

SE Mini Project-I Report

On
iBELONG

Submitted in partial fulfillment of the requirement of
University of Mumbai for the Degree of

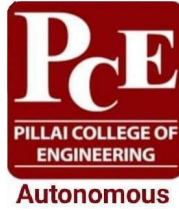
Bachelor of Technology
In
Information Technology

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Academic Year 2022-23



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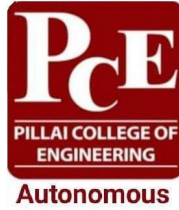
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REPORT APPROVAL

This SE Mini Project-I report entitled “**ECommerce website (customized merchandise)**” by **Naik Shruti Vinod, Panchal Vishal Jitendrakumar, Deokar Rajashree Dhananjay and Katkar Sonali Chintamani** is approved for the degree of **Bachelor of Technology** in **Information Technology**.

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Declaration

We declare that this written submission for SE Mini Project-I Report Declaration entitled “**ECommerce website (customized merchandise)**” represents our ideas in our own words and where others' ideas or words have been included. We have adequately cited and referenced the original sources. We also declared that we have adhere to all principles of academic honesty and integrity and have not misrepresented or fabricated or falsified any ideas / data / fact / source in our submission. We understand that any violation of the above will cause for disciplinary action by the institute and also evoke penal action from the sources which have thus not been properly cited or from whom paper permission has not been taken when needed.

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Abstract

Printed merchandise is a website that has the basic motive of allowing users the freedom of choosing print on their selected merchandise. It is the user-friendly website in which user can search for any merchandise (with size and color of their choice) they want to print on. The image to be printed can be chosen from website library or from device of user itself.

Project includes two modules. first module is the customer module which includes creating personal account, searching products and select print. User can change password as well and its management is taken care by second module which is admin module. Admin monitors whole buying process from keeping record of user to shipment of goods once the payment is done by customer.

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Introduction

E-commerce or electronic commerce allows the buying and selling of goods and services over the internet. It plays an important role in today's high tech era in making the trade more efficient.

There are three main types of E-commerce -

1. Business to Business (B2B) - sale of goods and services limited to business over the internet.
2. Business to Consumer (B2C) - sale of goods and services between business and customer over the internet.
3. Consumer to Consumer (C2C) - sale of goods and services limited to customers over the internet.

E-commerce makes buying and selling process faster .With E-commerce maximum customers can be attracted and customer can have more options of buying the same type of products from multiple sources. It can be useful to both new-born startups and well established big enterprises. Business can be taken on global level. Many luxury brands have seen huge success in e-commerce.

Users can login to website and search for products and buy them in few minutes.Shipment of goods can also be tracked online. It is a very user-friendly approach. To add on customer delight customized merchandise is in trend and widely preferred option. Customized Merchandise is the merchandise having modifications (print, color, size, etc.) in appearance according to customer's choice. For example- if any school wants to print logo on bag then it can be made possible using platforms providing facility of customized merchandise. Similarly it can be applicable in gifting as well.

1.2 Objectives

The objective of this website is as follows:

1. To satisfy customer needs.
2. To provide a simple and hassle free user interface to novice and experienced users.
3. To introduce people to new trends.
4. Provide facility to customer of choosing image to be printed on selected merchandise.

1.3 Scope

Providing user-friendly platform for online purchase of customized merchandise. It includes various features some of them are as follows:

- Login
- Search Bar
- Shopping Cart
- Printing images
- Payment gateway

It makes sales very fast and secured at consumer's pace.

1.4 Outline

The report is organized as follows:

- 1)The introduction is given in Chapter 1. It describes the fundamental terms used in this project. It motivates to study and understand the different techniques used in this work. This chapter also presents the outline of the objective of the report.
- 2)The Chapter 2 describes the review of the relevant various techniques in the literature systems. It describes the pros and cons of each technique.
- 3)The Chapter 3 presents the Theory and proposed work. It describes the major approaches used in this work.
- 4)The societal and technical applications are mentioned in Chapter 4.
- 5)The summary of the report is presented in Chapter 5.

Chapter 2

Literature Survey

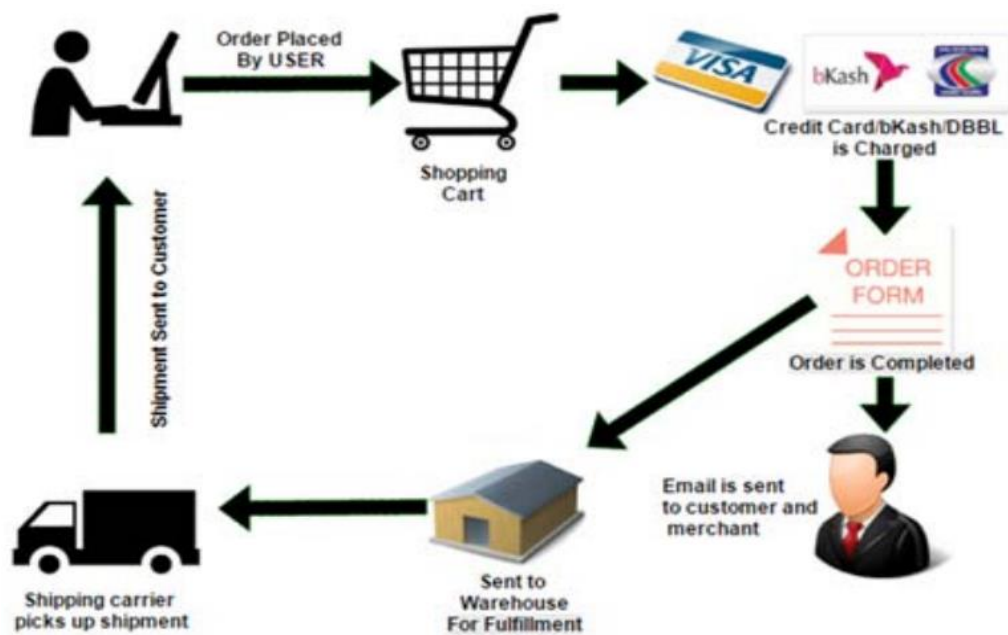
INTRODUCTION

About 40 years ago E-commerce was introduced. The term was first employed and coined by Dr. Robert Jacobson. Since then, E-commerce has helped number of businesses grow by using latest technologies and much improvements in internet connections, added secure payment gateways, and widely business and consumer adoption. [1] In history there are that nearly all popular E-Commerce spots had their commencement by dealing books. There are still people who look for the places where they will get popular and uncommon books and get them delivered to their home. [2] However, you know that a single website is not enough for that, If you 're one of them. Rather, you should have a collection of websites that you can keep an eye on. We understand this can be a gruelling task, and we decided to help out a bit. [2] E-commerce Now a days, e-commerce sector plays a significant role both in developed and developing countries. M. S. Khan and S. S. Mahapatra et.al. Mentioned that Information technology can play a significant role in developing and increasing the perfection of services in business sectors and he also discussed that now a day's after the revolution of agricultural and industrial revolution, internet is considered to be the third wave of revolution. Yaser Ahangari Nanehkaran et.al .The development of eCommerce is basically depend of the accessibility of the internet of the people. According to Bangladesh Bureau of Statistics the present size of population of Bangladesh is near about 163.187 million and accordingto BTRC the internet subscriber is 67.247 million at the end of February 2017. In this present situation of huge population the annual growth of GDP is 7.05% according to Bangladesh Bank and in this situation the contribution of e-Commerce market is nearly 1% but if we connected industries for example logistics, banking, export import then the e-Commerce is near about 2.5% (Source: eCab).

Timeline:

1. 1969: CompuServe was founded
2. 1979: Michael Aldrich invents electronic shopping
3. 1982: Boston Computer Exchange launches

4. 1992: Book Stacks Unlimited launches as first online book marketplace
5. 1994: Web browser launched Netscape Navigator
6. 1995: Amazon launch
7. 1998: PayPal launches as an ecommerce payment system
8. 2000: Google introduces Google AdWords as an online advertising tool
9. 2009: BigCommerce launches
10. 2011: Stripe launches
11. 2017: Shoppable Instagram is introduced
12. 2020: COVID-19 Drives Ecommerce Growth



Raven et al. compared India and China's approaches in adoption of e-business. Based on the literature survey and secondary data, the study analysed various factors influencing the growth of e-businesses in the two countries. The factors examined include government policy and focus, existing technology infrastructure regulatory environment, experience and understanding of business operations, and culture, among others. The study concludes that China appears to be ahead of India in the infrastructure, but India is ahead in e-readiness. Further, it states that both countries are poised for rapidly increasing e-business, however, problems of poverty and inequality between urban and rural connectivity must be resolved to really take advantage of e-business in both the countries.

Malhotra and Singh studied the determinants of Internet banking adoption by banks in India. Panel data of 88 banks in India covering the financial years 1997- 1998 to 2004-2005 was collected through CMIE (Centre for Monitoring Indian Economy) database. Logistic regression analysis was used, the dependent variable is categorical with a value of 1 if a bank adopted Internet banking during the study period and 0 otherwise. Independent variables included in the study are firm size, firm age, bank deposits ratio, average wages, expenses (fixed assets & premises), ROA (ratio of average net profits to average assets), market share, average number of branches, percentage of banks adopted Internet banking. The results of the study prove that Bank type (Private), firm size, bank deposits ratio, firm age, market share, average number of branches, percentage of banks adopted Internet banking and expenses, are found to be significant in adoption decision. Wage and ROA are found to be insignificant. This study contributes to the empirical literature on diffusion of financial innovations, particularly Internet banking in Indian context. Most of the study on adoption of technology was related to developed markets like US and Europe, this study is an important contribution to evolving literature as it dealt the problem of technology adoption in developing country context.

Study by **Tarafdar and Vaidya** examined the factors that determine the organizational inclination to adopt E-Commerce (EC). The study proposes a framework based on the qualitative data on four financial firms in India collected through multiple case study design. Face to face interview was used to collect primary data and existing database, company documents, press reports and websites are used to collect secondary data. The framework describes two broad factors leadership characteristics and organizational characteristics to explain the influence of organizational factors on the propensity to employ EC technologies. The study found that both leadership and organizational characteristic influence EC adoption. It establishes that leadership characteristics influence adoption of EC technologies in centralized organization and organizational characteristics influence EC adoption in de-centralized organization. The study also found that characteristics

of Information Systems professional and organization structure influence EC adoption.

Another study by **Tarafdar and Vaidya**, analyses organizational and strategic imperatives that influence Information System (IS) assimilation in Indian organizations. IS assimilation here refers to the extent to which a system or technology becomes diffused in organizational processes. The study is based on multiple case study method. Data on nine firms which have deployed IS was collected through face to face structured interview involving middle managers, senior managers of IS and other departments. The study examines the nature of the system present-data processing/transaction oriented, operational, strategic and how these systems affected key operational processes. Strategic imperatives are examined by analysing the environmental factors presence or absence of government regulation, pressure from customers, suppliers and competitors, and strategic stance whether product and process changes, and the consequent IS deployment were proactive or reactive. Organizational imperatives were investigated by qualitatively assessing six factors-top management support; IS department knowledge of business, technology and involvement in IS deployment, IT literacy of managers, management style; presence of IT champions and availability of IT resources. Data was analyzed across-case and within-case. The study identifies three categories of organizations innovative IS users, enlightened IS users and reluctant IS users with respect to IS assimilation, and describes strategic and organizational factors characteristics of each group. The study also traces the evolution of the IS application portfolio in each of the studied firms and analyses accompanying changes in strategic and organization factors. In short, the paper presents an integrated and first level analysis of strategic and organizational imperatives that have influenced the assimilation and evolution of IS in Indian organizations.

Viswanathan and Pick examined the issue of e-commerce in India and Mexico from the framework of developing countries as suggested by Tallon and Kraemer. The framework included critical factors that might impact the diffusion of e-commerce. The factors are government policy, legal framework, technology infrastructure, relationship with developed economies and extent of e-commerce usage by individual, corporate and government. The study's primary focus is on India. Mexico is analyzed more briefly, and compared with India based on common international datasets. The analysis and the data presented in this paper represent a synthesis of data from secondary research and data from interviews conducted with senior executives in the IT industry in India and Mexico. The study suggests that substantial efforts have to be made to invest in telecommunications infrastructure, and to create a culture of electronic payments and e-commerce usage that will support economic growth.

Dasgupta and Sengupta paper on e-commerce in Indian insurance industry discusses the features of e-insurance in comparison with the traditional offline insurance service. The authors put forth that e-insurance offers benefits such as reduction in search cost and hidden cost, price comparison for customers, and benefits such as opportunity to have niche market, first mover advantage and product bundling for insurance companies going online. Further, it discusses that status of e-insurance in India is still formative stage, but stands to gain particularly from the rural markets since the availability of insurance agent is very less compared to urban markets. The study is conceptual in nature and offers insights based on market reports and data from secondary sources.

Vishwasrao and Bosshardt used a theoretical framework developed by Katz and Shapiro (1987) to examine the ongoing technology adoption behavior of foreignowned and domestic firms. Firm level data on 1400 medium to large Indian firms from 1989 to 1993 was used to test the model. Probit and Poisson estimation was used to analyze the data and model. Variables included in the study are no. of collaboration, nature of collaboration-foreign or otherwise, firm age, total assets, total sales, net profit, herfindhal index, R&D expenditures by industry as percentage of sales. Results of the study throw some interesting light on technology adoption behavior of foreign firms. In general, it shows that liberalization happened in India after 1991 has positive impact on technology adoption, but it is found that foreign firms are quick to take advantage than domestic firms. R&D expenditure is found to be not significant for technology adoption, firm size (large firms are more likely to adopt) and age of firm are found to be significant. Also it is found that foreign firms adopt new technology when profits are down, and doesn't adopt technology in competitive markets.

Lal studied the determinants of adoption of Information Technology (IT) in India. The study was based on 59 electrical and electronic goods manufacturing firms situated in NOIDA. Semi-structured questionnaire were used to collect the data. The study examined the factors influencing the degree of IT adoption by firms. The factors included are entrepreneur characteristics measured by entrepreneur's qualification, importance given to market share, R&D and quality consciousness, firm's international orientation factors measured by import and export intensity, work force skill and firm size. The sample firms were divided into four categories depending on their intensity of IT use, these are:

- (1) non-IT firms (firms that do not use IT tools);
- (2) low-level of IT users (firms using only MIS for office automation);
- (3) moderate level of IT users (these firms have adopted CAD/CAM in addition to MIS)
- (4) high level of IT using firms (firms that have adopted FMS in addition to CAD/Cam and MIS).

Ordered probability model (PROBIT) was used since the dependent variable is categorical and follows ordinal ranking scale. The estimates were obtained by maximum likelihood method. The study found that entrepreneur's qualification, importance given to market share, R&D, export intensity, work force skill and firm size influence the degree of adoption of IT by the firms. Apart from the studies mentioned above, there are quite handful of research reports and survey based studies done by Internet and Mobile Association of India, IMRB International, Data monitor, and Internet and Online Association which presents with quantitative figures, the status of e-commerce existing in the country.

Objectives of the Studies

The main objectives of the study are as follows:

- To analyze the present infrastructure of e-commerce in India To know the major types of e-commerce
- To identify the advantages & disadvantages of e-commerce.
- To know the challenges and limitation in e-commerce in India
- To identify the motivation factors and recommendation for future development in India for online shopping.

Research Methodology

This research is actually based on secondary information from various journals, published book, and newspapers along with internet. The study is qualitative and unique in nature.

E-COMMERCE ADVANTAGES

- Comfort: If we need any household commodities or even anything, we can get it by sitting at home on the click of our finger on the internet.
- Time-saving: By using e-commerce sites, there is not a chance of waste of time and with the help of online order, our necessary product will be delivered to our address.

- Options, options, and options: Without visiting outside from one store to another, the consumer can simply compare goods products or commodity. We can see who offer low price for standard & branded goods and can have more option to choose from the websites.
- Easy to compare: When the marketers place their products to the website, they make a lucrative description of these products to compare them with other products, to let the consumers know that they have the best option and come back for more.
- 24/7, 365 days: if it's holiday or rainy or sunny or the road is blocked by any reason, the businessman should not be worry for his business because the door of this market is always open & the profit will go rising every day.

E-Commerce	Traditional Marketing
Interactive entertainment. Example: website, social networking site, Google/banner ads, video marketing.	Contact from one side. Example: Print media (newspaper), Broadcast media (TV & Radio ads), telemarketing.
E-marketing is less expensive.	Traditional marketing is more expensive.
Reach out maximum people.	Limited audiences
Instant comparable.	Less opportunity.
Save a lot of time.	Need a lot of time.
Less interaction.	Interaction with people can make good relationship.

E-COMMERCE DISADVANTAGES

- Privacy and security: Before making a transaction, we should be sure and check the website's security certificate. Sometimes unauthorized access, DDOS attack make a huge problem.

- **Quality:** Quality is a big fact on e-commerce, sometimes the product which is ordered from online website will not be similar in quality. So the consumer should not touch the product or make instant transaction until they delivered the product in door.
- **Credit card issues:** Some company gives some free point for purchasing good by taking the credit card information after that from that vary information the credit card can be hacked.
- **Social Relationships:** Through traditional shopping a face to face interaction occurs which makes a social relationship with others but in online shopping we fail to do so.
- **Consumer dishonesty:** sometimes customer make an order through online but after delivery they refused to take the order or make a wrong address for the delivery of orders for which the marketer face Harassment as well as bussiness loss.

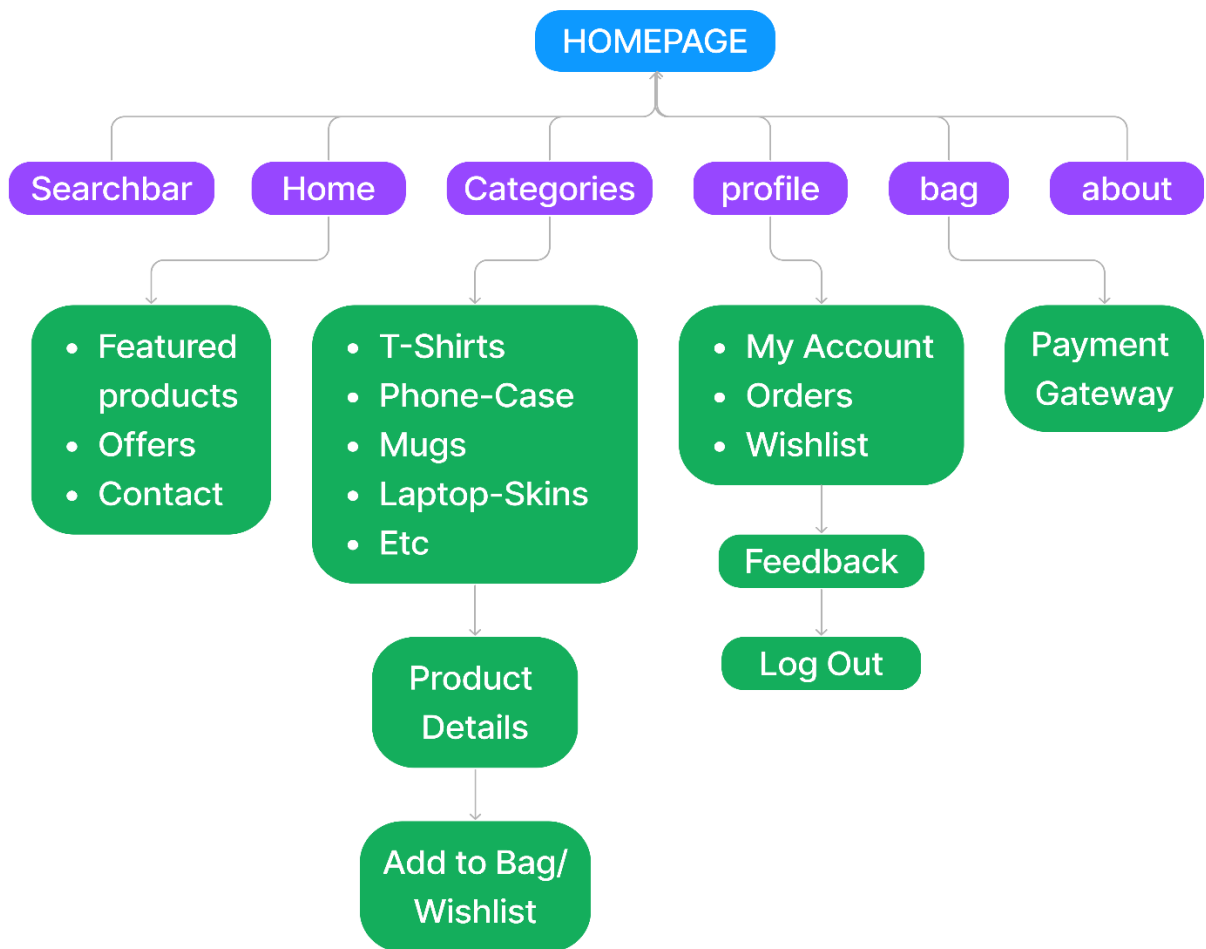


Chapter 3

Methology

3.1 Overview

We aimed to keep our website as simple as possible and have minimal component but the same time have minimum utilities. In this website we aim that the user finds the product he/she wants. We aimed on making an User-Friendly website so that new users(beginners) can also take full advantage of e-shopping.



This system helps user to find merchandise by providing them with personalized suggestions. Also, the user can find products through search mechanism as per their need.

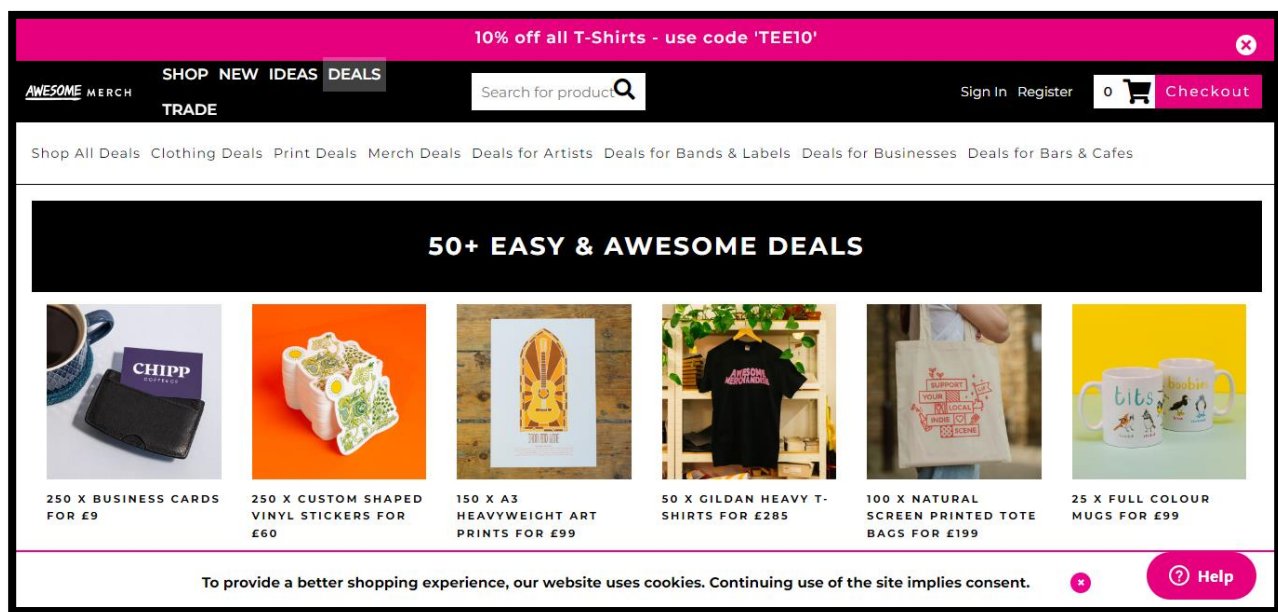
3.1.1 Existing System Architecture

There is a website similar to our project called ‘**awesome merchandise**’. The system is based on online shopping of various merchandises , the main target audience is college students.

Services by ‘**awesome merchandise**’ include:

Order Tracking system - location tracking of the ordered product.

Coupons – users get various coupons including offers as they keep on shopping.



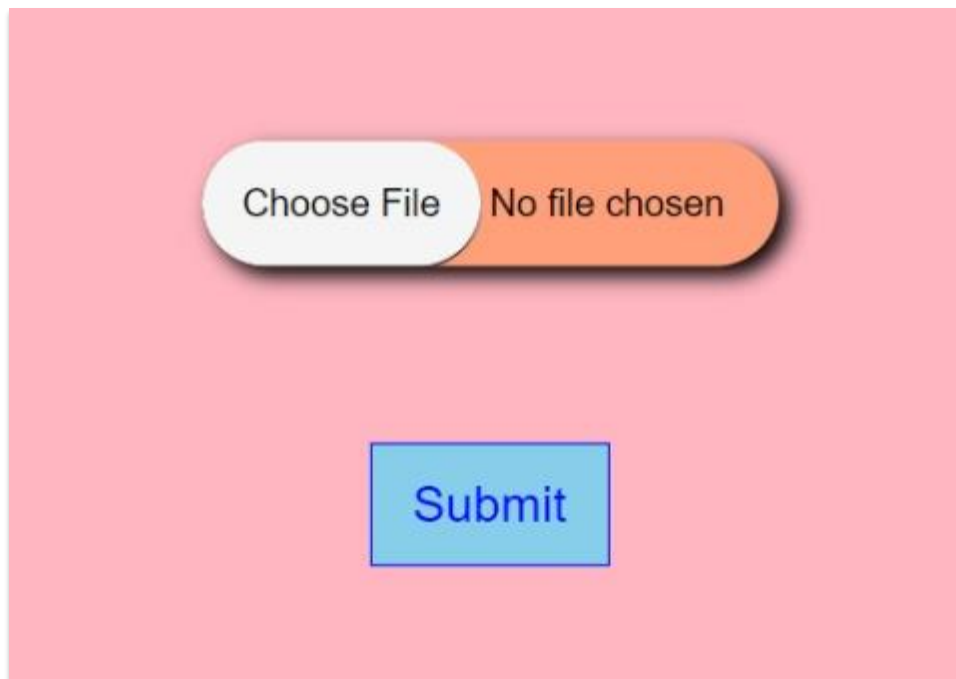
Advantages: It provides delivery all over the country and has a greater stock of products.

Disadvantages: The problem with this system is that it does not allow user to customize their products , also the prices are high due to shipping charges.

3.1.2 Proposed System Architecture

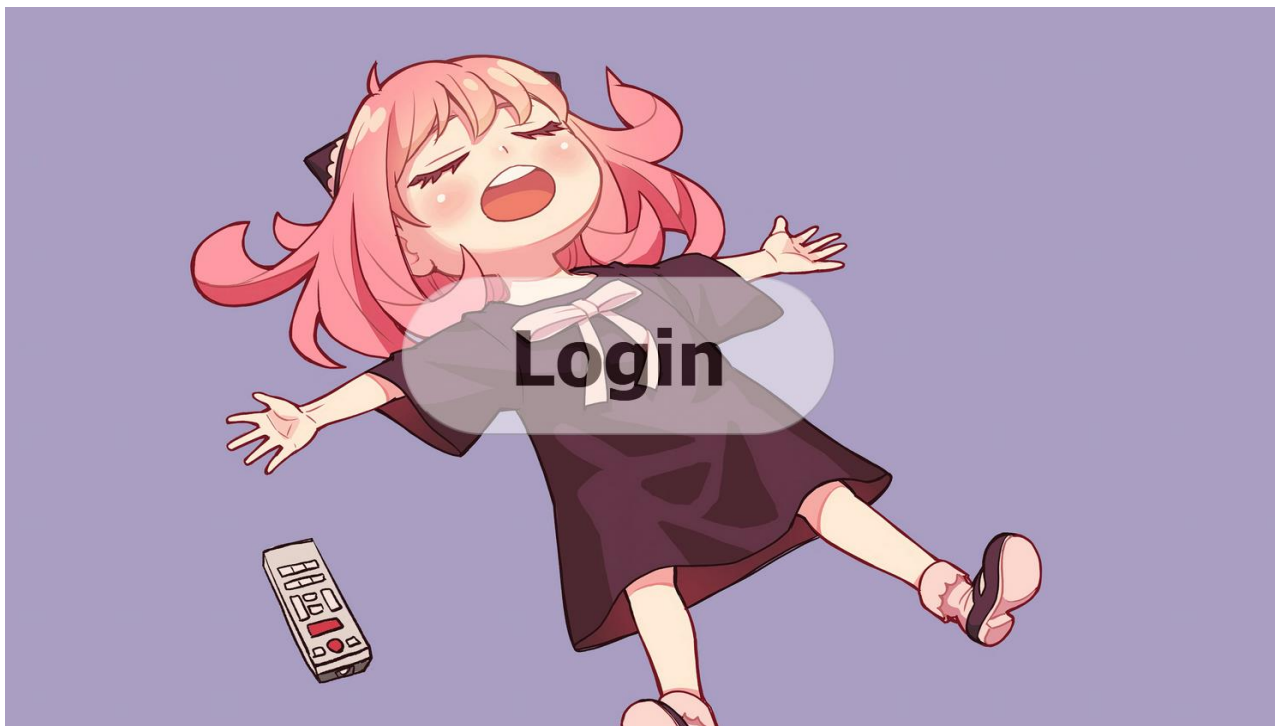
The previous sections discussed the strengths and weaknesses of existing system. In order to achieve better domain results, we took the reference and built a website that is more user friendly and efficient and free to use.

UNIQUE FEATURE: The user searches for any merchandise they want to print on. They can choose the image from their device to print on the selected merch.



Our website consists of following components:

1)**Profile:** Here the user can access his/her account, Orders, Wishlist and can also give feedback.



PCE
PILLAI COLLEGE OF
ENGINEERING
AUTONOMOUS

New Account

Submit

[Already have an account? Sign in](#)

17 November 2022 15

Your FEEDBACK is important for us!!

How do you rate your overall experience?

☐ Bad ☐ Average ☐ Good ☐ Excellent

Username:

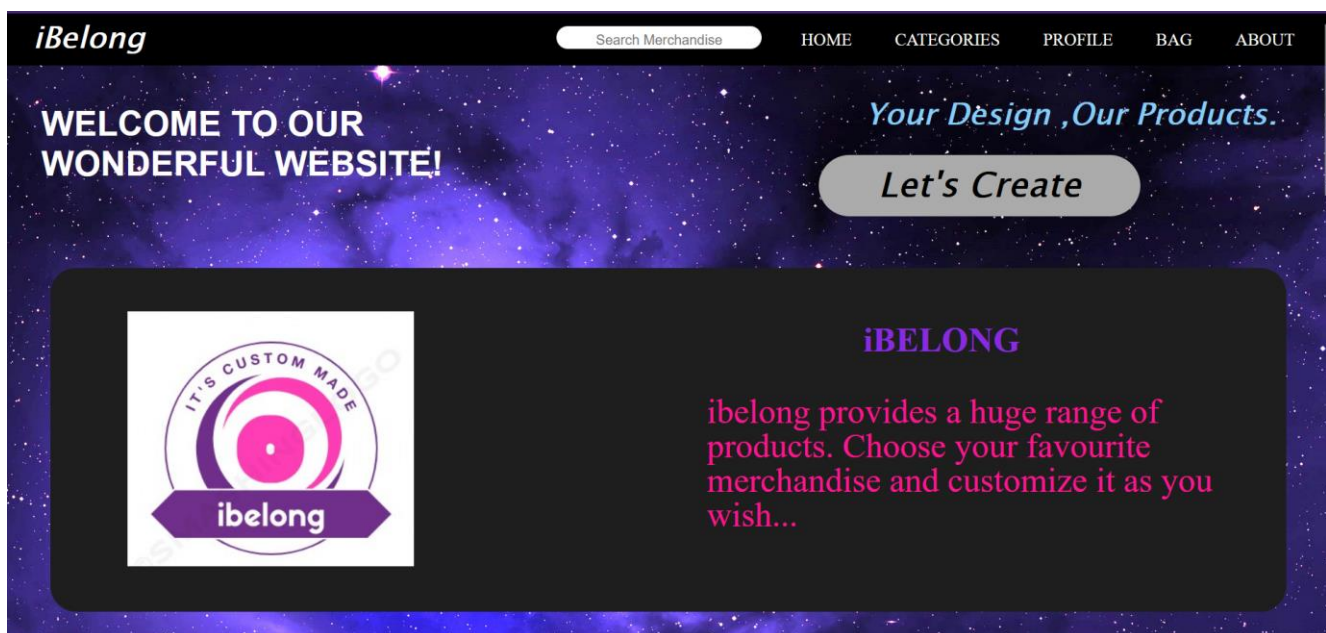
Email:

Mobile No.(Optional):

Could you describe your issue or suggestion?

SUMMIT

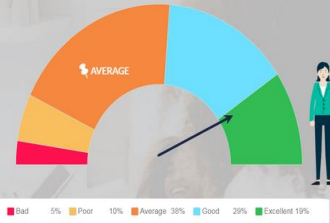
2)**Homepage:** When the user first open the website homepage is showed it consist brief features of the website ; It shows suggestions of new products, offers, Contact details and featured products.



Why Choose Us ?

As online markets grow and become increasingly competitive, customization is becoming recognized as an important tool to satisfy and retain e-commerce customers. Our website, iBelong provides you with personalized clothing, accessories and many more. You are totally free to choose the different aspects and features of your clothing exactly as you like it to be which includes shapes, sizes, colors, patterns, and many other such design aspects. With premium quality products At Affordable Price !!!

Customer Feedback Results in 2020



Featured Products



Printed T-Shirts

\$50.00



Pillai College of Engineering



Laptop Skins

\$50.00

3)**Searchbar:** This feature allows the user to browse and find merchandise.

4)**Categories:** This features allows the user to explore all the variety of products and select/browse a particular variety of product.

Shop By Categories

You don't worry about fitting in when it's custom made.



T-Shirts







Phone-case



Mugs

5)**Bag:** Users can check and order their selected products from bag.

BILLING ADDRESS		PAYMENT	
Full Name :		Cards Accepted :	
<input type="text" value="firstname middlename lastname"/>		   	
Email :		Name On Card :	
<input type="text" value="example@example.com"/>		<input type="text" value="full name on card"/>	
Address :		Credit Card Number :	
<input type="text" value="room - street - locality"/>		<input type="text" value="1111-2222-3333-4444"/>	
City :		Exp Month :	
<input type="text" value="Mumbai"/>		<input type="text" value="january"/>	
State :	Zip Code :	Exp Year :	CVV :
<input type="text" value="Maharashtra"/>	<input type="text" value="123 456"/>	<input type="text" value="2022"/>	<input type="text" value="1234"/>
<input type="button" value="PLACE ORDER"/>			

3.2 Implementation Details

The website is implemented using HTML , Css and JavaScript .We also used a taffy library in javascript to implement the algorithm.

3.2.1 Technique

We also used php , a scripting language and MySQL for database. The basic homepage is made using a header containing a navigation bar (which consists of Home, About, Profile, Categories, Bag) Offers, Featured products and a footer displaying Social media and Contact details.

3.2.4 Hardware and Software Specifications

The experiment setup is carried out on a computer system which has the different hardware and software specifications as given in Table 3.2 and Table 3.3 respectively.

Table 3.2 Hardware details

Processor	Intel i5
HDD	1TB
RAM	8 GB

Table 3.3 Software details

Operating System	Windows 10
Programming Language	HTML,CSS & JAVASCRIPT
Database	Php & sql

Chapter 4

Applications

4.1 Faster sales of goods and services

To save time and effort consumers have started to look for online purchases. Due to ease of buying and payment consumer finds it more convenient to shop online.

4.2 Expansion of business

Global platforms provide more opportunities. Internet provides effective medium to business to connect to global audience irrespective of their geographical conditions.

4.3 Internet Banking

To make Payment Safe and fast many banks have started to provide net banking facility which is indeed a boon for online commerce. Transactions involving large amount can be made more smoother, transparent and safe.

4.4 Digital Marketing

In order to reach more number of consumers various digital media can be used. On social media network publicity of goods can be done more effectively. Digital advertising is more efficient than in person meetings or gatherings

4.5 More options to buy from

There exists tough competition among sellers present online. Hence consumers can get good deals or discount on online purchase of goods.

Chapter 5

Summary

Our Project is an e-commerce website that is based on customized merchandise . E-commerce provides an easy way to sell products to a large customer base. The purpose of our website is to help user to design their own merchandise. ibelong is a website with the basic motive of allowing users the freedom of printing images of their choice on the available merchandise through an easy process and giving them satisfaction.

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