ONLINE ELECTRONIC STORE

A PROJECT REPORT

Submitted in Partial Fulfilment of the Requirements for the Degree of

MASTER OF COMPUTER APPLICATION

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JUNE, 2023

CERTIFICATE

Certified that Anupam Gupta→**2100290140033,Mohit Yadav→2100290140087,Divya Gupta→2100290140062** have carried out the project work having "**Online Electronic Store**" for Master of Computer Application from Dr. A.P.J. Abdul Kalam Technical University (AKTU) (formerly UPTU), Technical University, Lucknow under my supervision. The project report embodies original work, and studies are carried out by the student himself / herself and the contents of the project report do not form the basis for the award of any other degree to the candidate or to anybody else from this or any other University/Institution.

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ABSTRACT

E-commerce is the activity of buying or selling products on online services or over the Internet. Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated datacollection systems.

Most small stores in India do not have an online presence; requiring customers to visit the store in person to buy any product. This requirement to visit the store hurts it by driving downthe profits. With near free hosting services, it takes minimal resources to set up an e- commerce website which allows customers to purchase at the convenience of their home.

This project aims to implement an e-commerce website which enables stores to migrate online. We are making use of PHP and MySQL based dynamically generated webpages to allow purchasing of items. We are going to implement a cart system to allow customers to store their items.

We are also going to implement an authentication system, to differentiatebetween regular and logged in customers, by making use of MySQL database. The users are handled using PHP sessions to allow them to make changes to the cart. These changes are stored as session variables so that the user can come back and restore his previous session.

E-commerce means any transaction over the internet. In online marketing, a shopping cart isa piece of e-commerce software on a web server that allows visitors to an Internet site to select items for eventual purchase, analogous to the American English term “shopping cart.”

The software allows online shopping customers to accumulate a list of items for purchase, described metaphorically as “placing items in the shopping cart” or “add to cart.” Upon checkout, the software typically calculates a total for the order, including shipping and handling (i.e., postage and packing) charges and the associated taxes, as applicable.

Features of the Project:

- User Registration
- User login system
- Change password
- Forgot password
- Profile management system.
- Shopping cart
- Wishlist
- Order History

Software Required (Any-one):

- LAMP Stack
- XAMPP Server
- MAMP Server
- WAMP Server

Features of Admin:

- Functionality to add and delete products
- Display product statistics and stock.
- Query, display and delete all users that signed up on the website.
- Admin can edit his/her own profile's email address and password.
- Logout of the current session.

Features of User:

- Signing up for a user account
- Change e-mail id and password
- Add items to a cart/basket prior to purchasing
- Generating invoice of all items and printing them in pdf form
- Purchasing items and delivering them to a specific address

ACKNOWLEDGEMENTS

Success in life is never attained single handedly. My deepest gratitude goes to my thesis supervisor, Ms.Komal Salgotra for her guidance, help and encouragement throughout my research work. Their enlightening ideas, comments, and suggestions.

Words are not enough to express my gratitude to **Dr. Arun Kumar Tripathi, Professor and Head, Department of Computer Applications**, for his insightful comments and administrative help at various occasions.

Fortunately, I have many understanding friends, who have helped me a lot on many critical conditions.

Finally, my sincere thanks go to my family members and all those who have directly and indirectly provided me moral support and other kind of help. Without their support, completion of this work would not have been possible in time. They keep my life filled with enjoyment and happiness.

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CHAPTER 1

INTRODUCTION

E-commerce is fast gaining ground as an accepted and used business paradigm. More and More business houses are implementing web sites providing functionality for performing commercial transactions over the web. It is reasonable to say that the process of shoppingon the web is becoming commonplace.

The objective of this project is to develop a general-purpose e-commerce store where products can be bought from the comfort of home through the Internet. However, for implementation purposes, this project will deal with online shopping for gadgets.

An e-commerce website is a virtual store on the Internet where customers can browse the catalog and select products of interest. The selected items may be collected in a shopping cart. At checkout time, the items in the shopping cart will be presented as an order. On checking out, more information will be needed to complete the transaction. The customer will be asked to fill or select a billing address or a shipping address. Then an invoice will be generated for the order, which can be downloaded by the user asa .pdf file.

Technology has lessened distances among continents, nations, cities, and individuals. People from all over the globe nowadays have common tastes, preferences, lifestyles, and accessibility. Online Shopping has opened the gates of globalization, reduced boundaries as it enables consumers to purchase goods from all over the world. After the emergence of the Internet, people’s lifestyles changed, as Internet surfing became a part of their daily routines.

At first, the Internet was built as an information distributing medium; however, it became an important tool in several sectors. Earlier years endorsed this network's transformation from innovative technology to a regular medium for presenting data and details, sending emails and texts and receiving them, and turning retailers into online retailers. It is expected that somehow online world and the market will expand with the growth of internet usage and give new and wider opportunities for businesses. This spreading has provided consumers the benefits of purchasing products or services of various categories anytime and anywhere. Consumers are shifting to e-commerce and use the internet more to order their needs, whether it is a product

1.1 Document Purpose

In this document, we intend to specify all the software requirements of our online electronic store application. As we intend on using the waterfall model for our project, we intend to specify all the requirements for our project clearly and specifically without any ambiguity. We int end to obtain all the specified requirements in the document and use it for the design and testing phases.

1.2 Product Scope

1) The software application will carry out the following processes:

2) Any person can register as a customer by providing their details

A registered customer can order multiple products by using the application On the development of this product, a customer will be able to order electronics online within few minutes without the necessity of physically going to the store and wasting time during the process. After placing the order, the product will be delivered to the given address requested by the user. Such an application can also be used to place order for relatives living in different cities just by changing the shipping address.

They are the key drivers of any business. To cope with such changes, reach an ideal profit maximization since every market aims to develop itself and offer its customers the finest goods and services. Since the digital world is spreading and people are becoming more familiar with it as it's becoming a daily use, retailers who operate online.

Intended Audience and Overview This document can be referred to and used by developers for improving their product, clients for viewing the various requirements of the application and professors who can review the document. This document provides the overall description which includes the product perspective, its functionality, various types of users and their characteristics, the environment in which the product is operated in, the design and implementation constraints, and all the assumptions and dependencies made during the formulation of the document.

It then provides requirements specific to the product, such as the requirements for the external interface, functional and behavioral requirements.

We then specify other requirements, such as the performance requirements, safety and security requirements, and all the quality assurances provided by the product.

Professors can go through the entire document while reviewing it to get the general overview of the product and to check the requirements of the application whereas clients may skip viewing the specific requirements and concentrate on reading the quality assurances and the performance and safety requirements.

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1.3 Definitions, Acronyms and Abbreviations

Definitions (Basic definitions of the terms used in the document or will be used in the upcoming documents)

Software Requirement Specification - A software requirements specification (SRS) is a description of a software system to be developed. It lays out functional and non-functional requirements, and may include a set of use cases that describe user interactions that the software must provide.

Requirement engineering - Requirements analysis, also called requirements engineering, is the process of determining user expectations for a new or modified product. These features, called requirements, must be quantifiable, relevant and detailed. In software engineering, such requirements are often called functional specifications.

Verification - In software project management, software testing, and software engineering, verification and validation (V&V) is the process of checking that a software system meet specifications and that it fulfills its intended purpose.

Validation - In software project management, software testing, and software engineering, verification and validation (V&V) is the process of checking that a software system meets specifications and that it fulfills its intended purpose. It may also be referred to as software quality control.

Testing - Software testing is a process of executing a program or application with the intent of finding the software bugs. It can also be stated as the process of validating and verifying that a software program or application or product: Meets the business and technical requirements that guided its design and development.

Test Cases - A test case in software engineering is a set of conditions or variables under which a tester will determine whether an application or software system is working correctly or not.

Black Box Testing - Black-box testing is a method of software testing that examines the functionality of an application without peering into its internal structures or workings. This method of test can be applied virtually to every level of software testing: unit, integration, system and acceptance.

White Box Testing - White-box testing (also known as clear box testing, glass box testing, transparent box testing, and structural testing) is a method of testing software that tests internal structures or workings of an application, as opposed to its functionality (i.e. black-box testing).

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Process - One instance of a workflow

Task – One step or piece of a workflow

Metrics Reporting – Displays process breakdown by task and the amount of time it takes, on average, to complete a task in a process.

Task Views Reporting – Displays the tasks of a single process type

Process Specific Reporting – Process specific reports where the filters are defined on a per process basis.

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1.4 Document Conventions

This document follows the IEEE standard conventions. In this document all the important points, the headings, and subheadings are highlighted in bold letters. Comments on the main text are given in italics.

Diagrams are given in certain areas to give a more clear understanding of the topic and the relation between the various components of the application.

1.5 Background

Online Shopping nowadays is becoming a trend where customers are embracing it due to its many benefits. From the point of view of consumers, this trend offers low and clear, and transparent pricing. A point to mention, a wide range of products and services which is more convenient to shoppers than the traditional way of Shopping by visiting the store such as waiting in line at the cash window, parking space issues especially at the mall, crowded stores in sale season…So there, understanding, analyzing and learning consumer behavior is crucial for any business success whether it is operating online or offline.

Whatever the market is, the main focus is to provide and ensure customers' needs. Online Shopping is becoming more frequent, using the internet to promote and market a product or service or even a store, so people might become familiar with it and visit the store.

The balanced competition between these two mediums of Shopping (online and offline) has marked the beginning of a new generation where customers can choose the desired channel that suits them more to purchase their needs. The aim of online Shopping or offline Shopping is to attract consumers and delivering them the most satisfying experience to ensure that the customer will come back. Retailers are facing more diversified and more sophisticated consumer demands and need due to globalization nowadays.

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Significance

Analyzing, understanding, learning about the online world will help retailers evolve and maintain their place in such a competitive world, whether operating locally or internationally. It stresses showing and balancing the importance of providing customers' latest trends and the best service quality. They are the key drivers of any business. To cope with such changes, reach an ideal profit maximization since every market aims to develop itself and offer its customers the finest goods and services. Since the digital world is spreading and people are becoming more familiar with it as it's becoming a daily use, retailers who operate online must develop themselves and provide shoppers with better services, choices, quality, and offers, as for the

ones who operate offline, to survive such competition, creating a website or becoming a member of the social media would be helpful to market and advertise itself.

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Objectives

The main purpose of this paper is:

- To critically reflect all the concept of online shopping in general and
- To investigate the concept of in-store Shopping in general
- To appreciate a clear reflection of what customers do prefer whether to shop online or offline
- To analyze how online Shopping affects offline retailer shops and if there is one more appreciated by customers.

CHAPTER 2

LITERATURE SURVEY

2.1 DOMAIN SPECIFIC

A bad domain name can make your site hard to find and impossible for customers to remember — and a good domain name can do the exact opposite, firmly establishing your brand in the minds of online shoppers everywhere. This is why it's so important that you choose the right domain name for your business.

Unfortunately, the process isn't always easy. The registration itself is simple, but the steps leading up to it can present a significant challenge if you don't know the details involved. Gaining a better understanding of domain names in general can help you grasp why this is such an important choice for your business, and can help you make an informed decision.

This article will explain the important facts about domain names and provide you with tips for choosing one that will serve your business well.

The most common TLD is .com. Others include .net, .org, .biz, .tv, and more. Some TLDs, like .gov and .mil, can only be registered by specific authorized parties such as the government or military.

Different TLDs were originally intended for specific purposes, with .com meaning "commercial organization," .net meaning "network infrastructure," .org being a catch-all for other organizations, and so on. Today, most of those meanings have faded. As the most popular TLD, .com is commonly used for websites that under the original guidelines would have fit another TLD like .org or .info.

Most people consider .com the "default" TLD, however, this is changing. The popularity of .com means that many desirable .com domains have been taken, creating a need for even more alternate TLDs.

In recent years, the list of available TLDs has been greatly expanded and today we have over

1,500 to choose from. Many are specialized for certain intended uses and most of these are self-explanatory, like .video, .club, or .science. Others like .xyz are more open to interpretation.

Especially for eCommerce and retail, the .store domain extension has sprung up as a favorite among brands looking to establish an online store. And rightfully so, since it makes for a perfect and relevant fit for any business that's "selling".

Some businesses register multiple versions of their domain with different TLDs to prevent other businesses from purchasing the similar domains. When you register yours, most registrars will display a list of similar domains, urging you to register them too in order to protect your brand.

You won't need the alternate TLDs that have nothing to do with your business (like .space, unless you're selling astronomy equipment), but consider registering some of them just in case. If your domain name includes a commonly misspelled word, consider buying the misspelled version of your domain name too. You can direct all your domains to the same website.

- Before you register your domain, check if a similar .com name is in use and if it could potentially be confused with your own site. Consider altering your intended domain name to be less similar.

- Make an extra effort to choose a descriptive, memorable domain name that can't be mixed up with another (we'll explain how later in this article).

- If the .com name you want is taken, don't simply pick the same name under an alternate TLD unless you've carefully evaluated your options and checked where the .com domain leads.

2.2 EXISTING SYSTEM

The retail industry has witnessed and will keep on witnessing transformation through the coming years, notably as multi-channel trading and retailing has become the main operating industry.The electronic world evolved to exceed the traditional and usual channels used for retail. Online or digital Shopping has been used increasingly, as consumers shop diversified goods and products through the Internet. As it is estimated to grow more all over the world. The emergence of online Shopping has prompted wide-ranging research to attract and keep customer from a customer or tech-oriented perspective.

A point to mention that when the e-commerce competition is stepping up, it is becoming more critical for online shops to consider the way customers accept online Shopping. The following information is essential for managing the customer relationship, which has been identified and recognized as a successful business technique to achieve significant success in the e-market.

Moreover, through digital devices that rapidly reshape how value is generated and distributed, improving customer engagement is the best way to leverage the emerging opportunities provided online retail. E-commerce platforms are increasingly offering online customers social and interactive experiences. Consequently, the gap between shoppers with diverse orientations in embracing Shopping online is supposed to dwindle.

As mentioned before, purchasing a specific product or service through the Internet has obtained extensive popularity in recent years since shoppers find it beneficial. It is easy to order and shop from their locations, whether home or work…adding that it also facilitates them and reduces the trouble of going from one shop to
another to purchase their goods.

Despite this significant emergence, some customers still don't accept or approve of this new innovative technology, which remains a big obstacle for marketers. Online shops or retailers must attract customers to use more online Shopping and provide them with the benefits that everyone needs, time-consuming, and easier. Most consumers who experience online Shopping are positively affected and more likely to repurchase with higher amounts.

The lower chance of them to cancel the intended purchase. A point to mention about the acceptance of this technology and its explanation is through "perceived usefulness," which refers to the extent a person accepts that using a particular system will increase the job

performance. The following influences online shopping aim directly and indirectly through the buyer attitude, which in return, values positively or negatively the behavior of online purchasing.

The present scenario for shopping is to visit the shops and market manually and then from the available product list one needs to choose the item he or she wants and then pay for the same item mainly in cash mode is done, as not every society is well educated and aware to use net banking or card modes or wallets etc.

This system is not much user-friendly as one needs to go to the market physically and then select items only from the available list. So mostly it is difficult to get the product as per our desire. Description About the products is less available and are mostly verbal only. For this type of shopping, one needs to have an ample amount of free time.

Also, not really good markets exist everywhere, so many times good markets become out of reach for certain people. In the proposed system customers need not go to the shops for purchasing the products. He/she can order the product he/she wishes to buy through the use of this system. The shop owner can be the admin of the system.

The shop owner can appoint officials particularly to handle this, who will help the owner in managing the customers and product orders. The system also endorses a home delivery system for delivering the purchased products.

2.3 LITERATURE REVIEW

E-Business probably began with electronic data interchange in the 1960s (Zwass, 1996).However, (Melao, 2008) suggests that it was only in the 1990s, primarily via the Internet, that e-Business has emerged as a core feature of many organizations. In his opinion, the hope was that e-Business would revolutionize the ways in which organizations interact with customers, employees, suppliers and partners. Some saw e- Business as part of a recipe to stay competitive in the global economy.

Christy M. K. Cheung, Lei Zhu, Timothy Kwong, Gloria W.W. Chan, Moez Limayem,(2002)

The topic of online consumer behavior has been examined under various contexts over the years. Although researchers from a variety of business disciplines have made significant progress over

the past few years, the scope of these studies is rather broad, the studies appear relatively fragmented and no unifying theoretical model is found in this research area.

In view of this, provide an exhaustive review of the literature and propose a research framework with three key building blocks (intention, adoption, and continuance) so as to analyze the online consumer behavior in a systematic way. This proposed framework not only provides us with a cohesive view of online consumer behavior, but also serves as a salient guideline for researchers in this area.

Burke, R.R. (2002), Trust is a key factor that determines the success of Business to Consumer (B2C) e-commerce transactions. Previous researchers have identified several critical factors that influence trust in the context of online shopping. This research focuses on available security measures which assure online shoppers safety and great sales promotions and online deals which stimulate customers to shop online.

Abel Stephen (2003) in his paper represents the findings of research studies that address e-commerce design and associated consumer behavior. The innovation of e-commerce has affected not only the marketplace through the facilitation of the exchange of goods and services, but also human behavior in response to the mechanisms of online services. Researchers have identified and hypothesized on relevant subject matters ranging from Web usability, marketing channels and other factors influencing online buying behavior. Though researchers have focused on what appear different aspects of online buying behavior, their studies may be shown to be interrelated and interdependent, even to the extent of revealing constructs upon which e-commerce, in terms of future design and research, could be built.

Balasubramanian, S.Konana , P. and Menon, N.M. (2003), In this environment, some traditional service quality dimensions that determine customer satisfaction, such as the physical appearance of facilities, employees, and equipment, and employees responsiveness and empathy are unobservable. In contrast, trust may play a central role here in enhancing customer satisfaction.

Model trust as an endogenously formed entity that ultimately impacts customer satisfaction, and we elucidate the linkages between trust and other factors related to the performance of the online service provider and to the service environment.

Rajeev Kamineni (2004) in his study finds that World Wide Web can change human behavior and human interactions to a very large extent. Web based shopping behavior is one major example to point out the trends in this direction. This study is of a very exploratory nature and it intends to establish the differences between several web-based shoppers from different parts of the world. Several critical factors associated with online shopping behaviour have been explored. A cross cultural data set has been collected and an illustrative description of the shoppers has been provided. As a final step the cross cultural differences between several shoppers explored.

Archana Shrivastava, Ujwal Lanjewar, (2011) in online buying, the rate of diffusion and adoption of the online buying amongst consumers is still relatively low in India. In view of above problem an empirical study of online buying behavior was under taken. Based on literature review, four predominant psychographic parameters namely attitude ,motivation, personality and trust were studied with respect to online buying.

The online buying decision process models based on all the four parameters were designed after statistical analysis. These models were integrated with business intelligence, knowledge management and data mining to design Behavioral Business Intelligence framework witha cohesive view of online buyer behavior. Research of the Internet shopper has typically included demographic questions of age, education and household income **(Fram & Grandy, 1995).**

Over time the Internet buyer, once considered the innovator or early adopter, has changed. While once young, professional males with higher educational levels, incomes, tolerance for risk, social status and a lower dependence on the mass media or the need to patronize established retail channels **(Ernst & Young, 2001; Mahajan, Muller & Bass,1990)**, today's Internet buyer shows a diversity of income and education.

(U. S. Dept. of Commerce, 2003). For Internet buyers, gender, marital status, residential location, age, education, and household income were frequently found to be important predictors of Internet purchasing **(Fram & Grady, 1997; Kunz, 1997; Mehta & Sivadas , 1995; Sultan &Henrichs, 2000). Sultan and Henrichs (2000)** reported that the consumer's willingness to and preference for adopting the Internet as his or her shopping medium was also positively related to income, household size, and innovativeness.

In 2000, women represented the major online holiday season buyer **(Rainne, 2002; Sultan & Henrichs,2000).** According to a report by The Pew Research Center (2001), the number of women(58%) who bought online exceeded the number of men (42%) by 16%. Among the woman who bought, 37% reported enjoying the experience "a lot" compared to only 17%of male shoppers who enjoyed the experience "a lot". **Akhter (2002)** indicated that more educated, younger, males, and wealthier people in contrast to less educated, older, females, and less wealthier are more likely to use the Internet for purchasing.

With India turning net savvy, online shopping has become the latest fad in India with most of the net surfers recommending internet shopping. The study, conducted by Internet and Mobile Association of India **(IAMAI, 2006)** in collaboration with cross tab marketing services, clearly established the dominance of people-to-people (P2P)reference in online shopping space, with 31% respondents finding such sites through word of mouth.

As much as 55% visitors to e-commerce sites have adopted internet as a shopping medium, out of which 25% of regular shoppers are in the 18-25 age group, while 46% in the 26-35 age group and 18% in the 35-45 age group.

A survey undertaken by **JuxtConsult, (April 2007),** a Delhi-based online research firm, on 10,000 households in 31 cities (of population sizes 20,000 plus) revealed some interesting facts about the Internet shopping scenario in India. As per research findings, eBay (excluding online travel websites) is the most preferred site for online shopping followed by Rediff, Google and Yahoo. eBay leads with 34 per cent online shoppers still preferring to visit it the most. Rediff follows at the second spot with 25 per cent online shoppers preferring to visit it.

However, both eBay and Rediff have lost usage share on preferred basis in the last one year, while new entrant Future bazaar along with Google have been the biggest gainers. The top two of the top 10 products bought on the Net by online buyers are train tickets (53 per cent) and air tickets (45 per cent). The research also showed that three-fourth of all regular online Indians (76 per cent) search for products and services online. This has shown a 60 per cent growth in the base of online shoppers in last one year, making it 19.1 million. When it comes to the base of actual online buyers, 43 per cent of all regular online urban Indians have bought online. This means a growth of 76 per cent over the last year, making the online buyer base reach a healthy10.8 million mark.

Despite such tremendous growth in the number of online buyers overall, the base of really ‚active online buyers (those who buy online at least once a month) is almost stagnant at 2.2 million (same as last year). However, the fact that online buying is penetrating among the smaller towns and lower section groups do not necessarily mean that the economic profile of the online buyers is lowering.

The biggest qualitative gain‟ about online shopping is its improved perception on highly important and hardcore „market place‟ factors like „wider choice and availability of products‟ and better prices and bargains‟, and not just on the „convenience‟ factors like saving of time and efforts, home delivery and flexibility of buying anytime. Yet „product quality‟ and delivery‟ concerns may be negating some of the gains made.

Though, misuse of a credit card is a non - issue among online buyers, the research reveals that lack of a credit card is still a strongly perceived roadblock to growth of online buying.

A survey conducted by **MasterCard worldwide, (2008)**, on 5037 respondents across 10markets:Australia, China, Hong Kong, India, Japan, Singapore, South Korea, Thailand, UAE and South Africa, revealed that Online shopping in the Asia-Pacific region is accelerating at an annual rate of 23.3 percent to hit US $168.7 billion by 2011, with the region's new markets such as China and India fuel ling this growth. MasterCard Worldwide published its latest Insights Report, “Economic Crisis and Preference for Online Shopping in Asia/Pacific, Middle East and Africa”, which shows that in India the average frequency of online purchases increased to 2.9 in fourth quarter of 2008, up from2.6 during the same quarter in 2007.

The survey showed that the Asia-Pacific region was found to be an active one for online shopping, where 76 percent of respondents said they intend to make a purchase in the next six months. The survey also highlighted the rise of shoppers in the fast-growing markets of China and India.

The rising population of upper-middle income urban elites is likely to boost the online shopping markets in China and India underpinned by a paid pace of urbanization, robust economic expansion and rising spending power. Activity from these markets is expected to topple the current "pre-eminence" of Japan and South Korea in terms of share of the total online.

Study by **Vijay, Sai. T. & Balaji, M. S. (2009),** revealed that Consumers, all over the world, are increasingly shifting from the crowded stores to the one-click online shopping format. However, in spite of the convenience offered, online shopping is far from being the most preferred form of shopping in India.

A survey among 150 internet users ,including both users and non-users of online shopping, was carried out to understand why some purchase online while others do not. The results suggested that convenience and saving of time drive Indian consumers to shop online; while security and privacy concerns dissuade them from doing so. A study by **ACNielsen (2009),** covering 38 markets and over 21,100 respondents across the globe has revealed that more Indians are taking to shopping online. It suggested an upward trend in online shopping across the world. A significant observation of this study was that India beat the global counterparts in number of purchases per month, with a mean of 5.2 purchases against the global average of 4.9.

In India, books followed airline reservations closely, with 35% of netizens buying them online. Nearly 24% have bought electronic items and more than 20% have purchased items such as apparel, music and electronic entertainment such as movies, DVDs and games. The most favoured mode of payment for online purchases in India is the use of credit cards followed by cash-on-delivery. Online shopping in India is poised for greater acceleration as more manufacturers and providers integrate the Internet into their sales model.

As PC and internet penetration grows, the key to increasing online purchases will remain in the hands of marketers in India. In nutshell, in the age of shopping mall, many people use the internet for there shopping requirements.

Studies on on-line shoppers in India have largely been limited to their time, usage, convenience and money spending pattern, and preferences for a particular format. It has been found in the studies in other countries that shoppers also differ in terms oftheir demographic profile. Therefore, this study attempts to understand the impact of demographic factors of shoppers that influence their disposition towards on-line shopping in India.

Christy M. K. Cheung, Lei Zhu, Timothy Kwong, Gloria W.W. Chan, Moez Limayem,(2002)

The topic of online consumer behavior has been examined under various contexts over the years.

Although researchers from a variety of business disciplines have made significant progress over the past few years, the scope of these studies is rather broad, the studies appear relatively fragmented and no unifying theoretical model is found in this research area.

In view of this, provide an exhaustive review of the literature and propose a research framework with three key building blocks (intention, adoption, and continuance) so as to analyze the online consumer behavior in a systematic way. This proposed framework not only provides us with a cohesive view of online consumer behavior, but also serves as a salient guideline for researchers in this area.

Balasubramanian, S.Konana , P. and Menon, N.M. (2003), In this environment, some traditional service quality dimensions that determine customer satisfaction, such as the physical appearance of facilities, employees, and equipment, and employees responsiveness and empathy are unobservable. In contrast, trust may play a central role here in enhancing customer satisfaction. Model trust as an endogenously formed entity that ultimately impacts customer satisfaction, and we elucidate the linkages between trust and other factors related to the performance of the online service provider and to the service environment.

Rajeev Kamineni (2004) in his study finds that World Wide Web can change human behavior and human interactions to a very large extent. Web based shopping behavior is one major example to point out the trends in this direction. This study is of a very exploratory nature and it intends to establish the differences between several web-based shoppers from different parts of the world.

Several critical factors associated with online shopping behaviour have been explored. A cross cultural data set has been collected and an illustrative description of the shoppers has been provided. As a final step the cross cultural differences between several shoppers explored.

2.4 PROPOSED SYSTEM

An online shopping system is a process in which people (specifical customers) are being provided with the option of purchasing goods and services directly from the seller, all in a real-time environment. Online shopping is an application of the internet as electronic commerce. From the business perspective, customers usually find the products more attractive, on websites, as they get all the details available there.

People in large number are doing online shopping today, and it is not only because it is convenient as one can shop from home, but also because there is an ample number of varieties available, with a high competition of prices, and also it is easy to navigate for searching regarding any particular item.

For sellers, their product has access to the World-Wide market, which also increases the number of customers and enhances customer relationships. Also, web stores are a means for small-scale companies to launch their products at the global level. The main objective of this project is to develop a web-oriented application that can provide an online shopping feature to users.

In other words, the project aimed at creating a virtual shop environment for users, in some handy form, which will be available to them through the internet. Although the idea of developing online shopping websites is not new in the electronic market and has been evolved soon after the World Wide Web(www).

In the present scenario, the biggest market for this (online shopping) business is by highly educated people, mostly. This system has been designed keeping in mind all the aspects such as loading the data, complexity, and maintaining the security of user credentials. Here in this system, complexity refers to the total number of features being provided to users, and their smooth arrangement and functioning required.

Following is some of the key features of our system, which distinguishes it from others:

- Display all the available categories for shopping on the home page.
- Display all the subcategories on the home page, that are associated with any particular item.
- Admin has the authority to add new particulars to the items list whenever needed.
- Permission to the administrator to remove items, anytime.

- Allows the admin to modify the price of each item, whenever required or felt like.
- Admin has the authority to update the description of each item.
- Permission to the admin to view information about each customer who checkouts the items list.

This system involves its own database to be maintained. As the information or details about the products are stored in the database (like RDBMS, online databases on a paid basis like firebase, etc.) for the server-side functionalities. The Server process is for dealing with the customer's detail and the items that are shipped to different locations based on the addresses provided by the customers.

The application design contains two modules one is for the customers who wish to buy the articles. And another is for the store owners who maintain and updates the information regarding the articles and about the customers. The end-user to use this product are the common people for whom the application is to be hosted on the web and the admin maintains the database.

The application that is deployed on the customer's database like RDBMS, the information regarding the items is highlighted and forwarded from the database for the customer (front view) based on the choice through the menu list and based on all these searches and transactions the database of all the products is updated at the end of each transaction.

The entries for products, into the application, can be made through various screens designed for various levels of users. As soon as, the authorized personnel feeds the relevant data into the system, several reports are generated based on the security policy used.

Our designed online shopping system provides a 24×7 service, that is customers can surf the website, place orders anytime they wish to. Also, the delivery system works 24×7 hours a week. Some of the features that can be modified and added to this system in the future involve its implementation by local shopkeepers, where shops will be providing an online interface to customers for shopping and placing orders.

Then some delivery persons can perform their work. This will be adding on benefit for the customers as it will save their time, plus it adds on for the shopkeepers also, as people will continue to shop from local shops rather than preferring to supermarkets every time.

Also, since the deliveries from these local vendors will not be as time-consuming as these days Flipkart, Amazon, etc. take but rather will be delivered the same day of an order placed. Else the shopkeeper can ask the customer that the product will be available by the next day, so if he/she still wants to place the order, it can be done.

Again, return or exchange will be easy since the delivery boy can even do it as the store is nearby. Including a chatbox for public benefit is also a great idea via which people can directly have a conversation with some officials regarding any type of queries.

The process of gathering information, diagnosing the problems, then interpreting facts is known as System analysis. It also includes recommending system improvements needed, based on the same data. The system is observed as a whole, the inputs need to be identified first before running them and then the system is subjected to study as a whole to identify the problem areas.

Although tunning any system as a whole is a complex procedure, but tunning individual statements is not the best as something that is correct for one input may hurt another input's performance. The solutions are given as a proposal. The suggestion is revised on user request and optimal changes are made. This loop terminates as soon as the user is gratified with the proposal.

So, on the whole, system analysis is done to improve the system performance by monitoring it and obtaining the best throughput possible from it. Therefore, system analysis plays a crucial role in designing any system.

CHAPTER 3

SOFTWARE REQUIREMENTS SPECIFICATION

The product specified in the SRS document is a software application for an online electronic store. It is a follow-on member of the various software applications that exist for online shopping. But our product is an application specialised for selling of only electronics.

Our product interacts with the users over the internet and can be accessed through a web browser. It is being used in a time where customers do not have the time to physically visit the shop and are willing to pay more money if the product of their choice is delivered to their doorstep.

3.1 Product Functionality

The online electronic store management system is a software application using which people can set up online shops, wherein customers can browse through the all the products available, and also defines the role of an administrator to alter the product list. Customers can purchase electronics online without having to visit the shop physically. The online shopping system will use the internet as the sole method for selling goods to its consumers.

3.2 Users and Characteristics

For this application, we define two types of users:

1) Customer

2) Administrator

The characteristics of each of the user are:

1) Anyone can register as a customer

2) A customer can view and purchase multiple products.

3) An administrator has the power to add/delete a product and can also edit product information.

4) An administrator can also add/remove a user and edit any user's information.

3.3 Operating Environment

The back end of this project is SQL server which stores data related to personality traits and other details which is related to this project. There are basic requirement of hardware to run this application. This system is developed in Eclipse using JAVA. This application will be online so this application can be accessed by using any device (Personal Computers, Laptop and with some hand held devices).

3.4 Organization Background

In this study, the researcher will cover a company operating in the retail toys sector. Magic tree Sal is a company with diverse trades in toys and games as it is a wholesale in the toys retail industry known as Toy Market Trading Sal (TMT). Magic tree Sal adopted a French franchise to a well-known toy store named Joué Club and opened its first branch in Verdun in 2008, later expanding all overreaching eight branches in total.

Due to ’s current situation being highly unstable both financially and economically, adding to the emergence of “Corona Virus” that turned peoples’ lifestyle upside down, Joué Club, in return, is also facing hard times just like any other company. Profit generation is decreasing each year due to the low purchasing power of the customers. It was neither the staff’s problem nor the companies. Still, most people weren’t able to buy gifts as they used to before, knowing that the number of customers decreased by around 250 compared to the years before yet return some new customers were visiting the stores.

However, they did not give up, but instead, they benefit from social media to promote the goods they are selling, which was a medium of communication with customers and knowing more about their needs and demands through direct request, adding to it, they were able to create a new website “www.joueclubliban.com” which helped customers to check the available items in stores, newest items and the best offers and deals they are providing. As being part of this organization, and being able to communicate with customers who visit the store, many were happy by this new feature they are offering, and some were not interested at all, due to their age, lifestyle, how frequently they are active on social media or use the Internet to check any specific item.

E-commerce means any transaction over the internet. In online marketing, a shopping cart is a piece of e-commerce software on a web server that allows visitors to an Internet site to select items for eventual purchase, analogous to the American English term “shopping cart.”

The software allows online shopping customers to accumulate a list of items for purchase, described metaphorically as “placing items in the shopping cart” or “add to cart.” Upon checkout, the software typically calculates a total for the order, including shipping and handling (i.e., postage and packing) charges and the associated taxes, as applicable.

Features of the Project:

- User Registration
- User login system
- Change password
- Forgot password
- Profile management system.
- Shopping cart
- Wishlist
- Order History

Software Required (Any-one):

- LAMP Stack
- XAMPP Server
- MAMP Server
- WAMP Server

Features of Admin:

- Functionality to add and delete products
- Display product statistics and stock.
- Query, display and delete all users that signed up on the website.
- Admin can edit his/her own profile's email address and password.
- Logout of the current session.

Features of User:

- Signing up for a user account
- Change e-mail id and password
- Add items to a cart/basket prior to purchasing
- Generating invoice of all items and printing them in pdf form
- Purchasing items and delivering them to a specific address

Profit generation is decreasing each year due to the low purchasing power of the customers. It was neither the staff's problem nor the companies. Still, most people weren't able to buy gifts as they used to before, knowing that the number of customers decreased by around 250 compared to the years before yet return some new customers were visiting the stores.

Online Shop

This is the entity representing the whole online shopping system which further contains several other entities describing the entire application.

Customer

This represents the set of customers, which are the clients who will be using this application. The customers are for whom the system is being designed. Its attribute set includes:

Name:

This is the name of the customer, searching or purchasing the products. When signing up to the website the name of the customer is stored, this is done for the future referencing and maintaining the user's data record (history). It is the composite attribute that contains two more attributes that are First Name and Last-named. That contains the user's first name and last name.

Cust-id:

This is the identification number assigned by the admin to the users so as to identify them uniquely in the future. This identification number is helpful in fetching data of the individual user from a big set. This is mainly to manage the huge database system where the entire data is

being stored.

Address:

This is the user's address where the user lives so that to use it at the time of delivery or any further requirements. This is also a composite attribute that is divided into address1 and address2. These address1 contains house no. and lane no., whereas the address2 field is applicable for containing city and state address.

Email-id:

It involves the email address of the user, which can be used for sending advertisements or offers, to the user in the future, once the user becomes a part of the family and has signed up to the website. The user should enter a valid email address and not a fraudulent one, as the email id is verified at the time of sign-up only.

Contact-no:

This is the user's mobile no., or any landline number, through which the user can be asked for confirmation at the time of placing an order, or it can also be used at times when the user has any query or feedback.

Product

This is the entity representing the items that customers choose to buy. It can be added to the cart once the user likes it and then can be easily confirmed for order. This has the attribute set as:

Name:

This is the name of the product by which it is identified and decided that in which category the user will be searching it and where the user can find this.

Prod-id:

This is the unique product identifier assigned to the items in the store so as to uniquely identify them, in condition if two products have the same name are available in the store. At that time the seller will update the record of the product based on this identity number, in the database.

Price:

It is one of the most important attributes since most of the time people change their shopping

list contents depending upon their needs and economic situation. So, for them to know the actual MRP is most important in making decisions for what to buy and what not to.

Brand

This is for the items that belong to some brands, and are kept in the store. People's choice varies with their taste and standard of living. Most people these days prefer buying branded items.

Name:

The name of the brand often invites a crowd to buy their products no matter what the content is. So, the brand name is as important to maintain as the product.

Brand-id:

It is also the identification number given to the products for uniquely identifying them.

Cart

A small place for the user to reserve their choice for checking and finalizing till they end their shopping. This is provided for a small period of time, that is till the user is in an active session. The cart in this system is kept to be the same as the wish list.

Quantity:

The number of individual items along with the total number of items the user has finalized for purchasing is maintained under this. So that it is to the knowledge of customers that what all have they bought. And also, the store needs to maintain a record of how many items they have sold and how much is required to bring more in the lot.

Cart-id:

A unique identifying number to indicate individual carts and manage their database along with the user's data.

Total:

This attribute manages the total price sum of the purchase or transaction user has made in one attempt.

Payment

It defines the payment to be done by the customer for purchasing the products from the web store at a worthwhile price. Also, various security encryption mechanisms have been used, so the customer details of accounts and other credentials are safe and secure.

Mode:

The user is provided with lots of options that he/she can opt for making the payment depending upon their ease. There are many choices available for net banking, use of wallets like pay and I-cash cards, also credit card and debit card options are available too.

Amount:

It is the record of the total sum amount the user needs to pay, and after the payment, it is used to update the server-side database to keep the record of the net profit or loss on daily basis.

3.5 FEASIBILITY STUDY

1. Establishing Features & Functionality

This is a critical decision-making process where we step into the shoes of the end customer to create a rational set of product features and functionality. We work with you to clarify project fundamentals, including:

• Core functionality and key selling parameters

• Key performance parameters

• Competitive product evaluation

• Which market differentiators can be introduced

• Side functionalities which will add value without burdening the system with non-essentials

• The degree of scalability to be pre-planned for future upgrades, to keep up with volatile changes in market demand

• The number of product variants feasible under the metrics of cost, size, weight etc.

• Your expectations for the human-machine interface flow; considering ergonomics, ease of use and learning curve.

2. Establishing Technical Specifications

After establishing product features, these need translating into a technical requirements specification for the design phase. We can draw up this specification, taking into account:

• Power consumption

• Size & weight
• Mechanical construction
• Environmental tolerance
• Ingress protection
• Accuracy
• Safety, immunity & EMC requirements

As part of the Feasibility Study, hard requirements necessitated by statutory standards are differentiated from soft requirements for efficient trade-off in future.

3. Comparison of Competing Technologies & Platforms

This helps establish the optimal choice. Such technologies range from wireless communications to real time operating systems (RTOS) to microprocessors and FPGAs.

Our Feasibility Study assessment might include power, speed, cost, licensing terms, safety certifications (e.g. SIL) vendor support, community support, performance track record and availability of associated tools, as appropriate.

We leverage our experience across a number of industry verticals to evaluate emerging technologies for their suitability to your application and assess their potential to create a winning market differentiator.

4. Identifying Risks & Advising on Solutions

All new product developments have some risks attached. We identify and quantify these, while finding ways to mitigate them.

Examples of risks to a product development could be:
• Immaturity of core technologies
• Lack of third party software support
• Component supply or pricing issues

The risks and solutions unearthed will be documented, so that you can take account of them when making your commercial and timescale plans.

CHAPTER 4

Architecture

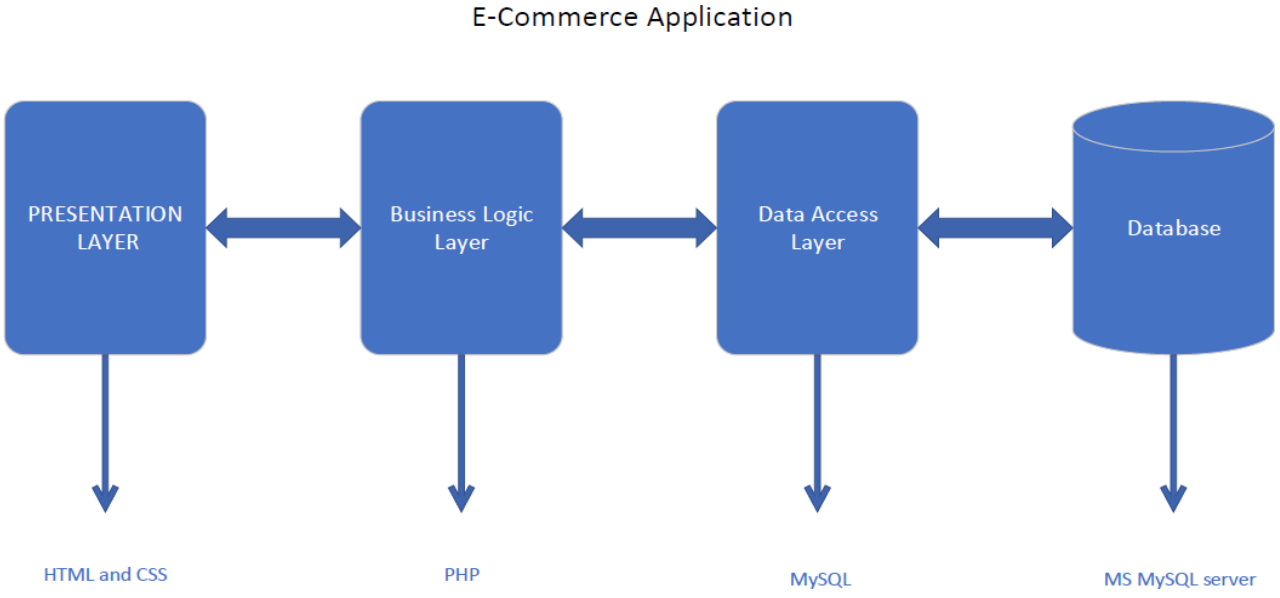
4.1 Layered architecture:

The Layered architecture pattern, also known as the n-tier architecture pattern. This pattern is the de facto standard for most applications and therefore is widely known by mostarchitects, designers, and developers. The layered architecture pattern closely matches the traditional IT communication and organizational structures found in most companies, makingit a natural choice for most business application development efforts.

This pattern can be used to structure programs that can be decomposed into groups of subtasks, each of which is at a particular level of abstraction. Each layer provides services to the next higher layer.

The architecture comprises of the following three layers:

- **Presentation layer** (also known as **UI layer**)
- **Business logic layer** (also known as **domain layer**)
- **Data access layer** (also known as **persistence layer**)



4.2 DESIGN GOALS

Web-based electronic stores have become more and more popular. However, there are not many guidelines, nor theories, showing what features of a store would work and why. This paper develops a set of functional guidelines for designing electronic stores and classifies them into three categories: motivational, hygiene, and media richness factors. An empirical study was conducted to evaluate the relative effect of these factors.

The results show that the store design does have an effect on consumer purchase decision. A two-factor theory is plausible: hygiene factors are the major concern when consumers decide whether to shop electronically, while motivational factors play a key role when consumers choose among different electronic stores. Media richness factors are, in general, less important. The implication of the findings is that, for a web store to beat its electronic competitors, providing good transactional support is the key. If they would like to attract customers from traditional stores, special attentions must be paid to the hygiene factors.

4.3 Functional Requirements:

- Registration:

  If customer wants to buy the product then he/she must be registered, unregistered user can't go to the shopping cart.

- Login:

  Customer logins to the system by entering valid user id and password for the shopping.

- Changes to Cart:

  Changes to cart means the customer after login or registration can make order or cancel order of the product from the shopping cart.

- Payment:

  For customer there are many types of secure billing will be prepaid as debit or credit card, post-paid as after shipping, check or bank draft. The security will provide by the third party like Pay-Pal etc.

- Logout:

  After the payment or surf the product the customer will logged out.

- Report Generation:

  After all transaction the system can generate the portable document file (.pdf) and then sent one copy to the customer's Email-address and another one for the systemdata base to calculate the monthly transaction.

- Review:

  Storing feedback given by the customer.

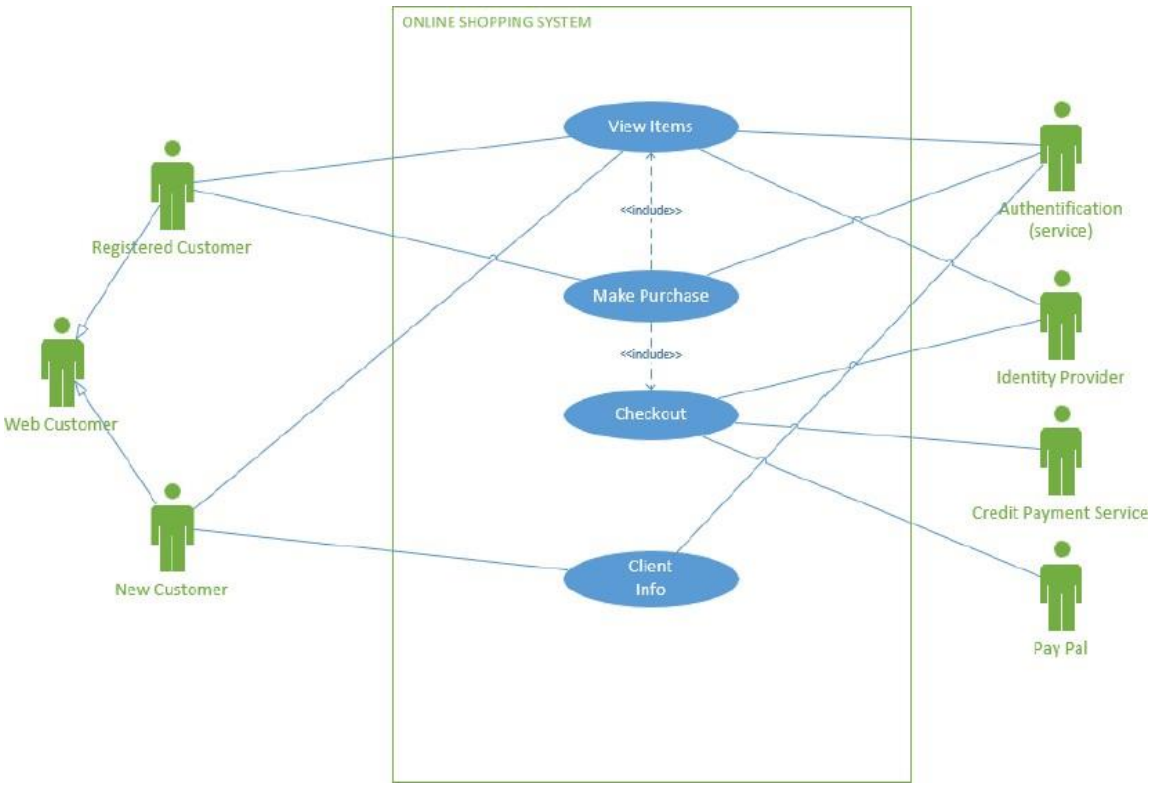
- Orders:

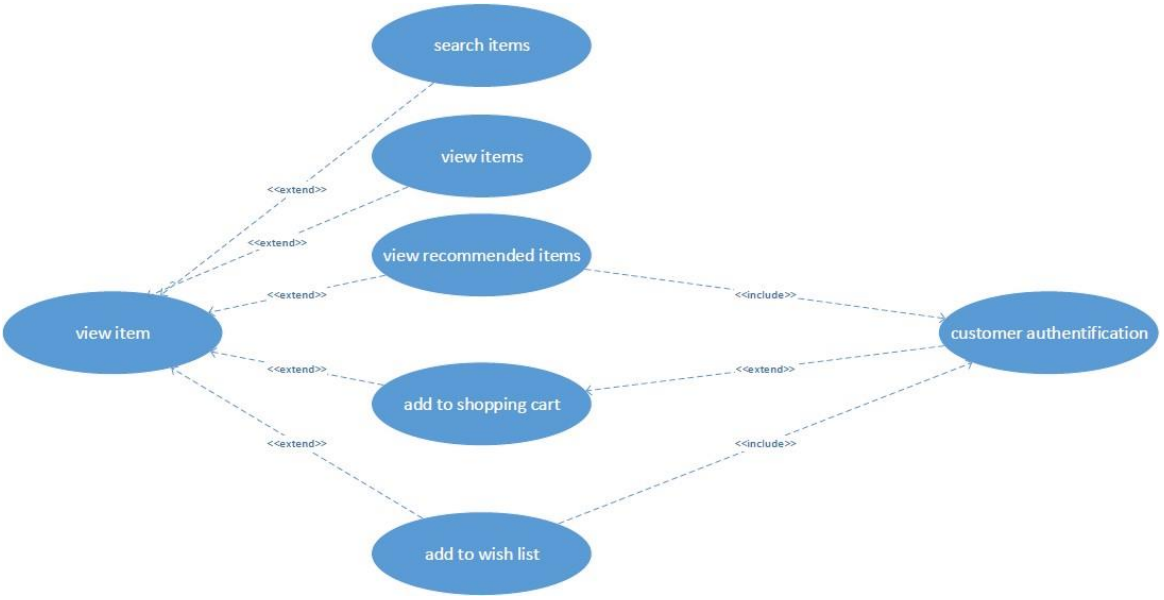
  This module keeps the record of products ordered and details about the product is delivered or not.

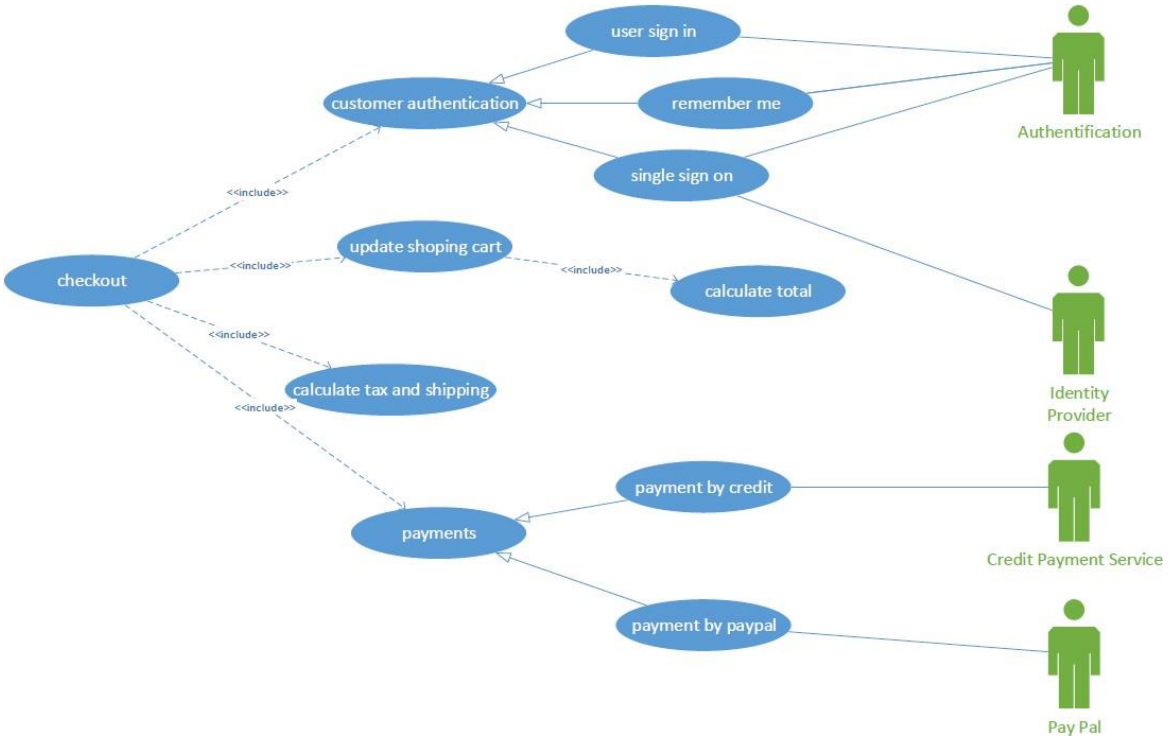
4.4 Non-functional requirements:

- Secure access of confidential data (customer details)
- 24 x 7 availability
- Better component design to get better performance at peak time.
- Flexible service-based architecture will be highly desirable for future extension.
- Various other non-functional requirements include:
    1. Reliability
    2. Security
    3. Maintainability
    4. Portability
    5. Reusability
    6. Compatibility
    7. Resource Utilization

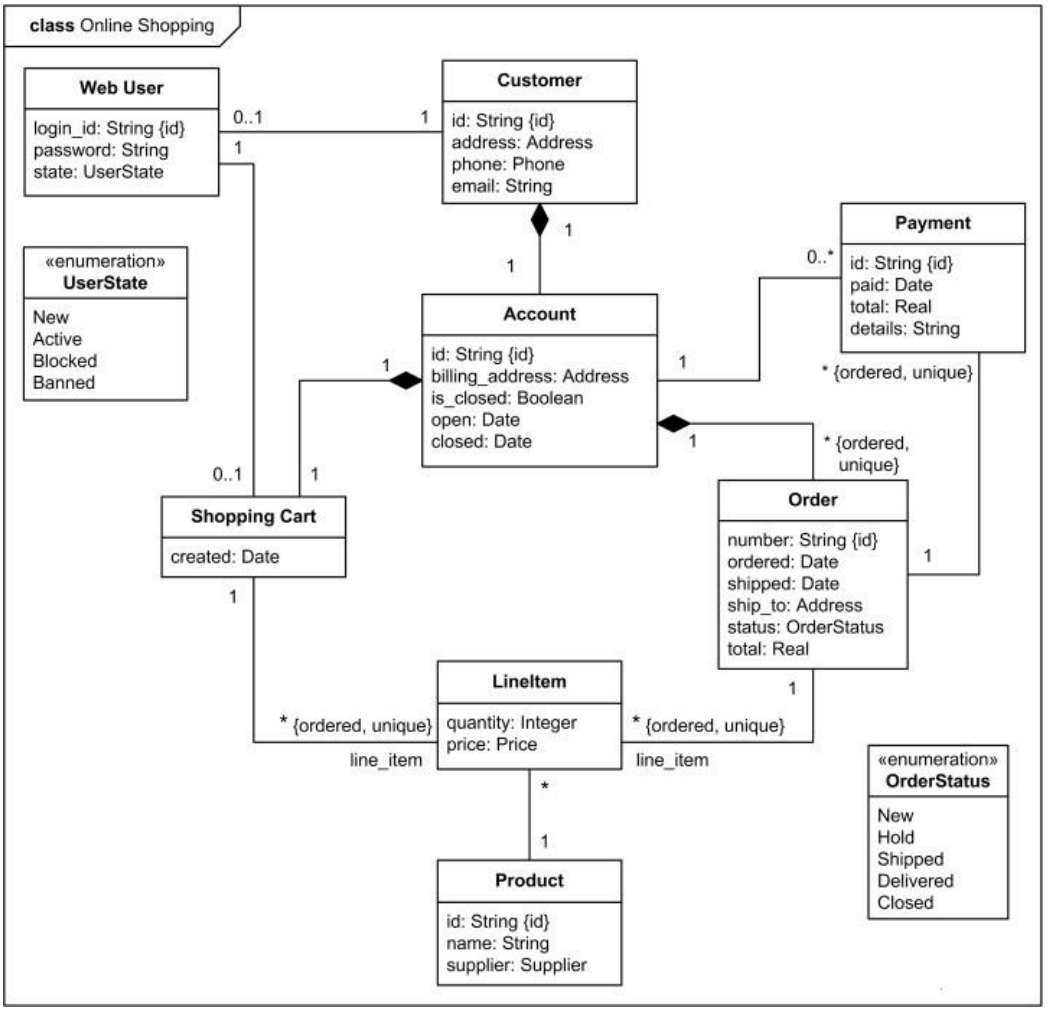
Use Case diagram:



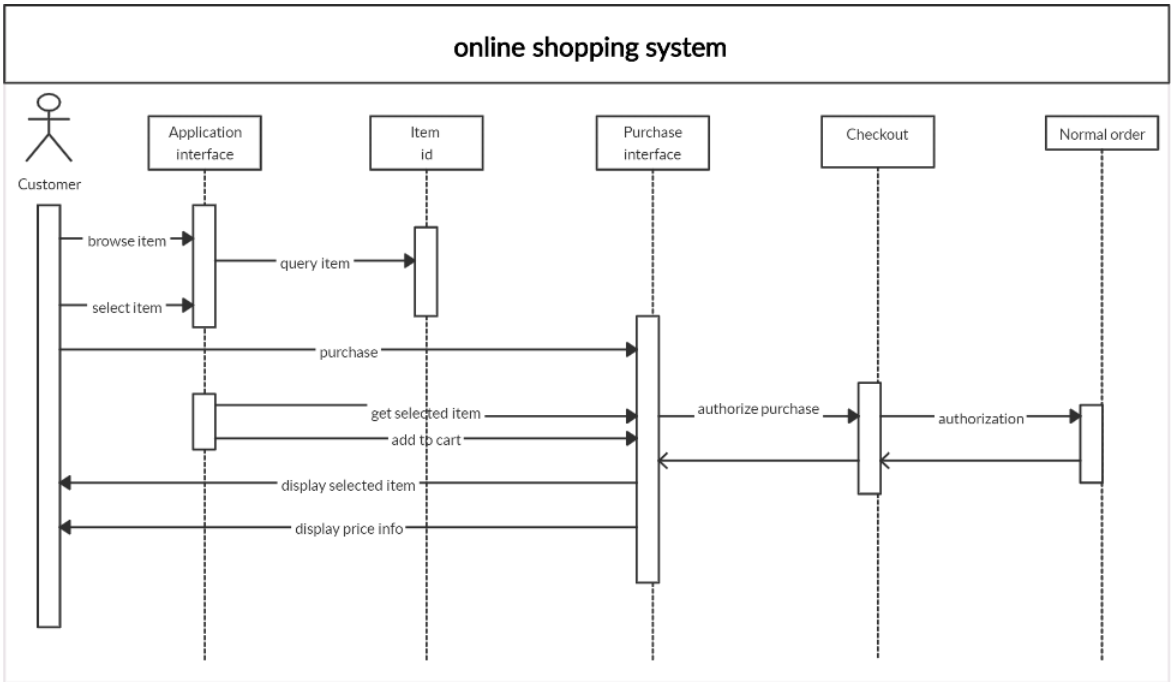

search items
view items
view recommended items
view item
customer authentification
add to shopping cart
add to wish list
<<extend>>
<<include>>


user sign in
customer authentication
remember me
single sign on
Authentification
<<include>>
checkout
update shoping cart
calculate total
calculate tax and shipping
Identity
Provider
payment by credit
payments
Credit Payment Service
payment by paypal
Pay Pal

Class Diagram:



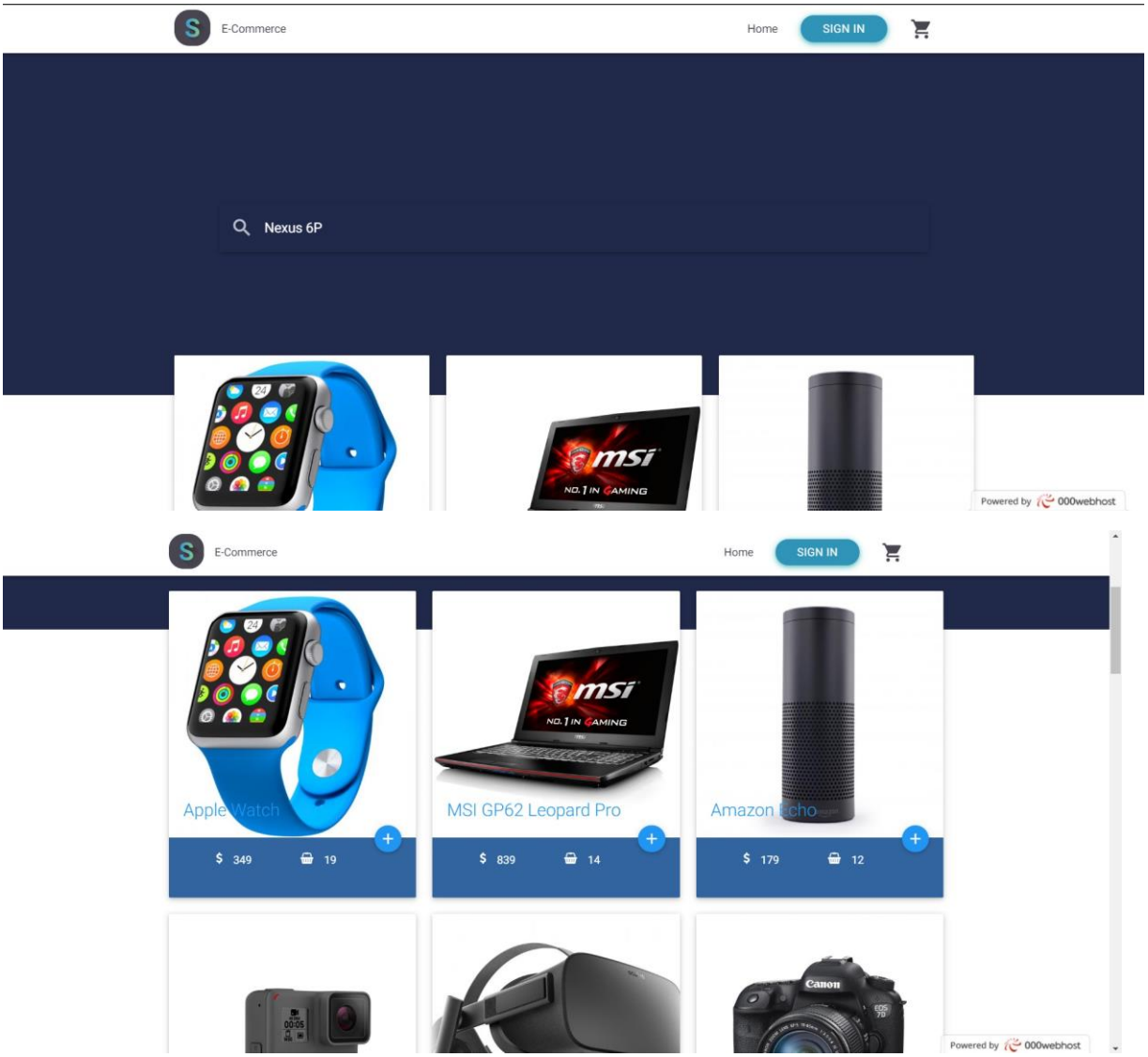
Sequence Diagram:



THE PROJECT

Visit https://ecommerceosp.000webhostapp.com/ for the live demo.

Landing page



The landing page consist of the following sections:

- Navigation Bar
- Header
- Categories
- About
- Contact us

CODING MODULE

1.Navigation Bar:

Code:

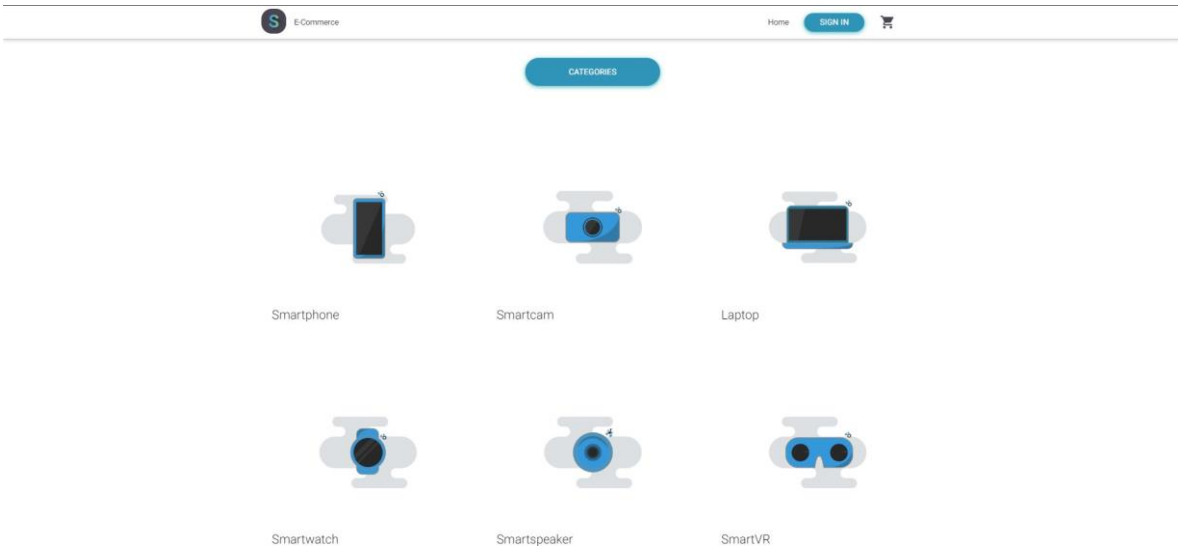
```
<div class="navbar-fixed">
 <nav class="navblack">
   <div class="nav-wrapper nav-wrapper-2 container white">
   <ul class="left hide-on-med-and-down">
     <li><a href="index" class="brand"></a></li>
     <li><a href="index" class="dark-text">E-Commerce</a></li>

   </ul>

   <ul class="center hide-on-large-only">
     <li><a href="index" class="dark-text">E-Commerce</a></li>

   </ul>
   <ul class="right hide-on-med-and-down">
      <li><a href="index" class="dark-text">Home</a></li>
    <li><a href="sign" class="waves-effect waves-light btn button-rounded">
          Sign In</a></li>
    <li><a href="cart" class="dark-text baskett"><i class="material-icons">
         shopping_cart</i>
```

```
      <span class="badge <?php if(!isset($_SESSION['item']) OR $_SESSION['item'] == 0) e
cho'hide'; ?>"><?= $_SESSION['item']; ?></span></a></li>
    </ul>
  </div>
  </nav>
</div>
<ul id="dropdown2" class="dropdown-content">
<li><a class="blue-text" href="editprofile">Edit</a></li>
<li><a class="blue-text" href="includes/logout">Log out</a></li>
</ul>
<div class="navbar-fixed">
 <nav class="navblack">
   <div class="nav-wrapper nav-wrapper-2 container white">
   <ul class="left hide-on-med-and-down">
     <li><a href="index" class="brand"></a></li>
     <li><a href="index" class="dark-text">E-Commerce</a></li>
   </ul>
 <ul class="center hide-on-large-only">
     <li><a href="index" class="dark-text">E-Commerce</a></li>

   </ul>

   <ul  class="right hide-on-med-and-down">
      <li><a href="index" class="dark-text">Home</a></li>
     <li><a href="cart" class="dark-text baskett"><i class="material-icons">shopping_cart</i>
      <span class="badge <?php if(!isset($_SESSION['item']) OR $_SESSION['item'] == 0)
      echo'hide'; ?>"><?= $_SESSION['item']; ?></span></a></li>
     <li><a href="editprofile" class="nohover dropdown-button" class="dropdown-
   button" data-activates="dropdown2"><img class="responsive-img" src="users/default.jpg">
      <i class="fa fa-angle-down dark-text right"></i></a></li>
   </ul>
 </div>
 </nav>
</div
```

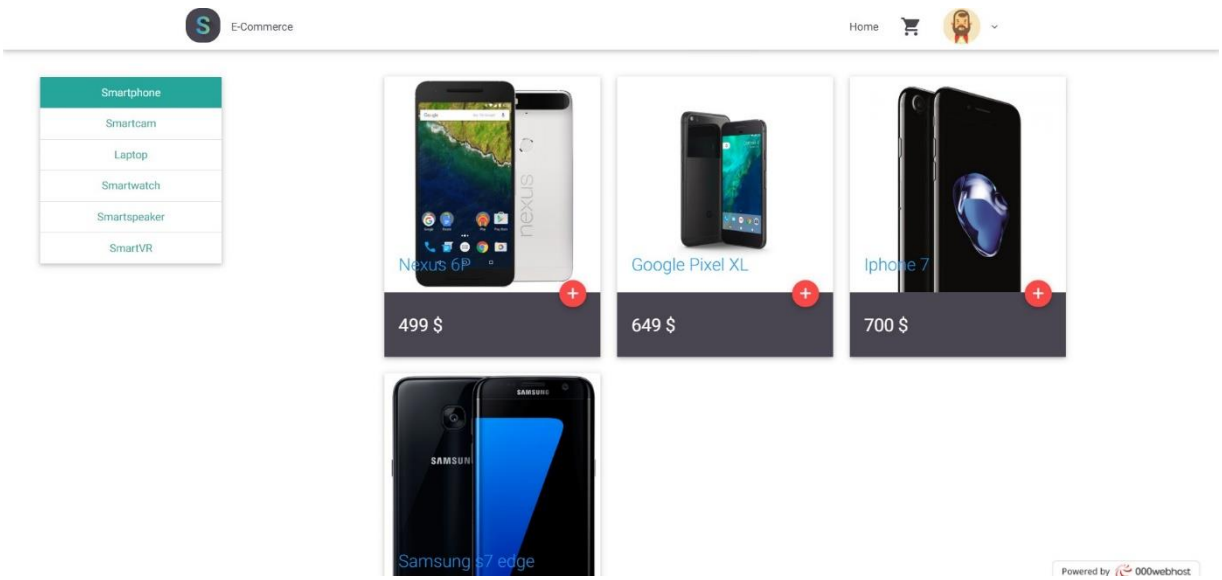
- **Header:**

```
<!DOCTYPE html>
<html>
   <head>
      <head>
         <meta charset="utf-8">
         <meta http-equiv="X-UA-Compatible" content="IE=edge">
         <title>E-Commerce</title>
         <link rel="icon" href="src/img/icon.png">
         <meta name="viewport" content="width=device-width, initial-scale=1.0"/>
         <link rel="stylesheet" href="src/css/font-awesome-4.6.3/css/font-
awesome.min.css">
         <link type="text/css" rel="stylesheet" href="src/css/materialize.min.css"
media="screen,projection"/>

         <link rel="stylesheet" href="src/css/animate.css-
master/animate.min.css">

         <link rel="stylesheet" href="src/css/style.css">

         <link rel='stylesheet' href='src/css/nprogress.css'/>
      </head>
   <body>
```

- **Categories:**



Example:



Code:

```
 <?php
 session_start();
 if (!isset($_SESSION['logged_in'])) {
        $nav ='includes/nav.php';
 }
 else {
    $nav ='includes/navconnected.php';
    $idsess = $_SESSION['id'];
 }
 if(!isset($_GET['id'])){
 header('Location: index');
 }
 $id_category =$_GET['id']; require
  'includes/header.php';require $nav;
  ?>
  <div class="container-fluid product-page">
     <div class="container current-page
<nav>
                <div class="nav-wrapper">
                   <div class="col s12">
                    <a href="index" class="breadcrumb">Home</a>
                    <a href="category.php?id=<?= $id_category; ?>" class="breadcrumb">
 Category</a>
                  </div>
               </div>
           </nav>
        </div>
      </div>
```

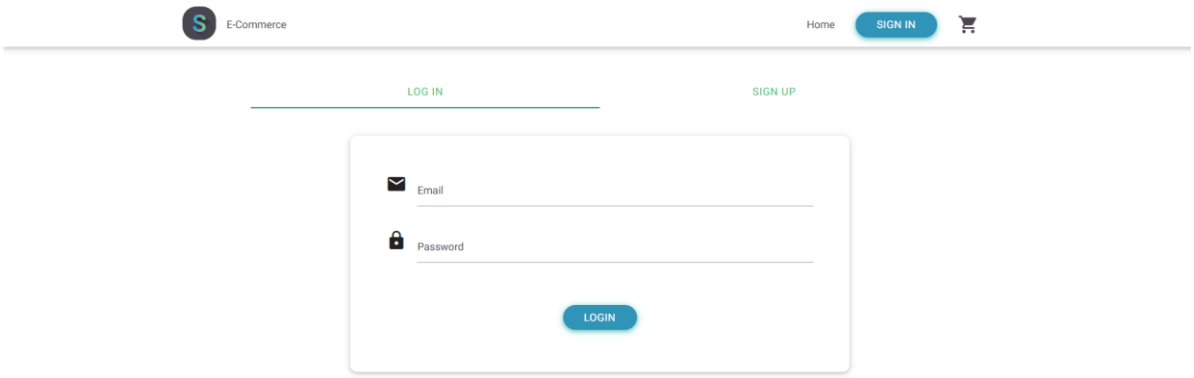
```
<nav>
            <div class="nav-wrapper">
              <div class="col s12">
               <a href="index" class="breadcrumb">Home</a>
               <a href="category.php?id=<?= $id_category; ?>" class="breadcrumb">
 Category</a>
              </div>
            </div>
          </nav>
        </div>
      </div>
  <div class="container-fluid category-page">
      <div class="row">

        <div class="col s12 m2 center-align cat">
          <div class="collection card">
          <?php

            include 'db.php';

              $querycategory = "SELECT id, name FROM category";
              $total = $connection->query($querycategory);if
              ($total->num_rows > 0) {



              while($rowcategory = $total->fetch_assoc()) {
                $id_categorydb = $rowcategory['id'];
                $name_category = $rowcategory['name'];
            ?>
            <a href="category.php?id=<?= $id_categorydb; ?>" class='collection- item <?php
 if($id_categorydb == $id_category) {echo"active";} ?>' ><?= $name_category; ?></a>
          <?php }} ?>
          </div>
        </div>
```

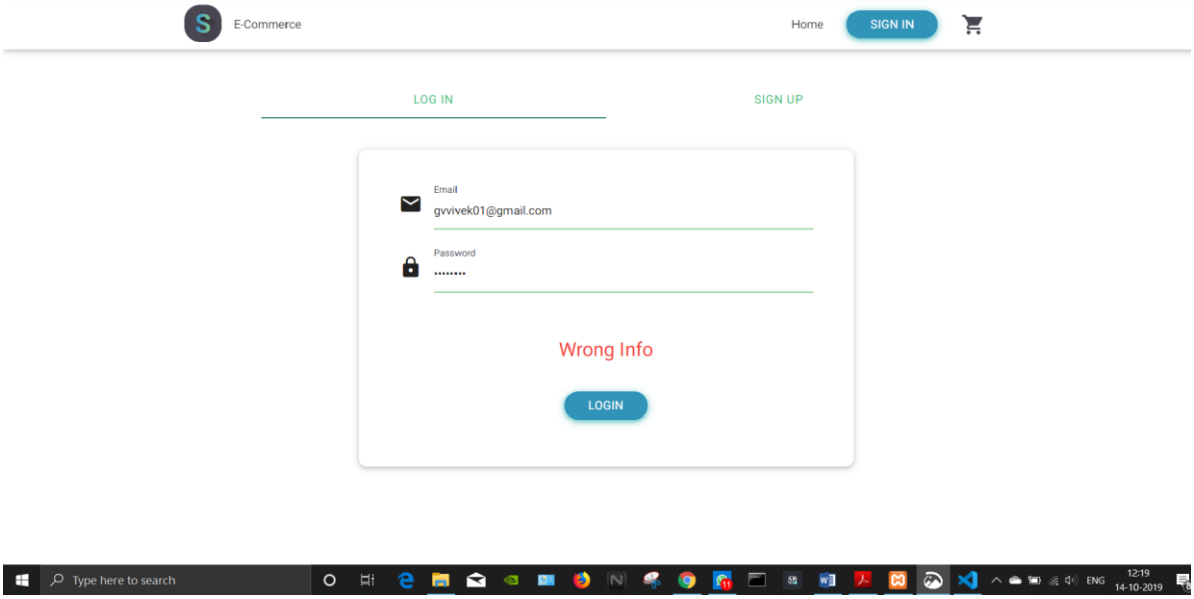
```
        <div class="col s12 m10 ">
          <div class="container content">
            <div class="center-align">
              <button class="button-rounded btn-large waves-effect waves-
light">Products</button>
            </div>
          <div class="row">
            <?php

            $page = isset($_GET['page']) ? (int)$_GET['page'] : 1;
            $perpage = isset($_GET['per-page']) && $_GET['per-
page'] <= 16 ? (int)$_GET['per-page'] : 16;

            $start = ($page > 1) ? ($page * $perpage) - $perpage : 0;

            $queryproduct = "SELECT SQL_CALC_FOUND_ROWS id, name, price, id_pict
ure, thumbnail FROM product WHERE id_category = '{$id_category}' ORDER BY id DESC
LIMIT {$start}, 16";
            $result = $connection->query($queryproduct)


$total = $connection->query("SELECT FOUND_ROWS() as total")-
>fetch_assoc()['total'];
             $pages = ceil($total / $perpage);if
              ($result->num_rows > 0) {
              while($rowproduct = $result->fetch_assoc()) {
                $id_product = $rowproduct['id'];
                $name_product = $rowproduct['name'];
                $price_product = $rowproduct['price'];
                $id_pic = $rowproduct['id_picture'];
                $thumbnail_product = $rowproduct['thumbnail'];

              ?>
```

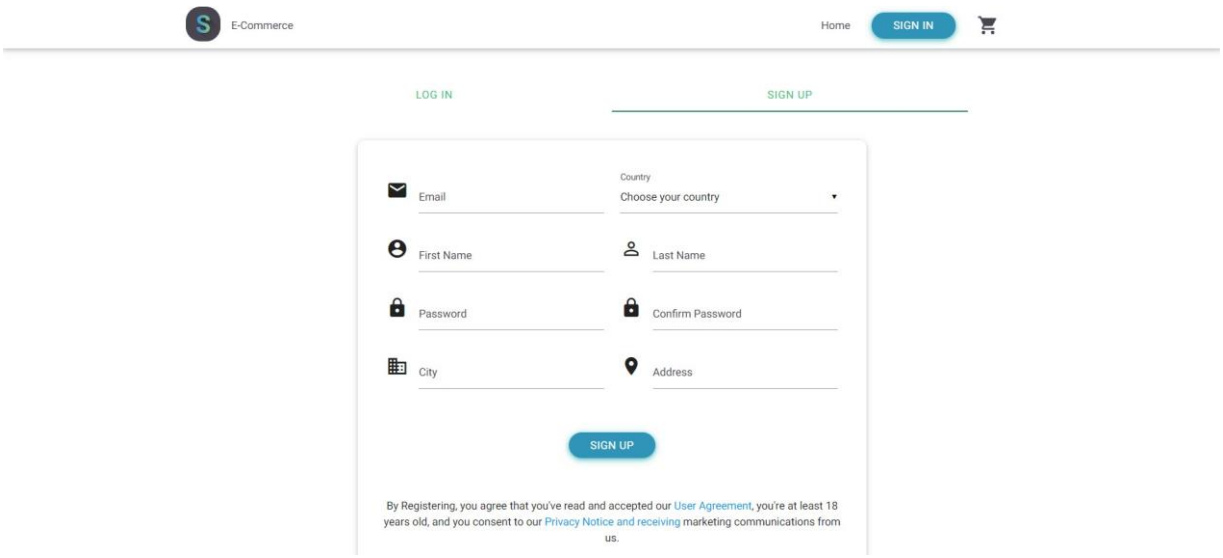
```
$total = $connection->query("SELECT FOUND_ROWS() as total")-
 >fetch_assoc()['total'];
                $pages = ceil($total / $perpage);if
                 ($result->num_rows > 0) {
                 while($rowproduct = $result->fetch_assoc()) {
                    $id_product = $rowproduct['id'];
                    $name_product = $rowproduct['name'];
                    $price_product = $rowproduct['price'];
                    $id_pic = $rowproduct['id_picture'];
                    $thumbnail_product = $rowproduct['thumbnail'];

                 ?>

                      <div class="col s12 m4">
                        <div class="card hoverable animated slideInUp wow">
                          <div class="card-image">
                              <a href="product.php?id=<?= $id_product; ?>">
                                 <img src="products/<?= $thumbnail_product; ?>"></a>
                              <span class="card-title blue-
 text"><?= $name_product; ?></span>
                              <a href="product.php?id=<?= $id_product; ?>" class="btn-
 floating halfway-fab waves-effect waves-light right"><i class="material- icons">add</i></a>
                          </div>
                          <div class="card-action">
                            <div class="container-fluid">
                               <h5 class="white-text"><?= $price_product; ?> $</h5>
                            </div>
                          </div>
                        </div>
                      </div>
                    <?php }} ?>

                    </div>
                      <div class="center-align animated slideInUp wow">
```

```
                    <ul class="pagination <?php if($total<15){echo "hide";} ?>">
                    <li class="<?php if($page == 1){echo 'hide';} ?>"><a href="?
page=<?php echo $page-1; ?>&per-page=15"><i class="material-
icons">chevron_left</i></a></li>
                    <?php for ($x=1; $x <= $pages; $x++) : $y = $x;?>

                        <li class="waves-
effect pagina <?php if($page === $x){echo 'active';} elseif($page <  ($x +1)OR $page > ($x
+1)){echo'hide';} ?>"><a href="?page=<?php echo $x; ?>&per- page=15" ><?php echo $x;
?></a></li>

                    <?php endfor; ?>
                    <li class="<?php if($page == $y){echo 'hide';} ?>"><a href="
?page=<?php echo $page+1; ?>&per-page=15"><i class="material-
icons">chevron_right</i></a></li>
                </ul>
                </div>
            </div>

        </div>

    </div>
</div>

  <?php
    require 'includes/secondfooter.php';
    require 'includes/footer.php';
```

4. Log in/Log out and Sign up:







Code:

```
<?php
session_start();
if (!isset($_SESSION['logged_in'])) {
        $nav ='includes/nav.php';
}
elseif($_SESSION['logged_in'] == 'True') {
    header('Location: index');
}

else{
    $nav ='includes/navconnected.php';
    $idsess = $_SESSION['id'];
}
error_reporting(0);

  require 'includes/header.php';
  require $nav; ?>

<div class="container-fluid center-align sign">
    <div class="container">

    <div class="row">
```

```
      <div class="col s12">
          <ul class="tabs">
            <li class="tab col s3"><a class="active" href="#test1">Log In</a></li>
            <li class="tab col s3"><a   href="#test2">Sign Up</a></li>
          </ul>
     </div>

<div class="container forms">
  <div class="row">

<div id="test2" class="col s12 left-align">
        <div class="card">
          <div class="row">

      <form class="col s12" method="POST" enctype="multipart/form-data">
```

```
        <div class="row">

          <div class="input-field col s6">
            <i class="material-icons prefix">email</i>
            <input id="icon_prefix" type="text" name="email" class="validate" re
quired>
            <label for="icon_prefix">Email</label>
          </div>

          <div class="input-field col s6">
            <select class="icons" name="country">
        <option value="" disabled selected>Choose your country</option>
        <option value="Morocco">Morocco</option>
        <option value="Egypt">Egypt</option>
        <option value="Algeria">Algeria</option>
      </select>
      <label>Country</label>
          </div>

          <div class="input-field col s6">
            <i class="material-icons prefix">account_circle</i>
            <input id="icon_prefix" type="text" name="firstname" class="validate"
required>
            <label for="icon_prefix">First Name</label>
          </div>

          <div class="input-field col s6">
            <i class="material-icons prefix">perm_identity</i>
            <input id="icon_prefix" type="text" name="lastname" class="validate"required>
            <label for="icon_prefix">Last Name</label>
          </div>

          <div class="input-field col s6">
            <i class="material-icons prefix">lock</i>
```

```
            <input id="icon_prefix" type="password" name="password" class="validate
value1" required>
            <label for="icon_prefix">Password</label>
          </div>

          <div class="input-field col s6">
            <i class="material-icons prefix">lock</i>
            <input id="icon_prefix" type="password" name="confirmation" class="validate
value2" required>
            <label for="icon_prefix">Confirm Password</label>
          </div>

          <div class="input-field col s6">
            <i class="material-icons prefix">business</i>
            <input id="icon_prefix" type="text" name="city" class="validate"
required>
            <label for="icon_prefix">City</label>
          </div>

          <div class="input-field col s6 meh">
            <i class="material-icons prefix">location_on</i>
```

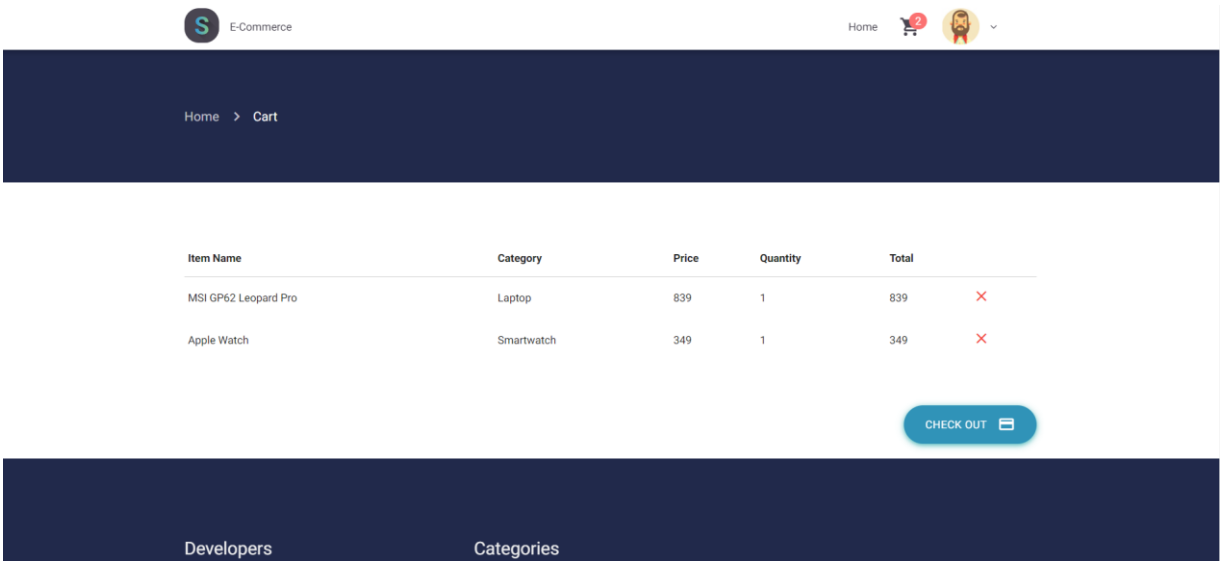
```
                <input id="icon_prefix" type="text" name="address" class="validate"
required>
                <label for="icon_prefix">Address</label>
            </div>

<?php require 'includes/signupconfirmation.php'; ?>
                <div class="center-align">
                    <button type="submit" id="confirmed" name="signup" class="btnmeh
button-rounded waves-effect waves-light ">Sign up</button>
                </div>

                <p>By Registering, you agree that you've read and accepted our <a
href="">User Agreement</a>,
                    you're at least 18 years old, and you consent to our <a href="">Privacy
Notice and receiving</a>
                    marketing communications from us.</p>
          </div>
       </form>
    </div>
        </div>
        </div>
          <div id="test1" class="col s12 left-align">

            <div class="card">
               <div class="row">
            <form class="col s12" method="POST">

                <div class="input-field col s12">
                   <i class="material-icons prefix">email</i>
                   <input id="icon_prefix" type="text" name="emaillog"
class="validate">
                   <label for="icon_prefix">Email</label>
                </div>
                <div class="input-field col s12 meh">
                   <i class="material-icons prefix">lock</i>
```

```
                    <input id="icon_prefix" type="password" name="passworddb"
class="validate">
                    <label for="icon_prefix">Password</label>
                </div>

                <?php require 'includes/loginconfirmation.php';?>
                    <div class="center-align">
                        <button type="submit" name="login" class="btn button-
rounded waves-effect waves-light ">Login</button>
                    </div>
            </form>
        </div>
            </div>

          </div>
          </div>
          </div>
     </div>
   </div>
</div>
   <?php require 'includes/footer.php'; ?>
```

Log out:

```
<?php
session_start();
session_destroy();
header('Location: ../index');

 ?>
```

- **Cart:**



Code:

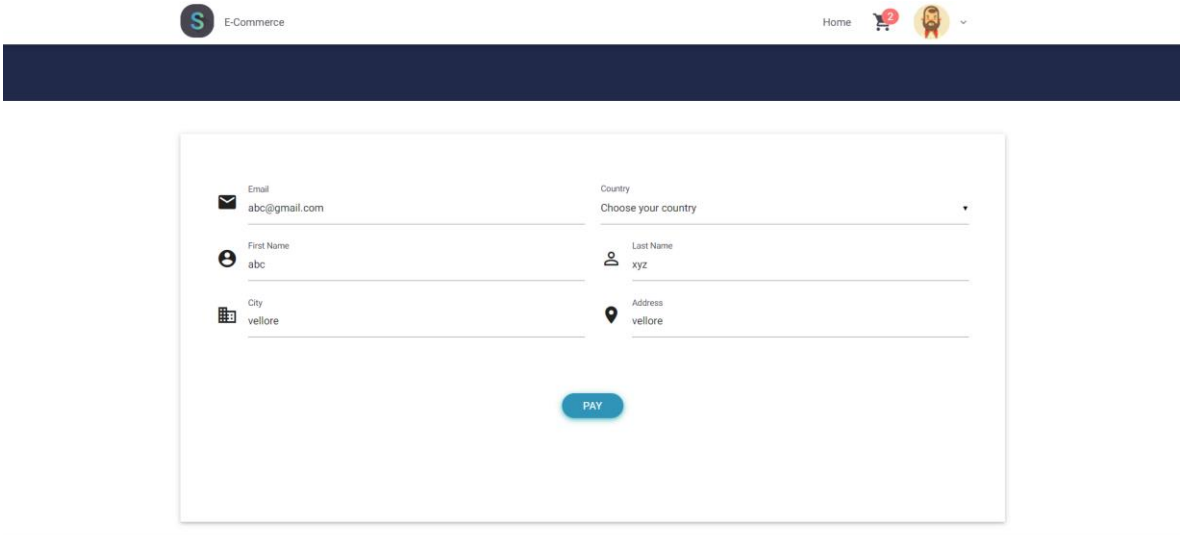
```
<?php
session_start();

if ($_SESSION['item'] < 1 OR !isset($_SESSION['logged_in'])) {
      header('Location: sign');
}

else {
   $nav ='includes/navconnected.php';
   $idsess = $_SESSION['id'];
```

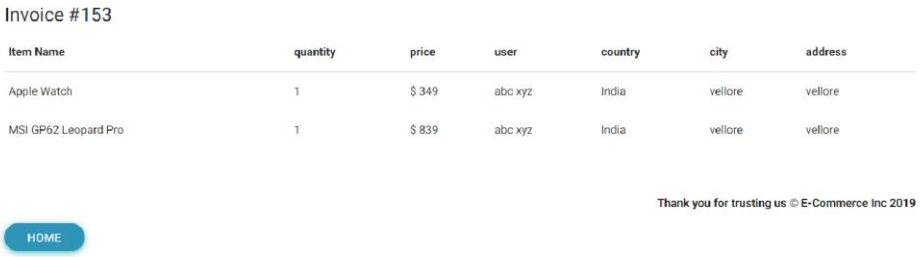
```
}
 require 'includes/header.php';
 require $nav;?>
 <div class="container-fluid product-page">
    <div class="container current-page">
        <nav>
            <div class="nav-wrapper">
                <div class="col s12">
                 <a href="index" class="breadcrumb">Home</a>
                 <a href="cart" class="breadcrumb">Cart</a>
              </div>
           </div>
```

```
</nav>
        </div>
      </div>
      <div class="container scroll info">
        <table class="highlight">
            <thead>
              <tr>
                    <th data-field="name">Item Name</th>
                    <th data-field="category">Category</th>
                    <th data-field="price">Price</th>
                    <th data-field="quantity">Quantity</th>
                    <th data-field="total">Total</th>
              </tr>
            </thead>
            <tbody>
              <?php
                include 'db.php';
              //get products
              $queryproduct = "SELECT product.name as 'name',
              product.id as 'id', product.price as 'price',
              category.name as 'category', command.id_user, command.statut,
              command.quantity as 'quantity'
 FROM category, product, command
 WHERE command.id_product = product.id AND product.id_category = category.id AND
 command.statut = 'ordered'";
              $result1 = $connection->query($queryproduct);if
              ($result1->num_rows > 0) {
              // output data of each row
              while($rowproduct = $result1->fetch_assoc()) {
                $id_productdb = $rowproduct['id'];
                $name_product = $rowproduct['name'];
                $category_product = $rowproduct['category'];
                $quantity_product = $rowproduct['quantity'];
                $price_product = $rowproduct['price'];
                ?>
```

```
                <tr>
                    <td><?= $name_product; ?></td>
                    <td><?= $category_product; ?></td>
                    <td><?= $price_product; ?></td>
                    <td><?= $quantity_product; ?></td>
                    <td><?= $price_product*$quantity_product; ?></td>
                    <td><a href="deletecommand.php?id=<?= $id_productdb; ?>"><i class=
"material-icons red-text">close</i></a></td>
                </tr>
            <?php }}?>
            </tbody>
        </table>
        <div class="right-align">
            <a href="checkout"
            class='btn-large button-rounded waves-effect waves-light'> Check out <i
                class="material-icons right">payment</i></a>
        </div>
    </div>
    <?php
      require 'includes/secondfooter.php';require
      'includes/footer.php'; ?>
```

- **Check Out:**





Code:

```
<?php
session_start();

if (!isset($_SESSION['logged_in']) && !isset($_SESSION['item'])) {
      header('Location: sign');
}

elseif($_SESSION['item'] < 1){
   header('Location: index');
}
else {
   $nav ='includes/navconnected.php';
   $idsess = $_SESSION['id'];
```

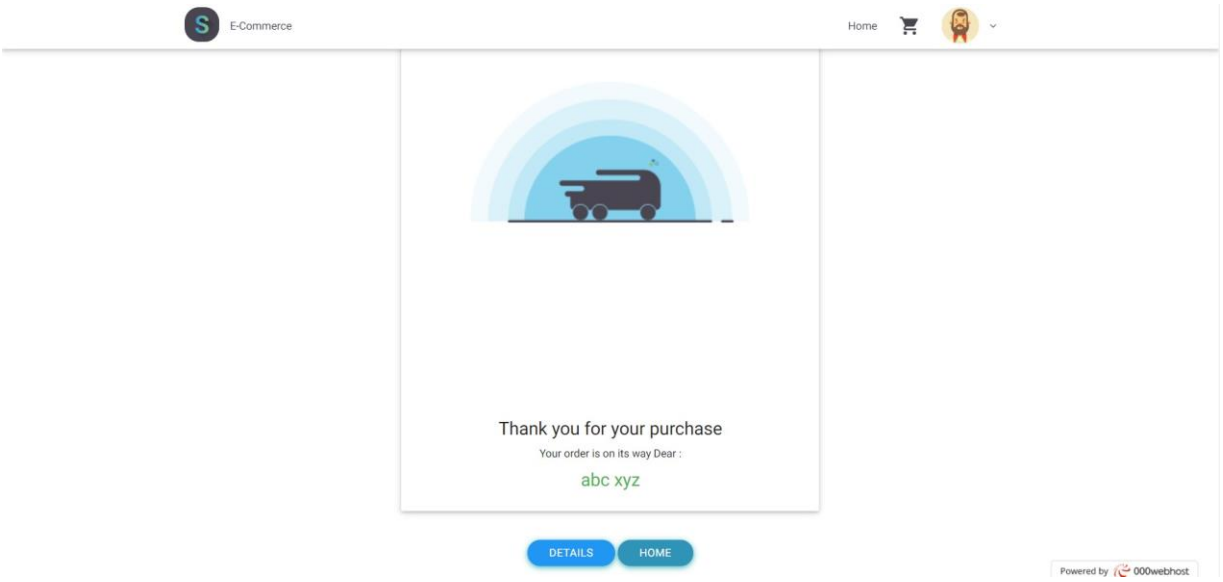
```
    $email_sess = $_SESSION['email'];
    $country_sess = $_SESSION['country'];
    $firstname_sess = $_SESSION['firstname'];
    $lastname_sess = $_SESSION['lastname'];
    $city_sess = $_SESSION['city'];
    $address_sess = $_SESSION['address'];
}
```

```
 require 'includes/header.php';
 require $nav;?>
 <div class="container-fluid product-page">
    <div class="container current-page">
        <nav>
            <div class="nav-wrapper">
               <div class="col s12">
                <a href="index" class="breadcrumb">Home</a>
                <a href="cart" class="breadcrumb">Cart</a>
                <a href="checkout" class="breadcrumb">Checkout</a>
              </div>
            </div>
        </nav>
     </div>
    </div>

<div class="container checkout">
      <div class="card pay">
        <form method="post" action="final">
           <div class="row">

                <div class="input-field col s6">
                   <i class="material-icons prefix">email</i>
                   <input id="icon_prefix" type="text" name="email" value='<?= $email_sess;
?>' class="validate" required>
                   <label for="icon_prefix">Email</label>
                </div>

                <div class="input-field col s6">
                   <select class="icons" name="country" value="<?= $country_sess; ?
>">
              <option value=""   disabled selected>Choose your country</option>
              <option value="Morocco">Morocco</option>
              <option value="Egypt">Egypt</option>
```

```
<            on value="Algeria">Algeria</option>
o        </select>
p        <label>Country</label>
ti            </div>

                <div class="input-field col s6">
                  <i class="material-icons prefix">account_circle</i>
                  <input id="icon_prefix" type="text" name="firstname" value='<?=
$firstname_sess; ?>' class="validate" required>
                  <label for="icon_prefix">First Name</label>
                </div>

                <div class="input-field col s6">
                  <i class="material-icons prefix">perm_identity</i>
                  <input id="icon_prefix" type="text" name="lastname" value='<?= $
lastname_sess; ?>' class="validate" required>
                  <label for="icon_prefix">Last Name</label>
                </div>

                <div class="input-field col s6">
                  <i class="material-icons prefix">business</i>
```

```
                    <input id="icon_prefix" type="text" value='<?= $city_sess; ?>' name="city"
class="validate" required>
                    <label for="icon_prefix">City</label>
                </div>

                <div class="input-field col s6 meh">
                    <i class="material-icons prefix">location_on</i>
                    <input id="icon_prefix" type="text" value='<?= $address_sess; ?>'
name="address" class="validate" required>
                    <label for="icon_prefix">Address</label>
                </div>

                    <div class="center-align">
                        <button type="submit" id="confirmed" name="pay" class="btnmeh
 button-rounded waves-effect waves-light ">Pay</button>
                    </div>
            </div>
        </form>
    </div>
</div>

 <?php require 'includes/footer.php'; ?>
```

- **Order Confirmation:**



Code:

```
<?php
   session_start();

 if (!isset($_SESSION['logged_in']) && !isset($_POST['pay'])) {
        header('Location: sign');
 }

 if (isset($_POST['pay'])) {
      include 'db.php';
      $querycmd ="SELECT product.
```

```
                    product.name as 'product',
                    product.price as 'price',

                    command.id as 'idcmd',
                    command.id_product,
                    command.quantity as 'quantity',
                    command.statut, command.id_user
                    as 'iduser',

                    users.id

                    FROM product, command, users
                    WHERE product.id = command.id_product AND users.id = co
mmand.id_user       AND command.id_user = '{$_SESSION['id']}' AND command.s

tatut = 'ordered'";
```

```
$resultcmd = $connection->query($querycmd);
if($resultcmd->num_rows > 0){
   while ($rowcmd = $resultcmd->fetch_assoc()) {
         $productcmd = $rowcmd['product'];
         $quantitycmd = $rowcmd['quantity'];
         $pricecmd = $rowcmd['price'];
         $idcmd = $rowcmd['idcmd'];
         $firstnamecmd = $_POST['firstname'];
         $lastnamecmd = $_POST['lastname'];
         $countrycmd = $_POST['country'];
         $citycmd = $_POST['city'];
         $addresscmd = $_POST['address'];

         $idusercmd = $rowcmd['iduser'];

$price = $pricecmd * $quantitycmd;
$fullname = $firstnamecmd . " " . $lastnamecmd ;

$query_details = "INSERT INTO details_command(product,
quantity, price, id_command,id_user,
```

```
                        product.name as 'product',
                        product.price as 'price',

                        command.id as 'idcmd',
                        command.id_product,
                        command.quantity as 'quantity',
                        command.statut, command.id_user
                        as 'iduser',

                        users.id

                        FROM product, command, users
                        WHERE product.id = command.id_product AND users.id = co
mmand.id_user           AND command.id_user = '{$_SESSION['id']}' AND command.s

tatut = 'ordered'";

    $resultcmd = $connection->query($querycmd);
    if($resultcmd->num_rows > 0){
       while ($rowcmd = $resultcmd->fetch_assoc()) {
            $productcmd = $rowcmd['product'];
            $quantitycmd = $rowcmd['quantity'];
            $pricecmd = $rowcmd['price'];
            $idcmd = $rowcmd['idcmd'];
            $firstnamecmd = $_POST['firstname'];
            $lastnamecmd = $_POST['lastname'];
            $countrycmd = $_POST['country'];
            $citycmd = $_POST['city'];
            $addresscmd = $_POST['address'];

            $idusercmd = $rowcmd['iduser'];

    $price = $pricecmd * $quantitycmd;
    $fullname = $firstnamecmd . " " . $lastnamecmd ;
```

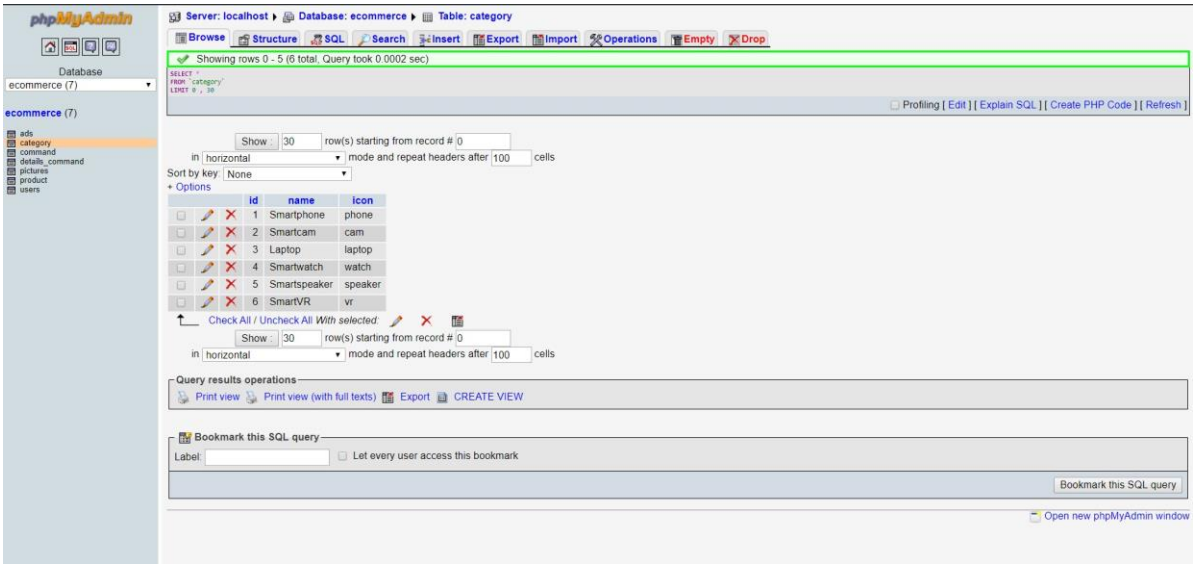
```
$query_details = "INSERT INTO details_command(product,
                                                quantity,
                                                price,
                                                id_command
                                                ,id_user,
                                                user,
                                                address,
                                                country, city,
                                                statut) VALUES('$productcmd'
,
                                                        '$quantitycmd',
                                                        '$price',
                                                        '$idcmd',
                                                        '$idusercmd',
                                                        '$fullname',
                                                        '$addresscmd',
                                                        '$countrycmd',
                                                        '$citycmd',
                                                        'ready')";
$resultdetails = $connection->query($query_details);
```

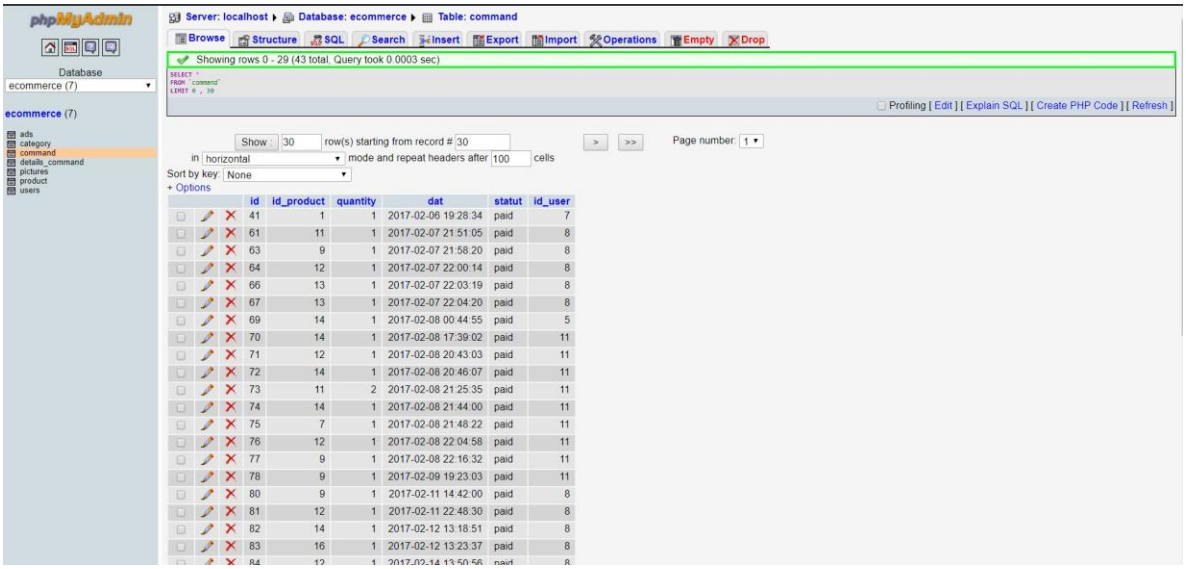
```
      $querypay = "UPDATE command SET statut = 'paid' WHERE id_user = '{$_SESSIO
N['id']}' AND statut = 'ordered'";
      $resultpay = mysqli_query($connection, $querypay);
   }
}
      unset($_SESSION["item"]);

    $nav ='includes/navconnected.php';
    $idsess = $_SESSION['id'];

    $email_sess = $_SESSION['email'];
    $country_sess = $_SESSION['country'];
    $firstname_sess = $_SESSION['firstname'];
    $lastname_sess = $_SESSION['lastname'];
    $city_sess = $_SESSION['city'];
    $address_sess = $_SESSION['address'];
 }

  require 'includes/header.php';
  require $nav;?>
  <div class="container-fluid product-page">
     <div class="container current-page">
          <nav>
              <div class="nav-wrapper">
                 <div class="col s12">
                  <a href="index" class="breadcrumb">Home</a>
                  <a href="cart" class="breadcrumb">Cart</a>
                  <a href="checkout" class="breadcrumb">Checkout</a>
                  <a href="final" class="breadcrumb">Thank you</a>
                </div>
             </div>
          </nav>
       </div>
     </div>
```

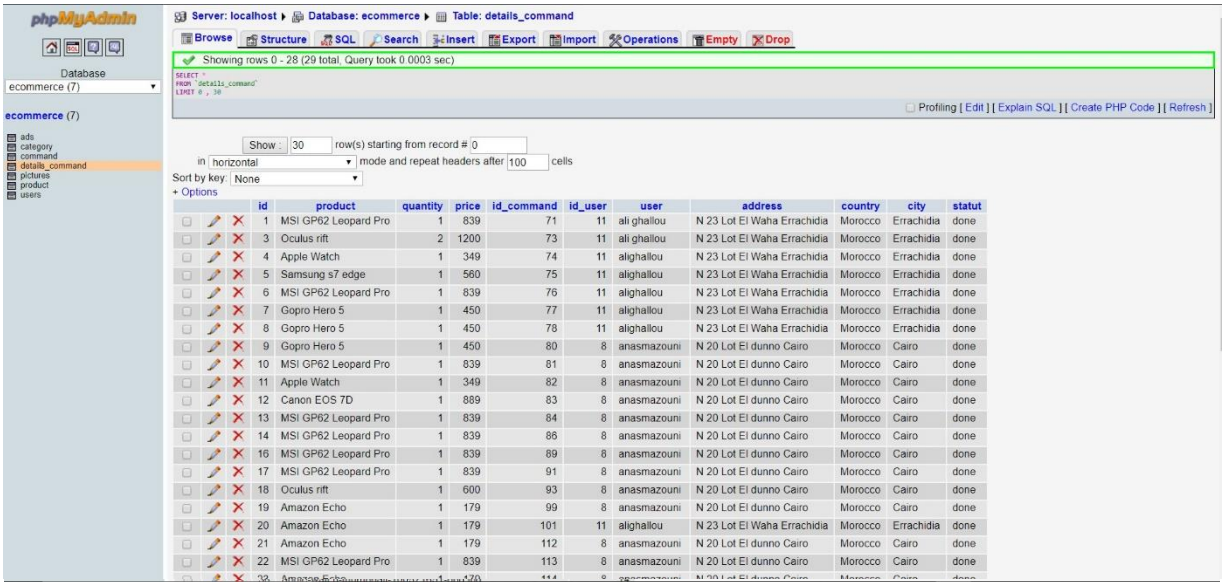
```
<div class="container thanks">
    <div class="row">
        <div class="col s12 m3">

        </div>
  <div class="col s12 m6">
  <div class="card center-align">
     <div class="card-image">
       <img src="src/img/thanks.png" class="responsive-img" alt="">
     </div>
     <div class="card-content center-align">
       <h5>Thank you for your purchase</h5>
       <p>Your order is on its way Dear : <h5 class="green-
text"><?php echo"$firstname_sess". " " . "$lastname_sess";  ?></h5></p>
     </div>
   </div>

   <div class="center-align">
```

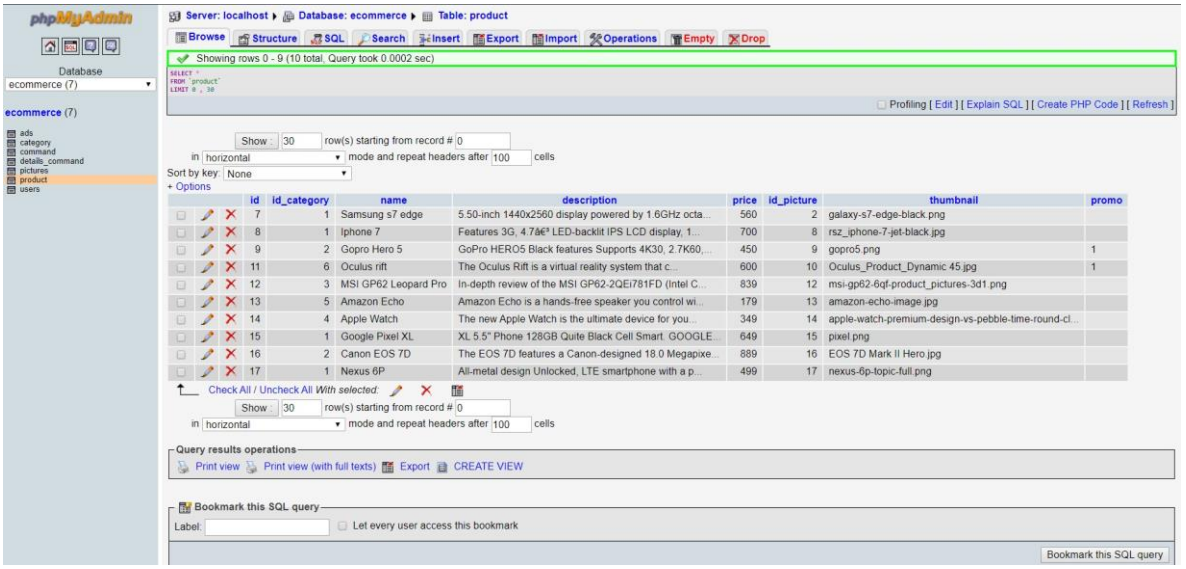
```
    <a href="details.php" class="button-rounded blue btn waves-effects waves-
light">Details</a>
    <a href="index" class="button-rounded btn waves-effects waves-light">Home</a>
   </div>
  </div>
  <div class="col s12 m3">

  </div>
 </div>
</div>

   <?php require 'includes/footer.php'; ?>
```

Database:


phpMyAdmin
Server: localhost ▸ Database: ecommerce ▸ Table: category
Browse Structure SQL Search Insert Export Import Operations Empty Drop
Showing rows 0 - 5 (6 total, Query took 0.0002 sec)
SELECT *
FROM `category`
LIMIT 0 , 30
Profiling [Edit] [Explain SQL] [Create PHP Code] [Refresh]
Database
ecommerce (7)
ecommerce (7)
ads
category
command
details_command
pictures
product
users
Show : 30 row(s) starting from record # 0
in horizontal mode and repeat headers after 100 cells
Sort by key: None
+ Options
id name icon
1 Smartphone phone
2 Smartcam cam
3 Laptop laptop
4 Smartwatch watch
5 Smartspeaker speaker
6 SmartVR vr
Check All / Uncheck All With selected:
Query results operations
Print view Print view (with full texts) Export CREATE VIEW
Bookmark this SQL query
Label:
Let every user access this bookmark
Bookmark this SQL query
Open new phpMyAdmin window


phpMyAdmin
Server: localhost ▸ Database: ecommerce ▸ Table: command
Browse Structure SQL Search Insert Export Import Operations Empty Drop
Showing rows 0 - 29 (43 total, Query took 0.0003 sec)
SELECT *
FROM `command`
LIMIT 0 , 30
Profiling [Edit] [Explain SQL] [Create PHP Code] [Refresh]
Database
ecommerce (7)
ecommerce (7)
ads
category
command
details_command
pictures
product
users
Show : 30 row(s) starting from record # 30
in horizontal mode and repeat headers after 100 cells
Page number: 1
Sort by key: None
+ Options
id id_product quantity dat statut id_user
41 1 1 2017-02-06 19:28:34 paid 7
61 11 1 2017-02-07 21:51:05 paid 8
63 9 1 2017-02-07 21:58:20 paid 8
64 12 1 2017-02-07 22:00:14 paid 8
66 13 1 2017-02-07 22:03:19 paid 8
67 13 1 2017-02-07 22:04:20 paid 8
69 14 1 2017-02-08 00:44:55 paid 5
70 14 1 2017-02-08 17:39:02 paid 11
71 12 1 2017-02-08 20:43:03 paid 11
72 14 1 2017-02-08 20:46:07 paid 11
73 11 2 2017-02-08 21:25:35 paid 11
74 14 1 2017-02-08 21:44:00 paid 11
75 7 1 2017-02-08 21:48:22 paid 11
76 12 1 2017-02-08 22:04:58 paid 11
77 9 1 2017-02-08 22:16:32 paid 11
78 9 1 2017-02-09 19:23:03 paid 11
80 9 1 2017-02-11 14:42:00 paid 8
81 12 1 2017-02-11 22:48:30 paid 8
82 14 1 2017-02-12 13:18:51 paid 8
83 16 1 2017-02-12 13:23:37 paid 8


phpMyAdmin
Server: localhost ▸ Database: ecommerce ▸ Table: details_command
Browse Structure SQL Search Insert Export Import Operations Empty Drop
Showing rows 0 - 28 (29 total, Query took 0.0003 sec)
SELECT *
FROM `details_command`
LIMIT 0 , 30
Profiling [Edit] [Explain SQL] [Create PHP Code] [Refresh]
Database
ecommerce (7)
ecommerce (7)
ads
category
command
details_command
pictures
product
users
Show : 30 row(s) starting from record # 0
in horizontal mode and repeat headers after 100 cells
Sort by key: None
+ Options
id product quantity price id_command id_user user address country city statut
1 MSI GP62 Leopard Pro 1 839 71 11 ali ghallou N 23 Lot El Waha Errachidia Morocco Errachidia done
3 Oculus rift 2 1200 73 11 ali ghallou N 23 Lot El Waha Errachidia Morocco Errachidia done
4 Apple Watch 1 349 74 11 alighallou N 23 Lot El Waha Errachidia Morocco Errachidia done
5 Samsung s7 edge 1 560 75 11 alighallou N 23 Lot El Waha Errachidia Morocco Errachidia done
6 MSI GP62 Leopard Pro 1 839 76 11 alighallou N 23 Lot El Waha Errachidia Morocco Errachidia done
7 Gopro Hero 5 1 450 77 11 alighallou N 23 Lot El Waha Errachidia Morocco Errachidia done
8 Gopro Hero 5 1 450 78 11 alighallou N 23 Lot El Waha Errachidia Morocco Errachidia done
9 Gopro Hero 5 1 450 80 8 anasmazouni N 20 Lot El dunno Cairo Morocco Cairo done
10 MSI GP62 Leopard Pro 1 839 81 8 anasmazouni N 20 Lot El dunno Cairo Morocco Cairo done
11 Apple Watch 1 349 82 8 anasmazouni N 20 Lot El dunno Cairo Morocco Cairo done
12 Canon EOS 7D 1 889 83 8 anasmazouni N 20 Lot El dunno Cairo Morocco Cairo done
13 MSI GP62 Leopard Pro 1 839 84 8 anasmazouni N 20 Lot El dunno Cairo Morocco Cairo done
14 MSI GP62 Leopard Pro 1 839 86 8 anasmazouni N 20 Lot El dunno Cairo Morocco Cairo done
16 MSI GP62 Leopard Pro 1 839 89 8 anasmazouni N 20 Lot El dunno Cairo Morocco Cairo done
17 MSI GP62 Leopard Pro 1 839 91 8 anasmazouni N 20 Lot El dunno Cairo Morocco Cairo done
18 Oculus rift 1 600 93 8 anasmazouni N 20 Lot El dunno Cairo Morocco Cairo done
19 Amazon Echo 1 179 99 8 anasmazouni N 20 Lot El dunno Cairo Morocco Cairo done
20 Amazon Echo 1 179 101 11 alighallou N 23 Lot El Waha Errachidia Morocco Errachidia done
21 Amazon Echo 1 179 112 8 anasmazouni N 20 Lot El dunno Cairo Morocco Cairo done
22 MSI GP62 Leopard Pro 1 839 113 8 anasmazouni N 20 Lot El dunno Cairo Morocco Cairo done

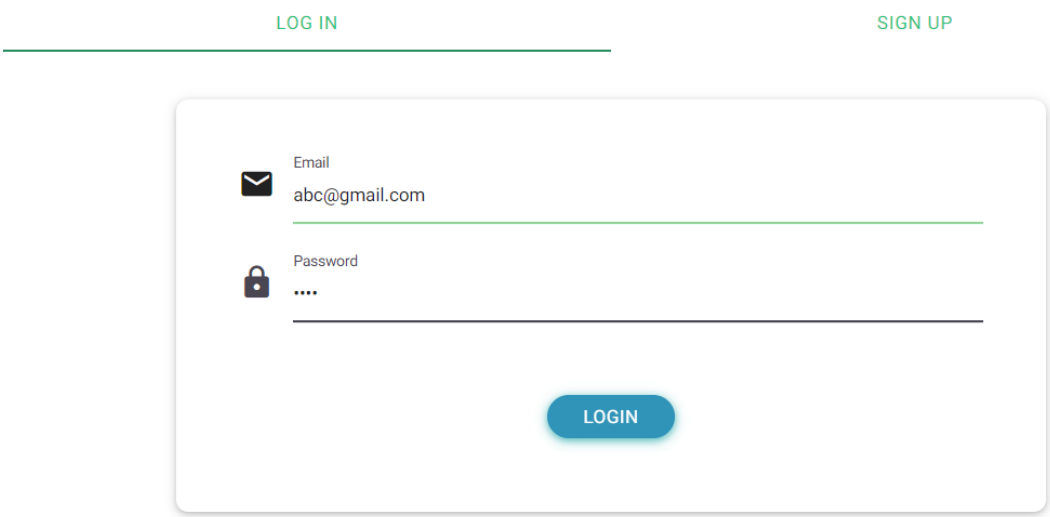

phpMyAdmin
Server: localhost ▸ Database: ecommerce ▸ Table: product
Browse Structure SQL Search Insert Export Import Operations Empty Drop
Showing rows 0 - 9 (10 total, Query took 0.0002 sec)
SELECT *
FROM `product`
LIMIT 0 , 30
Profiling [Edit] [Explain SQL] [Create PHP Code] [Refresh]
Database
ecommerce (7)
ecommerce (7)
ads
category
command
details_command
pictures
product
users
Show : 30 row(s) starting from record # 0
in horizontal mode and repeat headers after 100 cells
Sort by key: None
+ Options
id id_category name description price id_picture thumbnail promo
7 1 Samsung s7 edge 5.50-inch 1440x2560 display powered by 1.6GHz octa... 560 2 galaxy-s7-edge-black.png
8 1 Iphone 7 Features 3G, 4.7â€³ LED-backlit IPS LCD display, 1... 700 8 rsz_iphone-7-jet-black.jpg
9 2 Gopro Hero 5 GoPro HERO5 Black features Supports 4K30, 2.7K60,... 450 9 gopro5.png 1
11 6 Oculus rift The Oculus Rift is a virtual reality system that c... 600 10 Oculus_Product_Dynamic 45.jpg 1
12 3 MSI GP62 Leopard Pro In-depth review of the MSI GP62-2QEi781FD (Intel C... 839 12 msi-gp62-6qf-product_pictures-3d1.png
13 5 Amazon Echo Amazon Echo is a hands-free speaker you control wi... 179 13 amazon-echo-image.jpg
14 4 Apple Watch The new Apple Watch is the ultimate device for you... 349 14 apple-watch-premium-design-vs-pebble-time-round-cl...
15 1 Google Pixel XL XL 5.5" Phone 128GB Quite Black Cell Smart GOOGLE... 649 15 pixel.png
16 2 Canon EOS 7D The EOS 7D features a Canon-designed 18.0 Megapixe... 889 16 EOS 7D Mark II Hero.jpg
17 1 Nexus 6P All-metal design Unlocked, LTE smartphone with a p... 499 17 nexus-6p-topic-full.png
Check All / Uncheck All With selected:
Show : 30 row(s) starting from record # 0
in horizontal mode and repeat headers after 100 cells
Query results operations
Print view Print view (with full texts) Export CREATE VIEW
Bookmark this SQL query
Label:
Let every user access this bookmark
Bookmark this SQL query

Steps to purchase a product:

- **STEP 1:**

  Login

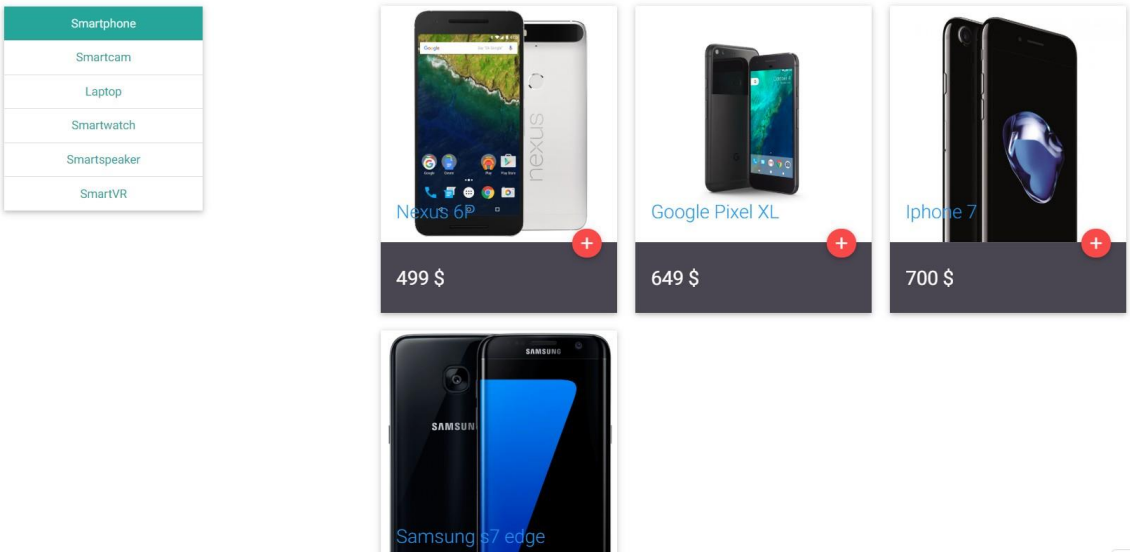
  If you don’t have an account, Sign up.



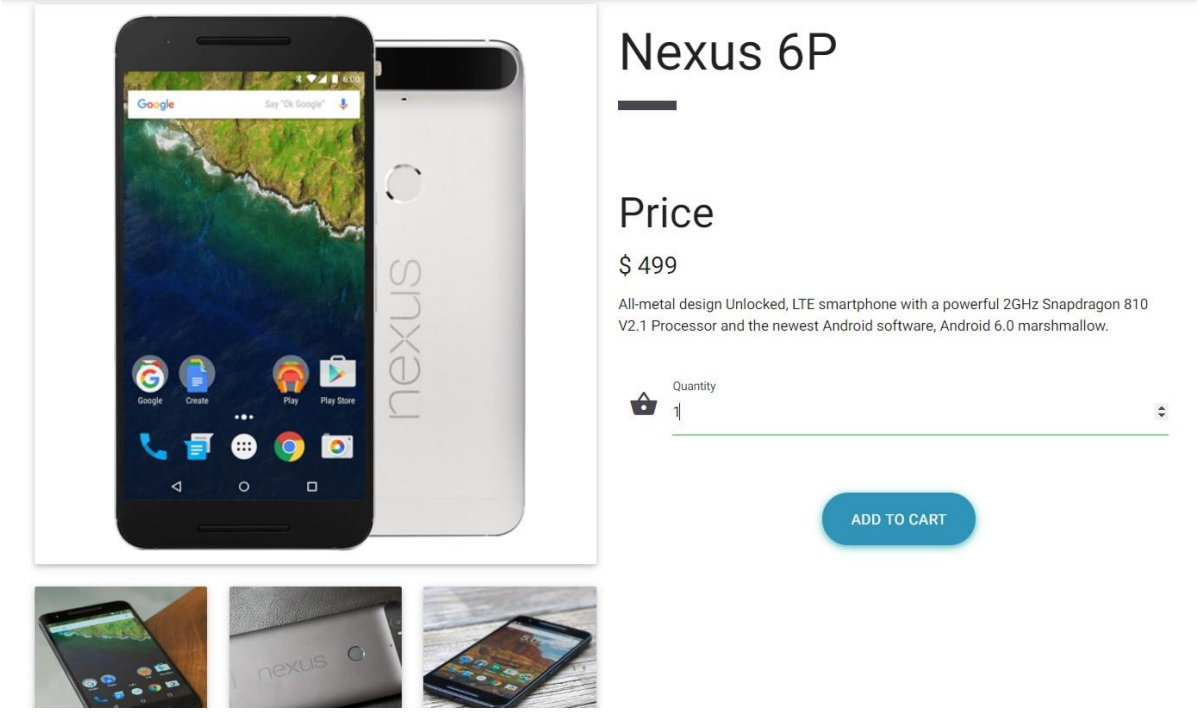
- **STEP 2:**

  Browse the required category and select the item which you want to buy.

  (Click on the “+” Button)



Mention the required quantity and Click on ADD TO CART

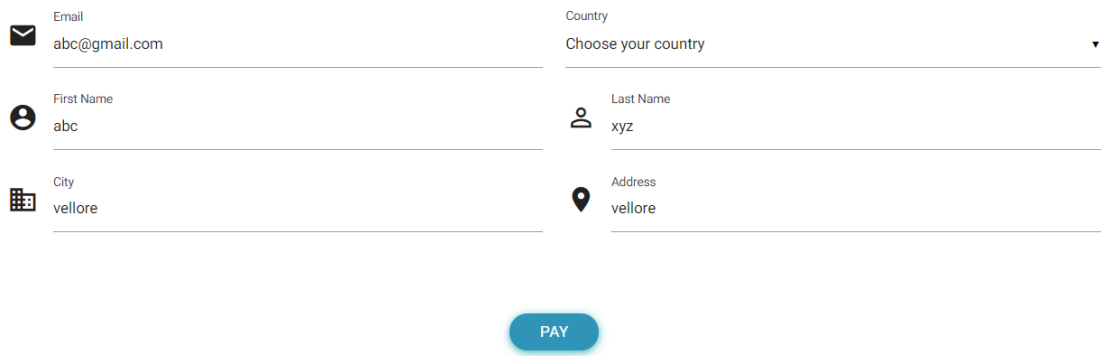


- **STEP 3:**

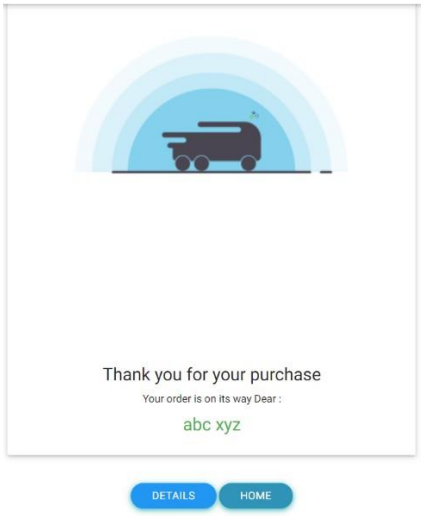
Click on  button.

Click on “CHECK OUT”

- **STEP 4:**



Fill-in all the details and click on PAY button, to get the Confirmation.



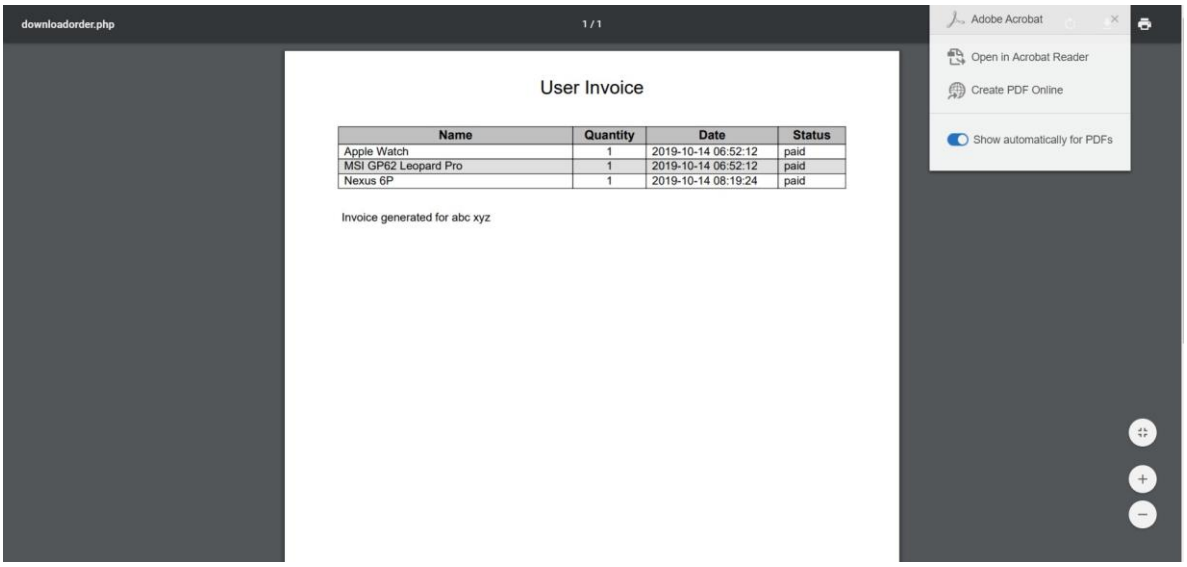
- **STEP 5:**

Congratulations, your order has been placed successfully and you can see the same inthe “Orders” section on the Nav Bar.

Name	Quantity	Date	Status
Apple Watch	1	2019-10-14 06:52:12	paid
MSI GP62 Leopard Pro	1	2019-10-14 06:52:12	paid
Nexus 6P	1	2019-10-14 08:19:24	paid

DOWNLOAD

Click on the DOWNLOAD button to download the order details as pdf.



CONCLUSION

Online shopping is becoming more popular day by day with the increase in the usage of World Wide Web ,Understanding customer's need for online selling has become challenge for marketers. Specially understanding the consumer's attitudes towards online shopping , making improvement in the factors that influence consumers to shop online and working on factors that affect consumers to shop online will help marketers to gain the competitive edge over others. Therefore our study has focused mainly on two research questions.

I) what are factors that influence consumers to shop online and to see what factors are most attractive for online shoppers.

II) ii) Who are online shoppers in terms of demography? We foresee that our findings will give a clear and wide picture to online retailers and will help them understand the specific factors that influence consumers to shop online, so they can build up their strategies to cater online shoppers.

We have also worked on demographic factors of online shoppers, to see a correlation with in demography factors such as Age, occupation and Education; this will also give an insight to online retailers to see the online shopping attitudes within these demographic factors.

The findings that we have gained in this research are as follows; starting from preference of buying on daily basis to yearly basis.

The least number of people have preferred to buy on daily and weakly basis, also moderate number

of respond ants have preferred to buy on monthly and yearly basis. Secondly, by considering items preference to shop online with respect to different commodities like travel and leisure, food, electronics, books, apparels and footwear.

People have have shown either least or moderate interest to shop these items online. considering driving factors to online shopping people are more inclined to shop online just because they receive high discounts and product pricing and also variety in product range. More number of people have preferred to shop online as its timesaving and home delivered. Lastly, the type of payment mode preferred by respond ants is some what surprising because more people have preferred cash on delivery whereas, UPI/net banking is preferred least and credit/debit card and mobile wallet are preferred moderately.

These online the results of correlation results of age shows it indicated that elderly people are not so keen to shop on-line. This will help online retailers to make strategies according to different age brackets. The second part of the analysis is done on factors influencing consumers to shop online. From the results we have concluded that the most influencing and attractive factor among four factors particularly the security concerns are very important while shopping online. Last but not least after analyzing the51 respondents, we have found that low price, discount, product pricing, and quality of product and information are also considered to be important factors.

Yes online shopping is pretty popular among the young Indian blood. Many teenagers and bachelors are now using the E-Commerce for fulfilling there shopping desires. Most of them are completely aware of all the pros and cons of online shopping. Graduates are the majority users of E-retail. Cash on delivery remains the best choice for payment followed by Debit and credit cards. Females are marginally more interested in shopping through the internet due too its convenience.

Most users are shopping once or twice a week though the web with spending ranging from rupees 100 to 2500 monthly. With most of the E- retailers selling branded goods and having flexible return policies they are being well trusted by the users. Apparel, footwear and Accessories lead as the most demanded goods online followed by Software and Music. The most visited and trusted sites are Amazon and Flip-kart according to the survey. After this analysis we conclude that India has a huge potential for growth of a multibillion dollar industry of E-Commerce as the top players of the market are having more than 100% growth year on year and their valuations are crossing billions of dollars.

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