Online Shopping Portal

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Abstract: Online Shopping is a current era of digitalisation in the domain of E-Business and is chosen above the physical markets for goods and services. Everyone has got their smartphones and systems, which makes things easier to access apps and websites according to their comfort time and place. Online Shopping makes life easier and better. According to the present scenario, there are millions of mobile apps including health, travel, banking, news, shopping, etc. These applications help people to save their time and expenses in order to do shopping for goods and services. These services provide lots of options and varieties in shopping. The increase in technologies and features provides good opportunities to the seller to connect with the customer. These technologies help sellers to expand their business and to reach out to larger customers across the globe. The paper indicates the features and trends that increases the growth of online shopping portals in Digital India.

Keywords: Online Shopping, Trends, Customer Behavior, Convenience, Technology, Features

Presenter: "e-Shopper is an online shopping structure". It is combination of webpages(called website) which is made to help the people. It ease their lifestyle and daily routine. As world is evolving and so is the technology. So, things are made quite easier for today's world. There were time when people needed to stand in queue for their favourite thing from any famous shop but today we can buy anything from anywhere just by a single click through websites.

The issue is to flood the quarrel in the hour of buying things. It is solved by the improvement of technology. Website is one miracle of improved technology. Website make everyone work easier. Customer do not need to go anywhere to buy thing they can view the things from their home and just by single click they can buy it. Benefit of e-shopping is that it the thing which user buy will be delivered to their address. They don not need to go any where to collect it.

This endeavor is an execution of the above depiction. In other words, it executes the E-shopping or by the day's end shopping through Internet.

Objective: The target of the task is to make a web application to buy things/products from the online business website. So as to make such a web-application a total web support is required. A total and productive web application is the one which can give the web based shopping experience and that is the fundamental target of the task. The web application can be executed as program application utilizing PHP, HTML and MySQL.

Issue Identification and Definition: In the present system all trades, dealings of things, purchasing of things were done genuinely, which is dreary. Reports are organized truly as and
when required. Keeping up of reports is amazingly dull task. To buy anything customer needs to get information about it either by embarking to the shop or by asking people which one is the better. There is no PC framework for taking care of installments. All counts are performed physically which is the better one. Keeping up the record is actually a dreary undertaking. Any web client can utilize this current site to look through any sort of items, select specific items from a wide scope of items. When they cause their brain to buy a specific thing they to can submit a request and make an installment through different accessible installment alternatives.

**Related Work:** As we know that nowadays the interest if people towards online sites is increasing day by day. We have created such a website. It is very easy and convenient for people to buy things from home only. We are very well aware that we all are doing thing mostly on online platform only whether it is about doing office work, checking mails, posting things. Similarly, it is also required that we get a shop online on our laptops and mobiles only so that we could buy things of our use from them. Products are also suggested according to the web history of the customer, about what he thinks, what he actually wants nowadays. This helps in finding things more and more frequently. There is larger variety of products present over here, then there would not be any kind of helplessness., and thus there would be so many options available for the customer to choose from this. There are so many shopkeepers in many areas but because of high competition they are unable to copup with that, this site helps them to uploas there products also so that people who don't know about it could be well aware about there shops. This helps in kind of advertising also. Here there is admin who's is responsible for all the updation needed, for providing discounts, knowing about all the details of the product.

**POPULAR SHOPPING SITES:**

**Flipkart:** Flipkart Private Limited, Flipkart is an Indian web based business organization situated in Bengalore. It was established by Sachin Bansal and Binny Bansal in 2007. The organization principle center was around book deals at first before extending its business into different things as style, hardware, home basics and staple goods, and way of life items. Consumers can come to the flipkart on the web or through application either on PC or cell phone.

**Amazon:** Amazon is an American worldwide organization. It is situated in Seattle and essentially center around Cloud Computing, E-Commerce, Digital Streaming and Artificial Intelligence. It is considered as one of the Big Four tech Companies, alongside Apple, Facebook and Google.

**Myntra:** Myntra is the one for all your design and way of life needs. Being India's biggest E-Commerce store for style and way of life items, Myntra aims at giving a problem free and collaborating shopping experience to customers the country over with the ampestle scope of brands and things on its site.

**Alibaba:** Alibaba is not only China's organization but more than that. It is the world's greatest online trade organization and have three primary destinations Taobao, Tmall and
Alibaba.com have a huge number of individuals and also host a huge number of retailers and organizations. Alibaba gives more business than any other internet business organization.

**Review of literature**

[1]. Bo Dia, Sandra Forsythe and Wi-Suk kwon made a report on “The impact of online shopping experience on risk and online purchase intention: Does product category matter?” printed within the Journal “Electronic Commerce”, VOL 15, NO 1, 2014

[2]. Soyeon Shim, Mary Ann Eastlick and Sherry Lotz made a report on “Assessing the impact of internet shopping on store shopping among mall shoppers and internet users” printed within the “Journal of Shopping Centre Research”

[3]. K. Vanitha, Dr. M. Prakash made a report on “Customer towards Online Shopping Website” printed within International Journal of Interdisciplinary Research in Arts and Humanities-2017

[4]. Wann-Yih Wu, Chia-Ling Lee, Chen-Su Fu, Hong-Chun Wang made a report on “How can online store layout and atmosphere influence consumer shopping intention on a website?” printed within the International Journal of Retails Distribution Management-2014

**Proposed Methodology:** In the proposed framework client need not go to the shop for purchasing the things. He can arrange the thing he need to purchase through the application in his Mobile Phone. The businessperson will be administrator of the framework. Retailer can designate people who will help the proprietor in dealing with the clients and thing orders. This framework additionally prescribes a home conveyance strategy for the bought products.

**Implementation:** e-Shopper, a web based shopping wesite to assist anybody with shopping from anyplace, whenever with the distinctive assortment scope of items accessible with all the highlights as submitting the request, conveyance the request, trade things, return and discount and substantially more. e-Shopper shows us suggested merchandise dependent on our previous history of searches and requests. e-Shopper additionally accompanies diverse markdown offers like promotion codes on things based of any event or season. This assists with looking for the enthusiasm of client towards internet business. These all highlights can be gotten to through various programs like Google Chrome, Firefox, Opera, and so forth.

**Modules Description:**

A client utilizes Web program to associate with the landing page of a dealer's Website by the Internet.

- Sign up and Login
- Browse products on sites.
• Product selection Options Quantity and Shipment
• Buy Now or for future use can Add to Cart
• Confirmation of delivery address and Place order
• Choose your payment method and pay for product
• Waiting for delivery

• Delivery Confirmation
• System Design

Screenshots shows major modules of the application. Some modules are under process

**Homepage Module:**

![Homepage Module Image](image-url)
Login Module

Login to e-Shopper

Your Email Address: Email Address
Enter Password: Password

Log in

Service
- Online Help
- Contact Us

Quick Shop
- T-shirt
- Jeans

Policies
- Terms of Use
- Privacy Policy
After login Module:
Products display Module:

Tools and techniques

- Node.JS
- MongoDB
- Google Cloud Platform
- Filezilla
- PHP
- HTML
- CSS
- JavaScript

Findings, Suggestions and Conclusions: Web based business sites are usually taking a lot of client time and spending. Retail services are there but people are not getting time to go there and inn such scenarios we have created an online platform in which these retailers could upload their things to sell. And these things could be purchased by the customers from the same site.
There are discount stores also here the admin of this portal could allow for the updations and the discounts and also the new policies and gifts which attract the users more and more. User has to do only one thing in this in, here he has to only think of the item and you just think and the item is here. There are so many items present over here, according to your choice according to your interests. The most important thing that is kept in mind here is that user is get satisfied and which is very important for any kind of ecommerce website.

There is larger variety of products present over here ,then there would not be any kind of helplessness,, and thus there would be so many options available for the customer to choose from this.

References:
