**SYNOPSIS**

**Report on**

**Online Electronic Store**

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**ABSTRACT**

The Purpose Of Online Electronic Store is to automate the existing manual system by the help of computerized equipment’s and full-fledged computer software, fulfilling their requirements, so that their valuable data/information can be stored for a longer period with easy accessing and manipulation of the same. The required software and hardware are easily available and easy to work with.

Online Electronic Store, as described above, can lead to error free, secure, reliable and fast management system. It can assist the user to concentrate on their other activities rather to concentrate on the record keeping. Thus it will help organization in better utilization of resources. The organization can maintain computerized records without redundant entries. That means that one need not be distracted by information that is not relevant, while being able to reach the information.

The aim is to automate its existing manual system by the help of computerized equipments and full-fledged computer software, fulfilling their equipment’s, so that their valuable data/information can be stored for a longer period with easy accessing and manipulation of the same. Basically the project describes how to manage for good performance and better services for the clients.

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**INTRODUCTION**

The “Online Electronic Store” has been developed to override the problems prevailing in the practicing manual system. This software is supported to eliminate and in some cases reduce the hardships faced by the existing system. Moreover, this system is designed for the particular need of the company to carry out operations in a smooth and effective manner.

The applications are reduced as much as possible to avoid errors while entering the data. It also provides error message while entering invalid data. No formal knowledge is needed for the user this system. Thus by this all it proves it is user-friendly. Online Electronic Store, as described above, can lead to error free, secure, reliable and fast management system. It can assist the user to concentrate on their other activities rather to concentrate on the record keeping. Thus it will help organization in better utilization of resources.

Every organization, whether big or small, has challenges to overcome and managing the information of Product Type, Product, Customer, Order, Payment. Every Online Electronic Store has different Product needs, therefore we design exclusive employee management system that are adapted to your managerial requirements. This is designed to assist in strategic planning and will help you ensure that your organization is equipped with the right level of information and details for your future goals. Also, for those busy executive who are always on the go, our systems come with remote access features, which will allow you to manage your workflow anytime, at all time. These systems will ultimately allow you to better manage resources.

**Functionalities Information Provided:**

* Provides the searching facilities based on various factors. Such as Product, Product Company, Customer, Payment
* Online Electronic Store also manage the order details online for Customer details, Payment details, Product.
* It tracks all the information of Product type, Order, Customer etc.
* Manage the information of Product type
* Shows the information and description of the Product, Product company
* To increase efficiency of managing the Product, Product Type
* It deals with monitoring the information and transactions of Customer.
* Manage the information of Product
* Editing, adding and updating of Records is improved which results in proper resource management of Product data
* Manage the information of Customer.
* Integration of all records of Payment

**Literature Review**

As we all know, internet and e-commerce are entirely committed towards every developed country. But we think it can be accomplished and can make a remarkable benefit to developing countries also if an ideal business purpose can be made clearly discussed that E-commerce is a revolution & turning point in online business practices and can make a huge contribution to the economy and also indicated that currently, e-commerce organizations have increasingly become a fundamental component of business strategy and a strong catalyst for economic development. A huge amount of research works has been done on e-Commerce which is basically on online shopping. A large group of researchers has found out and also pointed out the necessity and possibilities of Online Shopping. On the other hand, limitation of ecommerce is found and at the same time, they provided essential suggestion and came to a prediction to make Online Shopping more useful for the consumers. But the contribution of traditional marketing is also inescapable but compare to online shopping it is less effective we think. So on this basis, found out distinguish between online marketing & traditional marketing. Though most of the people of Bangladesh especially the rural people are not enough capable of operating internet to run the online business. For that reason, they need to be dependent on traditional marketing.

In town both marketing system are available but the most cost effective is online marketing. So in this paper, we would like to show distinguish & effectiveness of both marketing system as illustrated in Table 1. When we looked back some previous research work on e-commerce, we found out that everywhere they described their papers on consumer’s perspective but in this paper we would like to describe it both consumers and marketers perspective. By contributing both side, we can assure a healthy economy and easy marketplace in Bangladesh.

Consumers keep on to purchase from a physical store like traditional shopping but consumers feel very convenient to shop online since they find themselves free from personally visiting the stores. So we can say that online shopping saves time as well as the energy of the consumer while buying their commodities. In the case of online shopping, buying decisions can be easily made from home by sitting at home. In online shopping comparing product with lots of verity & supplies, price advantage can prevail easily. Online shopping is much useful in meeting the consumers’ needs and wants. Brown confirmed in his paper that consumer can now make more intelligent decisions in the way which is not possible through traditional shopping. Moreover, also made a review that the consumer can also buy anonymously which is more convenient and when it comes to personal products that consumers may feel uncomfortable buying in stores. Brown found out that daily tasks like shopping for groceries have become simple for consumer’s who do not like crowds observed that online retail stores often market themselves through low price.

**Research Objective**

The main objective of the Project on Online Electronic Store is to manage the details of Product, Product Type, Product Company, Customer, Payment. It manages all the information about Product, Order, Payment, Product. The project is totally built at administrative end and thus only the administrator is guaranteed the access. The purpose of the project is to build an application program to reduce the manual work for managing the Product, Product Type, Order, Product Company. It tracks all the details about the Product Company, Customer, Payment.

**Functionalities provided by Online Electronic Store are as follows:**

* Provides the searching facilities based on various factors such as Product, Product Company, Customer Payment
* Online Electronic Store also manage the Order details Online For Customer details, Payment details, Product.
* It tracks all the information of Product Type, Order, Customer etc.
* Manage the information of Product type.
* Shows the information and description of the Product, Product Company.
* To increase efficiency of managing the Product, Product Type.
* It deals with monitoring the information and transactions of Customer.
* Manage the information of Product.
* Editing, adding and updating of Records is improved which results in proper resource management of Product data.
* Manage the information of Customer.
* Integration of all records of Payment.

**Research Methodology**

The subject area of online shopping is extended to fields like information technology, computer science, management, consumer behavior, and marketing. There has been extensive research that was carried related to online shopping intention. Thought, there is a lack of product and service-specific research carried out by the researcher for online shopping intention. Thus, the paper studied published articles from highly cited electronic journals to suggest the proposed conceptual model. The search for previous articles was based on keywords like – "online shopping intention", "online shopping adoption", "online shopping acceptance", "and online purchase intention". Emerald, JSTOR, Science direct, and Springer are the major source database used for the research article collection. These research articles then manually analyze to identify the major behavioral intention theories in an online shopping context and identify factors influencing online shopping intention. Further, the research articles classified according to the relationship between factors identified provide a guideline for future research. Apart from these, the taxonomy of previous research articles was prepared for a better understanding of underline factors in each research article situations like its location, product, and service, time of the study, situational factors, demographics, applied analytical tools, sample size, etc. finally, The paper proposed the conceptual model for online shopping intention with hypothesizes.

**Technology Acceptance Model (TAM)**

The theory of Reasoned Action (TRA) and Theory of Planned Behavior (TPB) offered the Technology Acceptance Model (TAM). The model is the adaptation of the two previous models for the explanation of particular behavior – the use of technology. TAM is a well-established, powerful and robust model for predicting user's technology acceptance. TAM deals more specifically with the prediction of the acceptability of an information system. The model aims to predict the adoption of given information technology and suggest changes required to the information technology for achieving higher acceptability.

The model is general and capable of explaining user behavior across a broad range of end-user computing technologies and user populations. The determinants of technology acceptance are perceived usefulness and perceived ease of use. The degree to which a person believes that of information technology will improve the performance is considered perceived usefulness.

Perceived ease of use refers to the degree to which a person believes that the use of information technology will be effortless. Prior studies proved that perceived usefulness is strong determinates of intention to use information technology compared to the perceived ease of use. Further perceived ease of use also influences the perceived usefulness. Thus, perceived usefulness is a primary determinant, while ease of use is a secondary one.

TAM model extended by adding variables like subjective norms, voluntariness, images, job relevance, output quality, result demonstrability. This model knows as TAM2. The previous study revealed that TAM2 is more robust than TAM and achieved a higher result in both mandatory and voluntary environment. The TAM3 model was developed by Venkatesh and Bala in 2008. They have incorporated the determinants of perceived ease of use in the TAM3 model, the model consists of four major antecedents like facility condition, social influence, system characteristics, and user differences. Based on the previous research it was found that TAM3 was used to test the adoption of Information Technology (IT) and implementation. The model also has applications in the contest of electronic commerce adoption and implementation.

**Research Outcome**

**Input Data Outcome Of Online Electronic Store**

* All the field such as project product company, payment are validated and does not take invalid values and does not take invalid values .
* Each form for product type order can not accept blank value fields .
* Avoiding errors in data .
* Controlling amount of input Integration of all the modules/form in the system .
* Preparation of the test cases .
* Preparation of the possible test data with all the validation checks.
* Actual testing done manually.
* Recording of all the reproduced errors.
* Modifications done for the errors found during testing.
* Prepared the test result script after rectification of the errors .
* Functionality of the entire module/forms.
* Validations for user input.

**The software quality plan we will use the following SQA Strategy**

In the first step we will select the test factors and rank them the selected test factors test factors such as reliability portability or etc. will be placed in the matrix according to their ranks .

The second step is for identifying the phases of the development process the phase should be recorded in the matrix .

**Proposed Time Duration**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Feasible study | Week 1 |  |  |  |  |  |
| Requirement Analyze |  | Week 2 |  |  |  |  |
| Design |  |  | Week 3 |  |  |  |
| Coding |  |  |  | Week 4 |  |  |
| Testing |  |  |  |  | Week 5 |  |
| Maintaince |  |  |  |  |  | Week 6 |
| Final Report |  |  |  |  |  | Week 7 |

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