

**ITA6003**

**INTERNET AND WEB**

**PROGRAMMING**

**ETH-DIGITAL ASSIGNMENT-1**

**UNDER THE GUIDANCE OF DR. VANITHA M.**

**LITERATURE SURVEY**

**“MCATHALON-ONLINE SPORTS**

**EQUIPMENT STORE”**

SUBMITTED BY

SHUBHADEEP MITRA

20MCA0106(D2, L27+28)

**[1] "Research on Consumer Confidence under the Online Shopping,"**

The convenience brought by the online store is more than a physical store. Therefore, the primary focus of this study is aimed at investigating the factors affecting, and the impacts, of consumer trusts in the overall online purchase process. In this study, the model contains two main levels: the purchase of pre-factors (such as e-commerce brands, safety, etc.), and after the purchase of factors (such as after-sales service, etc.). Through two kinds of levels to explore ways to affect the trust and from the empirical research found that China's current Online Store in the obstacles, to explore how to increase consumer business confidence.

**[2] "Evaluating the effectiveness of online product planning and layout tools in online apparel shopping,"**

In online businesses, each product item has its specific product page where online consumers can adopt different online product planning and layout tools (OPPLTs) to select their most suitable product items. The product page is usually the first page that online shopping agents are directed to. As a result, a product page plays an important role in the success of online businesses. In this

research, the impact of online consumers' perceptions about the usefulness of different OPPLTs on consumers' intention towards online apparel shopping is analyzed. The purpose is to obtain knowledge about the effectiveness of each OPPLT in influencing online consumers' shopping intentions.

[3] "Interactive Online Shopping Innovation,"

With the emergence of smartphones, touchpads, as well as IP TVs, there is a matter of concern to IT professionals. This paper identified the impact of technologies such as RIAs (Rich Internet Applications) and hardware advancements and the fundamental concepts and technical components of interactive online shopping. It presented delineated relationships to smart, touch, mobile device innovations, and depicts how they should integrate into a cross-platform EBusiness enhancement framework.

[4] "Drivers of e-shopping behaviour."

It becomes very convenient for the customer, since he gets the Product delivered at his place with a single click. There are also sites like myntra.com, for example, where one has the facility to exchange the goods if the customer is not satisfied. There are certain

techniques that these Websites keep using to involve the customer more. The entire process when the customer opens a website, navigates through the website and stays there for longer, which in itself helps the Website marketers understand the type of e shopping techniques. The drivers will supposedly keep multiplying with each day as the marketer evolves with each customer experience and tries to enrich the Website to the fullest possible extent. This will therefore contribute to the growth of Online Sales.

[5] "Impact of electronic commerce on the sporting goods market."

In this paper, the status quo of the sporting goods industry is looked upon through research on the current application of e-commerce sporting goods industry and by conducting empirical research on the purchase through e-commerce of sporting goods consumers. E-commerce model analysis is then prepared under the influence factor that many consumers buy sporting goods, and propose targeted marketing strategies.

[6] "Motivation and concerns for online sport consumption."

The purpose of this study in the paper was to propose and test a conceptual model of online sport consumption motivation and concerns when using the Internet for sport information and

shopping. The proposed model consists of five types of motivation (i.e., convenience, information, diversion, socialization, and economic) and four types of concern (i.e., security and privacy, delivery, product quality, and customer service). The results of this study show that online sport consumers have motivation to seek convenience, up-to-date information, diversion, socialization, and economic benefits. This framework can help sport managers effectively segment and target the most viable online sport consumers and position sport products by developing appropriate Web site functions and contents to satisfy the specific needs of online sport consumers.

#### [7] ) Use of META Tags for Internet Documents,

The number of web pages incorporating META tags into HTML coding was determined for web sites linked to the University of Nebraska Agricultural Network Information Center (AgNIC) Plant Science Page. META tags were examined by domain and year of last update using the View/Document Source option on Netscape. The “keywords” META tag was included in coding for 23% of the web pages while 21% had a “description” META tag. The COM domain sites had the highest percentage of pages with META tags. META tag use by year of last update indicated increases in inclusion.

**[8] . "Building an e-commerce website for a traditional retail footwear shop (Es-Store)."**

In this paper the author has developed a web-based platform for Es-Store using technology tools such as HTML (Hypertext Markup Language), PHP (Hypertext Preprocessor), Javascript, Ajax, CSS (Cascading Style Sheet), and MySQL (Structured Query Language). Customers can buy all the products they need from Es-Store Online. Customers can add products to their cart, delete products from the cart and proceed to checkout if they want to make purchases. The website administrator, through a process of authentication and authorization, can be allowed to add and update information on the websites. Administrators can manage all customer orders, receive and reply to all customers emails.

**[9] "E-commerce web application for small business."**

From a developer point of view, study how an e-commerce website works is a compelling, and at the same time, challenging topic. In this project, PHP and MySQL were used to build the back-end system. HTML5, CSS3, JavaScript were used to build the front-end system. In addition, AJAX was also helpful to connect the front-end with the database when necessary. Because of the aiming to

study thoroughly about the code behind an e-commerce web application, this project did not use any frameworks to build the application despite their powerfulness and convenience. It helped in developing and understanding all the necessary languages to build our applications.

[10] "A New PHP Web Application Development Framework Based on MVC Architectural Pattern and Ajax Technology,"

Hypertext Preprocessor (PHP) web application frameworks have become significantly popular in web development, by providing built-in libraries which could help developers to write codes without writing them from scratch. In this paper, author developed a new PHP web application development framework based on the Model View Controller (MVC) architectural pattern and Ajax technology. The framework itself implements Ajax technology with its built-in library.

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THANKING YOU