**Commprehensive Study Of E-Commerce website Modal**

Project Guide

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**Abstract**

E-commerce is booming in today's economic world. E-commerce is the term for online shopping. Electronic commerce (E-commerce) refers to the exchange of products and services, the transmission of money or data through an electronic network, most often the Internet.

Electronic commerce (E-commerce) is a paradigm change that affects both marketers and the consumer customers. E-commerce is instead more than just a new tool to expand an already successful business practices. It is driving a total transformation of the established business model. This important Globally, the number of businesses changing their business models is skyrocketing, and India is not an exception. Massive internet usage has fueled the expansion of e-commerce and other industries. This choice has becoming more prevalent among start-ups as a distinctive business approach.

Moreover The ecology is significantly impacted by e-commerce. Even though the model is heavily utilized in the current corporate environment, the choice has not been fully investigated. The goal of the current study is to summarize the current state of e-commerce, examine the E-Commerce trends. The study also looks at the critical elements necessary for the success of models for e-commerce businesses.

**Objective:**

The goals of the current study are to:

1. Understand the current status and developments of e-commerce; and

2. Identify the major factors contributing to their rising use.

3. Trying to comprehend how the Festive Arena site operates

**Key Words:**

E-Commerce, Festival, Decoratives, Electronics, Internet, Self-service, Technology.

**Introduction**

The twenty-first century is a digital era, where everything, from food to electronics, is available online. Today's consumers are aware of the advantages of digitization and demand a more individualised experience. Additionally, festival sales are the newest craze in India and they have a significant impact on the expansion of online sales. The main shopping festival in India occurs around the time of the period of October-November when Diwali is celebrated, and most of the online e-commerce sites offer big ticket offers during this period having created unique names for such shopping events. All marketing retailers use the festival time to promote their products - either new or stock clearance products at heavy discounts or other offers (freebies, cash backs, buy one get one etc.).

Our online store called Festive Arena enables customers to order festive goods from the comfort of their homes and have them delivered the next day. Additionally, this will assist us promote our traditions and culture. The user will save time and have access to everything in one location.

**E – Commerce Facilitators:-**

1.Internet

Internet usage has increased dramatically, which has helped e-commerce expand. Smart phones and the internet are becoming a necessity in everyone's life. Internet is no longer only a source of information; it has evolved into a crucial tool for studying, chatting, buying, and even hiring professionals like plumbers, carpenters, and physicians. Digital platforms are assisting in a better connection with the clients, which greatly minimises waste and supports green enterprises, and this helps the supply chain become leaner and smarter. 3 The ICT revolution has propelled global development in an unprecedented level during the last 15 years. The internet and its services have created new markets thanks to the tremendous advancements in technology (D'silva et al., 2010).

The number of internet users was modest in the 1980s, but it increased gradually but steadily until 1994 thanks to a rise in text-based users (eg, those using email and file transfer functions). Then, when more multimedia information became available thanks to the development of the World Wide Web, the number of internet users skyrocketed. In reality, compared to traditional media, the internet has expanded considerably more swiftly (Strauss et al., 2007).

2. Payment Gateways

A payment gateway is an online application service provider that allows credit card payments for brick-and-mortar stores, online merchants, brick-and-mortar enterprises, and e-businesses. The payment methods, which include credit card, debit card, online banking payments, and electronic funds transfer, are the heart of online commerce. Payment gateways are necessary for future, sustainable e-commerce as the globe shifts from using cash to digital currency.

3. Analytics

Analytics is the disciplined process of turning data into knowledge to aid in decision-making. Analytics aids organisations in compiling, organising, analysing, and reporting on every action taken by their clients. Businesses now need to concentrate on analytics to understand client behaviour due to the enormous rise in data volume. The channel mix must be optimised and return on online investments must be measured by e-tailor in real time. Basic analytics capabilities, such as basket size analysis, average order value, and conversion ratio, are offered by ecommerce operators; however, we require a more advanced analytics solution to provide meaningful customer insights.

4.Social Media

Social media is being used by businesses to sell their products and services more and more. Social media are websites and computer programmes that enable users of computers and mobile devices to communicate and share information online. Social media has been quite effective at spreading information about different offers to clients and building brands. Receiving feedback on a product or service is another benefit. It offers a platform for creating a brand, running adverts, growing a network of reliable users, and word-of-mouth marketing, among other things.

5.Autonomous Vehicles

An autonomous vehicle is a motor vehicle that drives itself without the active assistance of a human driver by using artificial intelligence, sensors, and GPS coordinates. The day of the driverless car is quickly approaching. Autonomous vehicle buyers will have more time to read emails, browse the web, buy new goods, and take in marketing everywhere. Autonomous vehicles will make use of extensive digital marketing expertise. Businesses can track these search and purchase trends to better target their marketing efforts to this new market. Although the scope of big data has recently expanded, it will eventually become so individualised and predictive that we might no longer need to make any manual adjustments.

**Underlying Factors in E-Commerce :**

According to an ASSOCHAM Study (2015), the apparel sector experienced the largest growth rate—nearly 69.5% over 2014—followed by electronic goods (up 62%), baby care products (up 53%), cosmetics and personal care products (up 52%), and home furnishings (up 49%). The rapid expansion of digital commerce in India is largely attributable to a rise in smartphone usage. According to the survey, mobile phones and related accessories have the largest market share in India's digital commerce sector. Additionally, according to reports, nearly 45% of online customers preferred cash on delivery over credit cards (16%) and debit cards (21 per cent). Only 10% chose internet banking, while only 7% selected cash cards, mobile wallets, and other similar payment methods. The fastest-growing age group online has been those between the ages of 18 and 25, and both the male and female user bases have contributed to this rise. According to the survey, 38% of frequent shoppers are between the ages of 18 and 25, 52% are between the ages of 26 and 35, 8% are between the ages of 36 and 45, and 2% are between the ages of 45 and 60. Men make up over 65% of internet shoppers, while women make up 35%.

E-Commerce, according to Mitra Abhijit (2013), has sparked a new revolution that is altering how companies buy and sell goods and services. New approaches have developed. Geographical distances play a smaller influence in developing business partnerships. E-commerce is the way of the future of retail. The internet industry will continue to expand strongly as 3G and 4G wireless communication technologies are deployed. India will have 30 to 70 million internet users in 3 to 5 years, which is equal to, if not more than, many developed nations. The Indian internet economy will then have greater significance. Ecommerce is expected to play a significant role in the 21st century as a result of the internet's explosive growth, and the new opportunities it will create will be open to both huge corporations and small businesses. The duty of the government is to establish a legal framework for e-commerce so that fundamental rights like privacy, intellectual property, fraud prevention, consumer protection, etc. are all taken care of while local and international trade is allowed to broaden its horizons.

E-future, commerce's according to Chanana Nisha and Goele Sangeeta (2012), is impossible to forecast. Future growth prospects include a number of areas, including travel and tourism, electronics, hardware, and fashion. Replacement guarantees, M-Commerce services, location-based services, multiple payment options, the right content, shipment options, the legal requirement of generating invoices for online transactions, quick service, T & C should be clear & realistic, the product quality should be the same as shown on the portal, and a dedicated 24/7 customer care centre should be among the other crucial factors that will significantly contribute to the boom of the e-commerce industry in India.

**Need And Application**

\*Will support Indian business owners who are struggling to exhibit their hand-made festive décor.

\*Will promote diversity and the various Indian festivities.

\*By saving users' time, the website will benefit them. As we are all aware, it takes a lot of time and effort to travel to different locations and get all the necessary items when preparing for a puja or celebration at home.

\*Local products in India will eventually begin to appeal to a worldwide audience and adopt a global strategy, aiding in the concept of "LOCAL FOR GLOBAL."

\*Businesses will reach a larger audience, and consumers may compare prices between various brands with ease.

\*Customers will have access to the store around-the-clock. Time is no longer an obstacle for buyers; they may purchase from anywhere at any time, including on Sundays and major holidays. Due to the increased sales rate, this is the benefit that both buyers and sellers will experience most.

\*Improves your reachability – People can contact your store globally because the internet can be accessible from any location at any time. In contrast to an online store, which can be accessed by anyone, a physical store may only be known to those in the immediate area. You can communicate with numerous people from all around the world by using language translation features. You can now sell your stuff globally!

\*Client experience A great user experience improves the customer's buying experience. A well-built, user-friendly website with appealing layouts and designs makes buying easier for customers. The users will be able to stay on the website longer if they have a wide variety of options to choose from. The customer has access to order tracking information and a list of all orders ever placed. Customers can stay informed through the My Orders, My Account, and Track Order websites. Additionally, automated emails concerning order updates enable clients to receive timely information.

\*Cuts Costs Since the entire process is automated, middlemen have a less role. Comparatively speaking, operating an e-commerce website is less expensive than operating a traditional brick and mortar store. It lowers labour costs, retail leases, etc. Advertisements may easily and cheaply launch new products. As a result, all parts of the overall cost are decreased.

\*Automated Flow - One system can be used to manage the entire company! The system controls the entire cycle, from when the consumer places the order to when the manufacturer receives the inventory changes. No mediator is therefore needed. This saves both time and money. Everything is completed instantly in a flash! We can merge corporate activities thanks to the process' streamlining. It is simpler to keep track of information that flows instantly and quickly about orders, items, inventories, delivery status, etc.

\* Brand Awareness and Business Expansion - Having an online store will make other rivals aware of it. Email marketing and platform-specific advertising will help your online store attract a lot more customers. Users will be more interested in making online purchases as a result of increased user awareness of your business and its offering. This facilitates the formation of new commercial alliances and chains with other companies and producers.

\* Better Marketing Options – The website will receive more traffic if it has amazing marketing tools and options like email marketing, social media advertisements, pay per click commercials, etc. You may reach a global audience using SEO within a few months.

\*Due to e-commerce, business strategies, workflows, and operations have quickly evolved. Nowadays, buyers look on Google first if they want to buy something. They look up pricing on many websites before deciding which product to buy. Modern consumers are highly tech aware and seek to maximise the value of their purchases. As a result, all online stores should stay current and continue to develop. It is strongly advised to move to ecommerce instead of selling in a physical store because advancements in ecommerce have forced all firms to sell online.

**Proposed work**

According to executives of several top businesses, the demand for consumer goods has soared back thanks to holiday shopping on both offline and online retail platforms, appealing deals and discounts, and a softening of inflationary pressure. Promoting Indian holidays on an e-commerce platform can help them gain more recognition as well as open up new markets for startups and business owners. We never receive a product right away from the factory. Before we finally obtain a product from the owner of the retail store, it goes through a lot of hands. While there is some competition in the wholesale market, it is intense in the retail space, making it challenging to retain and attract new customers. Therefore, it is up to us to manage their products so that they are presented to our customers in a way that meets his needs and expectations for price, in addition to closing the communication gap between local vendors, large corporations, and customers. We're here to cut down on the distance a product must travel to get to its owner.

**Results And Future Work**

Festive Arena will make it easier for everyone to locate any holiday-related items on our website and have them delivered to their homes, saving them time.

It would offer a substantial selection of products in all subject areas.

Customers will receive all festive-related goods, including sweets, decorations, costumes, kitchenware, and a wide range of other stuff.

When our website has enough support from loyal customers, we'll start promoting some of our already planned special offers offline as well.

**Conclusion**

We've had success implementing the "FESTIVE ARENA" website. We have been able to provide a site that will be online and operational on the web shortly with the aid of numerous links and tools. In our attempt to meet the needs of both the administrator and the user, we have been successful. Last but not least, we expect that this will greatly increase its popularity.

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