

BuyZone: An E-Commerical Website

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Abstract - The system "Buyzone" (An E commercial website for online shopping and browsing) " will be advance java web based application for helping users in buying products online without going to market , browsing through products, showing wide and detailed variety of products adding to cart, removing the product from the cart. Our Advanced java system will also be providing payment methods OTP and E- mail verification for the security purposes that one should follow . A sign up and login page will be designed on the servers that will help the users to become the member of our website. As we know that the Internet plays an important role in every individual's life and everything in this world is evolving as per the technology development. At the outset of present-day period, Computers played a major role in computing and as the technology expands everything has changed and the computers became workstation computers, super computers and so on. Later developed the mobile technology and now mobility got to be everything. Everything made simple using mobility. With the merge of online websites, their utilization has incredibly increased, which has led to ease of carrying out day to day activities. In addition, with the advancement of wireless technologies, online networks have taken over the entire world. Nowadays, customers can buy and return products just by, sitting at home. Using the Internet, connections can be established with any devices almost anywhere in the country can buy and browse the products . Since the customers' internet activities have shifted from using offline mode to browser online , there arise the new way to select from variety of products just by simply clicking them. The system is targeted to the web users. This application provides the facility to browse through the products while sitting at home. User can order the product by clicking on payment method and mentioning their address. The information of the user is stored in

database. The user can delete there information as well if they want it to. By logging out from their account.. An online shopping system that permits a customer to submit online orders for items and/or services from a store that serves both walk-in customers and online customers. The online shopping system presents an online display of an order cut off time and an associated delivery window for items selected by the customer. The system accepts the customer's submission of a purchase order for the item in response to a time of submission being before the order cut off time. The online shopping system does not settle with a credit supplier of the customer until the item selected by the customer is picked from inventory but before it is delivered. Therefore, the customer can go online and make changes to the order. In addition, available service windows are presented to the customer as a function of customer selected order and service types and further, the order picking is assigned in accordance with a picker's preference. When ordering goods, many shopping systems provide a virtual shopping cart for holding items selected for purchase. Successive items selected for purchase are placed into the virtual shopping cart until a customer completes their shopping trip. Virtual shopping carts may be examined at any time, and their contents can be edited or deleted at the option of the customer. Once the customer decides to submit a purchase order, the customer may print the contents of the virtual shopping basket in order to obtain a hard copy record of the transaction. "Online shopping sites are a type of I community that has grown tremendously in popularity over the past few years. When people make account on online networking sites, they buy by a product, much cheaper as compared to buying it offline. A profile is a list of identifying information. It can include your real name, or a pseudonym. It also can include e mail, phone no, address and personal interest

1. INTRODUCTION

An E-Commerce website is an information technology method in which traders, businesses/distributors/marketers can sell products/services and the customer can purchase on that website electronically by using the internet on the mobile and computer. It means an e-commerce website is an online shop. e means electronic. Commerce means business. The website means the group of HTML web pages and that is created to market/sell information/products/services. From a bigger perspective, every website on the internet is the e-Commerce Website. It can be the platform, it can be a marketplace, it can be a portal, it can be apps, it can be an entertainment website, shopping website, online courses website, and online marketing website. Online shopping is the process of purchasing goods and services from merchants who sell over the internet. Generally, it is also known as internet buying, electronic shopping, online purchasing or internet shopping. Kim (2004) further defined internet shopping as examining, searching for, browsing for or looking at a product to get more information with the possible intention of purchase on the Internet. By looking at other perspective, it is considered online shopping as an exchange of time, effort and money for receiving products or services. The First is Product Quality. In general, quality can be defined as a measurement of goods or services offered by buyers or companies. Product quality is the ability of a product in performing its function such as durability, reliability, accuracy, easiness, and the other attributes. If a product can perform its function well, then it can be said that product has a good quality. A good quality product will make consumers tend to do repurchasing. But if the quality of a product does not suitable with the 2 expectations, then the consumer will move their purchase intention to other products. Quality of a product or service can be valued differently depends on each consumers perceptions. Therefore, companies are trying to focus on quality products and compare them with the products offered by competitors. The Second is Price is the amount of money a business demands in exchange for its offerings (Elliott, 2012:23). Pricing is a complex marketing decision that must take account of many factors such as production, communication, and distribution cost, required profitability, competitors prices, and many more. Price is the defining factor that influence the consumer purchasing decisions. Perception about price which is often comes to consumers mind is a high price reflects a high quality, and so the vice versa. Also, consumers often assume that there is a positive relationship between price and the quality of a product, so consumers will compare one product with another product with that comparison. And In order to keep exist in the global market. Periplus provide books with a cheaper price than other store. The Third is Service Quality Electronic service, or e-service, is defined as the provision of service over electronic networks . E-service

has attributes such as responsiveness to customer enquiries, security, fulfillment processes, customization and personalization. E-service quality can be assessed as the overall consumer judgment and assessment of e-service delivery in the online marketplace. Researchers have claimed that, in comparison to offline service, e-service has the capability of serving consumers" needs more efficiently. Moreover, the literature has begun to acknowledge the effects of e-service quality (and asserted that its derived objectives are relevant to e-commerce. All of those three variables above are the main factors that affect consumers. Online Buying Behavior. Before purchasing, each individual consumer must has a set of preferences about the title of things which he or she wants to buy. Amazon is one of the largest website store in world always giving satisfaction to their loyal customers. And they have over physical store and e-commerce, which is flipkart.com. They have more than 2 million royal customers. And they always give rewards for their loyal consumer. So, their customers always buying products that they wants from Amazon. Amazon also Selling Electronics, clothing, even College book, which is cheaper then other online websites or store. They also have classic items or products such as Jane Austen and Jane Eyre. As we know there is a lot of people who looking for classic products and Online website can provide any of products that we want or looking for. Consumer Buying Behavior in online shopping and in traditional shopping is very different. Both include social, cultural, personal and psychology etc. factors but traditional shopping is much more influenced by these factors as compared to online shopping. The reason is that online consumers are restricting with social cultural environment and psychological factors. Online shopping basically based on individual thinking point of view and his personal perceptions. Online shopping makes its own character for its development Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine. Once a particular product has been found on the website of the seller, most online retailers use shopping cart software to allow the consumer to accumulate multiple items and to adjust quantities, like filling a physical shopping cart or basket in a conventional store. A "checkout" process follows (continuing the physical-store analogy) in which payment and delivery information is collected, if necessary. Some stores allow consumers to sign up for a permanent online account so that some or all of this information only needs to be entered once. The consumer often receives an e-mail confirmation once the transaction is complete. Less sophisticated stores may rely on consumers to phone or e-mail their orders. Since the customers' internet activities have shifted from using offline methods to online methods, there arise the new opportunities to shop online just by simple adding to cart and buying them. The system is targeted to the web users. This application provides the facility choose and identify products with ease. Our problem of going to

market can be solved by just sitting at home and ordering online. The information of the user is stored in database. The user can delete there post as well if he wants to take it down. Also, payment facilities will be there for ease of payment. The system has add to cart options that can easily add and choose items in simple manner. The delete to cart options will also help in removing items from cart according to our convenience “Online shopping is defined as an “interpersonal transaction in which one can buys on products or choose from them”. It consists of several categories, including variety, cheaper cost and other things.”

2 .Body of Paper

In order to achieve the aim of the system, it is necessary to achieve the objectives of the system. Ecommerce business drives profitable growth with reduction is cost-to-customer, developing customer-reach, and providing a unique customer experience. It has become more than essential for B2B as well as other businesses to make the right use of ecommerce. Now, ecommerce is evolving or better say evolved into digital commerce that implies to the entire business journey from buying to delivery with an online experience. Below are the few objectives of ecommerce

1. Reduce management costs Businesses aim at reducing the costs incurred for the betterment of their revenue. Automating the ecommerce business can help in reducing the management cost significantly. Moreover, the right use of digital marketing can help in reducing the cost spent on driving customers to such an extent that businesses can bring customers for free of cost.

2. Developing business relations With ecommerce as the primary use, business development can be easily achieved. The direct communication between a company and the customer, the business relationship can be boosted. Eventually, the ecommerce market shall be expanded. The main goal to increase the quantity of sales by making the new technology of web pages design more attractive and to search a lot of customers and company to their location. By this system we can advertise and send procure to a lot of customer by sending email. This system will be helpful in time odd time like pandemic or in distress times where people can shop or buy products just by sitting at home The primary objective for most e-Commerce teams is to generate revenue – to be very efficient at selling through understanding complex consumer to maximize conversion rates; and up-sell and cross-sell products and services to maximize value over the lifetime of the customer. This project is an attempt to provide the advantages of online shopping to customers of a real shop. It helps buying the products in the shop anywhere through internet by using an android device.

3. BENEFITS

Upon implemented, the system could bring about significant tangible and intangible benefits: Tangible benefits,

3. 1 Convenience

Online shops give us the opportunity to shop 24/7, and also reward us with a ‘no pollution’ shopping experience. There is no better place to buy informational products like e-books, which are available to you instantly, as soon as the payment goes through. Downloadable items purchased online eliminate the need for any kind of physical material at all, as well, which helps the environment!

3.2 Accessibility of system

This system can be accessible anywhere if the user has got the internet connectivity and laptop or mobile.

3.3 Better prices

Cheap deals and better prices are available online, because products come to us direct from the manufacturer or seller without involving middlemen. Plus, it's easier to compare prices and find a better deal. Many online sites offer discount coupons and rebates, as well. Not only are prices better, but we can save on tax as well, since online shops are only required to collect a sales tax if they have a physical location in your state. Factor in the saved expense of gas and parking and you have saved yourself a lot of money!

3.4 More variety

The choices online are amazing. Users can find almost any brand or item they are looking for. They can get in on the latest international trends without spending money .They can shop from retailers in other parts of the state, country, or even world instead of being limited to your own geography. A far greater selection of colors and sizes than they will find locally are at your disposal. Plus, the stock is much more plentiful, so users will always be able to find their size and color. Some online shops even accept orders for out-of-stock items and ship when they come in.

3.5 More control

Many times, when we opt for conventional shopping, we tend to spend a lot more than planned and end up buying items that aren't exactly what we wanted (but we can't find anything better in the store). Online, we don't

have to let the store's inventory dictate what you buy, and we can get exactly what we want and need.

3.6 Easy price comparison

Comparing and researching products and their prices is so much easier online. If you're shopping for appliances, for example, you can find consumer reviews and product comparisons for all the options on the market, with links to the best prices. We can research firsthand experience, ratings, and reviews for most products and retailers.

3.7 No crowds

If you don't like crowd Especially during holidays, festivals, or on weekends, they can be such a huge headache. Also, being crushed in the crowds of shoppers sometimes makes us feel rushed or hurried. You don't have to battle for a parking place. All of these problems can be avoided when we shop online.⁸ No pressure Oftentimes when we're out shopping, we end up buying things that we don't really need, all because shopkeepers pressure us or use their selling skills to compel us to make these purchases.

4 . SURVEY

We designed a survey to understand and assess users current and desired practices, these surveys were distributed among our target audience. Our participants were mainly from age group 18-22, specifically we were fixed about our target audience. we conducted two surveys mainly, one of them was an informal way of conversation just verbally and other is a google form response. Our system will be for all those who want to shop online while sitting at home without going outside. Our system will target people of all age and gender. It serves as help platform for people in distress as well. Being with all the feature of website it can be used as a product promotion platform. keeping these factors in mind we surveyed the respective section only.

4.1 Verbal Survey

This survey was generally conducted to get a clear vision of what our target audience is looking for, mainly focusing on what problems they've faced in other online website system and what are they expecting from our project. In particular we had few questions in mind: Do you like online shopping? Do you think online shopping saves time? Do you want discount or lower prices on products? Do you want 24*7 availability of products? Do you want wide range of variety of products? Picturing an ideal system to solve queries features and interactions, we also asked about participants' desired practices of doing the same in an ideal situation. A

discussion of survey's findings can be found in the result section.

4.2 Google form Survey/ Online Survey

We designed an online survey to understand and assess users' current and desired practices of using online shopping. The survey was distributed to a general population of 50 participants. Our participants were distributed across five different age groups between 18 and 65. Our survey participants were approximately equally distributed by gender (44% Male and 56% Female). The survey consisted of 12 questions on recent practices, desired practices and demographic information. Our main focus was on few questions related to problems faced from other such applications, what expectations users have from our application and their suggestions. Results from the survey are defined below:

1. Have our users came across any of such application?
- 2 . Do you want wide range of variety of products?
3. Do you want online or cash on delivery mode of payment?
4. Do you want 24*7availability of products?
5. Do you think online shopping saves time?
6. Do you want discount or lower prices on products?

A Questionnaire consists of a number of questions printed in a piece of paper in a definite order to elicit necessary information from the target users within a short duration. The Questionnaire is provided to the respondents who are expected to read and understand the questions and write down the reply in the space provided. Since, user is the types of users for the proposed system; the developer will distribute the questionnaire among them. Justification for Conducting Questionnaire The reason for choosing questionnaire as a primary data gathering method is described below: Since the target users of the system are quite large in number, and it is impossible to reach out to each of them individually to collect their requirements and suggestions. With questionnaire, it is possible to reach to masses simultaneously irrespective of their geological location which is less time consuming Since, the statistical techniques can be applied to it the analysis of questionnaire is efficient which is done in the terms of graphs and charts which are more accurate. Users are free to answer questions anonymously, so there are more chances of obtaining exact requirements. It's a cost-effective approach, as it can be emailed to the participants or be distributed as paper-based questionnaire. Now concluding ,the researcher conducted primary and secondary research under which

technical research was conducted to come to a final conclusion of user requirements and technologies and tools to be used. Couple of research methods have been used by the developer, which includes Questionnaires and Interviews. The research was necessary to avoid waste of time in a later point of development phase. Now, the researcher is pretty sure of the features to be included in the system and how to remove existing problems. The developer is confident enough to implement the proposed app after performing extreme research related to domain, technology, language, tools etc.

5. DISCUSSION

Our system will be for all those who want to shop online while sitting at home without going outside. Our system will target people of all age and gender. It serves as help platform for people in distress as well. Being with all the feature of website it can be used as a product promotion platform. Keeping these factors in mind we surveyed the respective section only. Since the customers' internet activities have shifted from using offline methods to online methods, there arise the new opportunities to shop online just by simple adding to cart and buying them. The system is targeted to the web users. This application provides the facility choose and identify products with ease. Our problem of going to market can be solved by just sitting at home and ordering online. The information of the user is stored in database. The user can delete their post as well if he wants to take it down. Also, payment facilities will be there for ease of payment.

6. LIMITATION

Limitations are always a part of every project. These limitations are defined by the survey conducted through offline as well as online mode, we came up with the problems faced by the users in other online shopping website and what were they expecting from our project, some of the suggestions weren't able to fulfill.

The project scope is limited to a confined boundary as listed below: The system is being developed for only web-based users no personal mobile downloads are available. Long duration and lack of proper inventory management result in delays in shipment. Though the duration of selecting, buying and paying for an online product may not take more than 15 minutes; the delivery of the product to customer's doorstep takes about 1-3 weeks. This frustrates the customer and prevents them from shopping online. Lack of touch-feel-try creates concerns over the quality of the product on offer. Online shopping is not quite suitable for clothes as the customers cannot try them on. Sometimes, there is

7. CONCLUSION

In addition to above, the online payments are not much secured. So, it is essential for e-marketers and retailers to pay attention to this issue to boost the growth of e-commerce. The rate of cyber crimes has been increasing and customers' credit card details and bank details have been misused which raise privacy issues. Physical stores allow price negotiations between buyers and the seller. The show room sales attendant representatives provide personal attention to customers and help them in purchasing goods. A customer has to buy a product without seeing actually how it looks like. Customers may click and buy some product that is not really required by them. The electronic images of a product are sometimes misleading.

The color, appearance in real may not match with the electronic images. People like to visit physical stores and prefer to have close examination of good, though it consumes time. The electronic images vary from physical appearance when people buy goods based on electronic images. That's all from the research we've done and feedback received, we might discover new problems or solve any of our limitation will further

To conclude technology has made significant progress over the years to provide consumers a better online shopping experience and will continue to do so for years to come. With the rapid growth of products and brands, people have speculated that online shopping will overtake in-store shopping. While this has been the case in some areas, there is still demand for brick and mortar stores in market areas where the consumer feels more comfortable seeing and touching the product being bought. However, the availability of online shopping has produced a more educated consumer that can shop around with relative ease without having to spend a large amount of time. In exchange, online shopping has opened up doors to many small retailers that would never be in business if they had to incur the high cost of owning a brick and mortar store. At the end, there are certain limitations of online shopping system which we need to overcome and there are many advantages also of online shopping especially during this pandemic.

8. REFERENCES

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