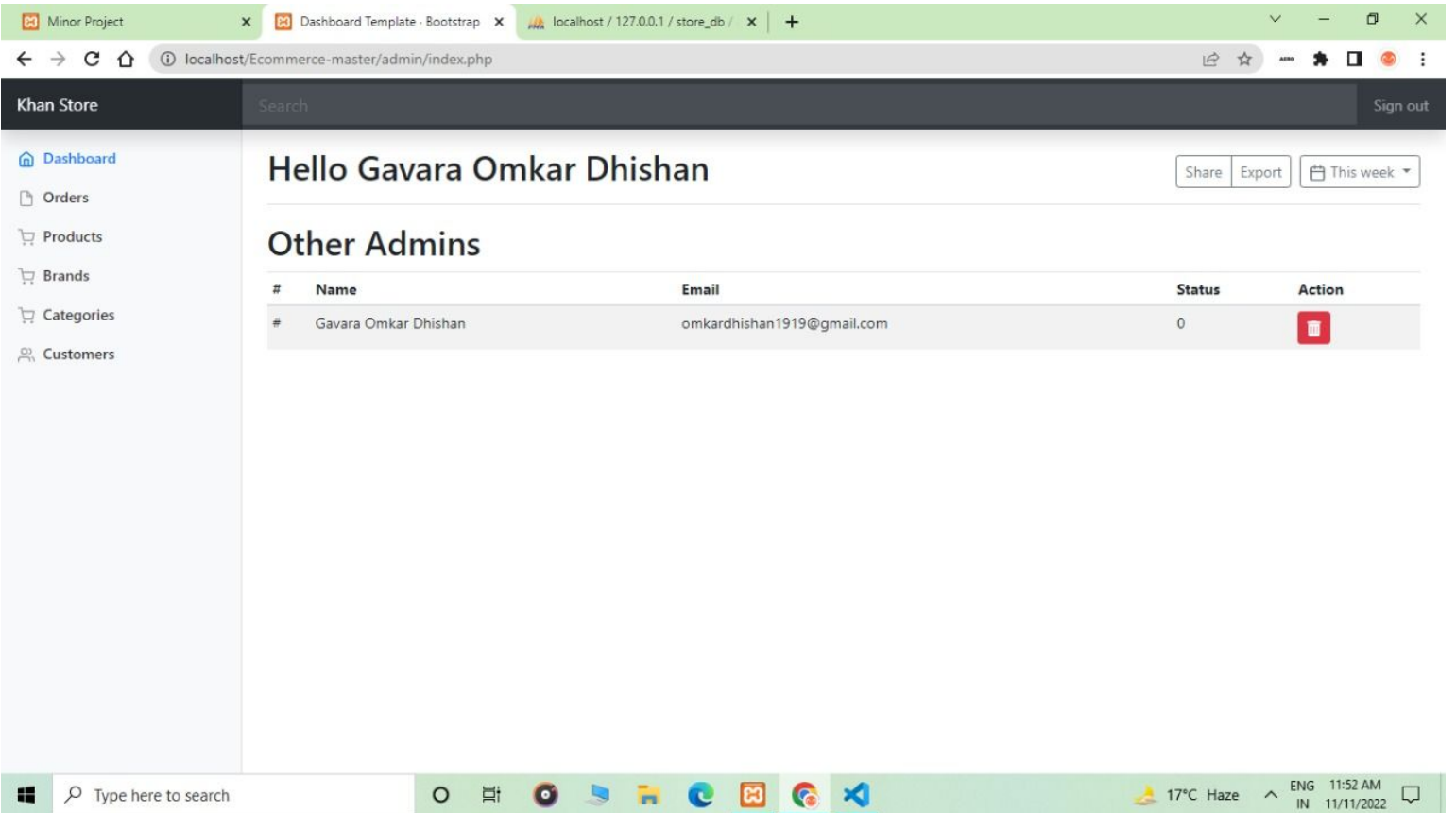
OUTLINE

TIMELINE

index.php

```
1 <?php
2 require "config/constants.php";
3 session_start();
4 if(isset($_SESSION["uid"])){
5     header("location:profile.php");
6 }
7 ?>
8 <!DOCTYPE html>
9 <html>
10 <head>
11     <meta charset="UTF-8">
12     <title>Minor Project</title>
13     <link rel="stylesheet" href="css/bootstrap.min.css"/>
14     <script src="js/jquery2.js"></script>
15     <script src="js/bootstrap.min.js"></script>
16     <script src="main.js"></script>
17     <link rel="stylesheet" type="text/css" href="style.css">
18 </head>
19 <body>
20 <div class="wait overlay">
21 <div class="loader"></div>
22 </div>
23 <div class="navbar navbar-inverse navbar-fixed-top">
24 <div class="container-fluid">
25 <div class="navbar-header">
26 <button type="button" class="navbar-toggle collapsed" data-toggle="collapse" data-target="#colla
27 <span class="sr-only">navigation</span>
28 <span class="icon-bar"></span>
29 <span class="icon-bar"></span>
30 <span class="icon-bar"></span>
```

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Minor Project

Dashboard Template - Bootstrap

localhost / 127.0.0.1 / store_db /

+

localhost/Ecommerce-master/admin/categories.php

Khan Store

Search

Sign out

Dashboard

Orders

Products

Brands

Categories

Customers

Hello Gavara Omkar Dhishan

ShareExportThis week

Manage Category

Add Category

#	Name	Action
	Ladies Wearss	<div><div></div><div></div></div>
	Mens Wear	<div><div></div><div></div></div>
	Kids Wear	<div><div></div><div></div></div>
	Furnitures	<div><div></div><div></div></div>
	Home Appliances	<div><div></div><div></div></div>
	Mobiles	<div><div></div><div></div></div>

Type here to search

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Minor Project

Dashboard Template - Bootstrap

localhost / 127.0.0.1 / store_db /

+

localhost/Ecommerce-master/admin/brands.php

Khan Store

Search

Sign out

Dashboard

Orders

Products

Brands

Categories

Customers

Hello Gavara Omkar Dhishan

ShareExportThis week

Manage Brand

Add Brand

#	Name	Action
	HP	<div><div></div><div></div></div>
	Samsung	<div><div></div><div></div></div>
	Apple	<div><div></div><div></div></div>
	Sony	<div><div></div><div></div></div>
	LG	<div><div></div><div></div></div>

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Minor Project x Dashboard Template - Bootstrap x localhost / 127.0.0.1 / store_db / x +

localhost/Ecommerce-master/index.php

Minor project Home Product Search Cart 1 SignIn

Categories

Ladies Wearss

Mens Wear

Kids Wear

Furnitures

Home Appliances

Mobiles

Brands

HP

Samsung


Apple

Sony

LG

Products

Samsung



\$ 20000.00 AddToCart

© Minor project group

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Minor Project x Dashboard Template - Bootstrap x localhost / 127.0.0.1 / store_db / x +

localhost/Ecommerce-master/index.php

Minor project Home Product Search Cart 1 SignIn

Categories

Ladies Wearss

Mens Wear

Kids Wear

Furnitures

Home Appliances

Mobiles

Brands

HP

Samsung


Apple

Sony

LG


Products

APPLE



\$ 100000.00 AddToCart

APPLE



\$ 100000.00 AddToCart

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Minor Project

Dashboard Template - Bootstrap

localhost / 127.0.0.1 / store_db /

localhost/Ecommerce-master/admin/products.php

Khan Store

Search

Sign out

Dashboard

Orders

Products

Brands

Categories










Customers

Hello Gavara Omkar Dhishan


ShareExportThis week

Product List

Add Product

#	Name	Image	Price	Quantity	Category	Brand	Action
	Samsung		20000	100	Mobiles	Samsung	 
	APPLE		100000	100	Mobiles	Apple	 
	APPLE		100000	100	Mobiles	Apple	 

Type here to search



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Minor Project

Dashboard Template - Bootstrap

localhost / 127.0.0.1 / store_db /

localhost/Ecommerce-master/admin/categories.php

Khan Store

Search

Sign out

Dashboard

Orders

Products

Brands

Categories













Customers

Hello Gavara Omkar Dhishan


ShareExportThis week

Manage Category

Add Category

#	Name	Action
	Ladies Wearss	 
	Mens Wear	 
	Kids Wear	 
	Furnitures	 
	Home Appliances	 
	Mobiles	 

Type here to search



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BENEFITS OF E-COMMERCE

The main benefit from the customers point of view is significant increase and saves of time and eases access from anywhere in the globe. Customer can place a purchase order at any time. The main benefits of ecommerce for customers are as follows

- Saving Time- Customers can buy or sell any Product at any time using the Internet
 - Fast and continuous access to information Customers can easily access information that can be accessed on various websites at the click of a button.
- The transaction cost for joining exchanges on the market has been reduced.
- Improved Convenience – Transactions can be conducted 24/7 without requiring physical interaction with the business organization.
 - Convenience – All purchases and sales can be made from the comfort of your home, work, or wherever your customers prefer.
 - Switching to another company – A customer can easily switch his company at any time if he is not satisfied with the service provided by the company.
 - Customers will have access to a wider range of products than before, as they will be able to purchase products that are not available in the local or national market.
- * Customer leaves rating comments on her products, sees what other her customers are buying, and reviews other her customer reviews before making her final purchase you can see evaluation comments.

The main benefits of e-commerce from sellers' point of view is increasing revenue and reducing operation and maintenance costs through internet. These include as follows:

- Increases revenue.
- Reduces operation and maintenance costs.
- Reduces purchase and procurement costs.
- Raises customer loyalty and retention.
- Reduces transportation costs.
- Develops customer and supplier relationships.
- Improves speed of the process of selling.
- Improves internal and external communication and
- Develops the company image and brand.

There are many more benefits. Because who else won't be benefited from this as you can get all the things needed to your place. Just the laptop you have or the smartphone in your pocket can do it. So, I think because of these benefits the digital buyers percentage is increased to 47.3

CHALLENGES IN E-COMMERCE

As it is common for everything in the world to have pros and cons both within it. So, there are some challenges in this E-commerce also.

The major challenges faced by the sellers and the buyer which carrying out business transactions through internet are as follows

- Private and public corporation is not involved jointly to grow the business of e-commerce. Private and public joint initiative is needed to develop the ecommerce business. Joint initiatives bring credibility inside people, which is needed for flourishing the ecommerce business.
- There is a lack of system security, reliability, standards, and some communication protocol. Customer loses their money if the website of e-commerce site is hacked. Most common problem of e-commerce website is not having enough cyber security.
- Financial institutions and intermediaries: Thus far, financial institutions and banks in developing countries are hesitant to take an active role in promoting e-commerce. However, merchants need the involvement of banks to broaden the reach and appeal of ecommerce and to help prevent fraud and potential losses attributable to credit card fraud. But beyond the credit card approach, banks and other financial service intermediaries are challenged to develop alternative modalities for secure and reliable online transactions in environments where credit cards are not commonplace
- In developing countries there is a culture of buying product by negotiating price with seller, which is not easily possible in case of e-commerce in developing countries because of lack of infrastructure facility.
- One of the biggest challenges is the cutting down the price of internet. Authorities are trying to keep low the price of bandwidth low. But the high cost of spreading networks and operating expenses hinder to keep price low for internet.
- Trust is the most important factor for the use of the electronic settlements. Traditional paper based rules and regulations may create uncertainties the validity and legality of e-commerce transactions. Modern laws adopted and impartiality implemented in the electronic transactions form the basis of trust in the developed world. Where legal and judicial systems are not developed ecommerce based transactions are at a disadvantage because of lack of security whether real or perceived. In many developing countries even today cash on delivery is the most accepted system, even cheques and credit cards are not readily accepted

- New methods for conducting transactions, new instruments, and new service providers will require legal definition, recognition, and permission. For example, it will be essential to define an electronic signature and give it the same legal status as the handwritten signature. Existing legal definitions and permissions such as the legal definition of a bank and the concept of a national border—will also need to be rethought

CONCLUSIONS

The e-commerce industry is set to lead with popularity in the e-business world in the next years. The e-commerce revolution has fundamentally changed the transaction business, opening up new possibilities and breaking through borders with ease. World has made a huge impact on the traditional business system, changing people's lives through and making it easier.

E-commerce benefits customers and his sellers, but the traditional hisstores face challenges to remain competitive. Developing countries face many obstacles to successful e-commerce using compared to developed countries. If the cost of the Internet were low, e-commerce would easily thrive and many traditional businesses would go bankrupt. Convenience is one of the benefits customers derive from e-commerce, which makes him more satisfied customers. This is because customers can buy or order from anywhere with an internet connection. An e-commerce business provider should take care of every customer by providing smooth service and many payment options and offering more features online than other benefits include expanded product offerings and expanded his geographic reach. However, e-commerce businesses face many challenges to make their business successful.

E-commerce is one of the business methods that, if done right, can profit even when the stock market and commodities fall, but e-commerce can still survive and achieve high trading. E-commerce holds tremendous opportunities for doing business in Malaysia. It is also about introducing new techniques and styles to transactions. In fact, we can make better use of widespread e-commerce in the Internet world to benefit individuals or nations.

E-commerce has definitely become an important part of our society. The successful companies of the future will be those that take e-commerce seriously and devote sufficient resources to its development. E-commerce is a macroeconomic endeavor, not an IT problem. Companies that take the opportunity to completely redesign their business processes may reap the greatest benefits. Additionally, e-commerce is a convenient technology that allows consumers to access shops and businesses around the world.

FUTURE SCOPE

E-commerce wasn't popular with many of us until recently. Most of us were worried about the concept. I really couldn't trust online shopping sites to offer quality products and services. As time went on, e-commerce started to flourish as it became more popular among the younger generation.

But when the COVID-19 pandemic hit the world, we were all stuck at home, physically unable to go out and buy what we wanted. I think that's when the world really started experimenting with e-commerce services. They found that reputable online shopping sites offer numerous options and excellent service.

The reach of e-commerce in India has blossomed during the pandemic. This success may be a result of our generation's increased use of the Internet. The growing popularity of e-commerce websites can be described as a "positive impact of Covid-19 on e-commerce." The most successful e-commerce companies in 2022 include Amazon, Flipkart and more. One of the biggest benefits of e-commerce for businesses is that an e-commerce website makes it easy to sell your products to a wider audience regardless of their physical location. . India is experiencing rapid growth in the e-commerce sector. Job opportunities and service providers abound today.

Numerous technical improvements allow e-commerce companies to better meet customer expectations in terms of speed and convenience. This allows the customer to use everything with just one click of her mouse. So if you don't take advantage of these opportunities, you will miss out on new business prospects.

Many people are now using their mobile phones to shop online. Online purchases using mobile devices will total \$345 billion in 2021. It tells us how the e-commerce is going to rule the world and also how much scope this provide.

It is estimated that by 2022, there are expected to be over 2 billion digital shoppers worldwide, and this number is expected to continue to grow. This makes up about 27% of the world's total population.

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