

# Develop An Online Cloth Retail Webpage Using HTML, CSS, JavaScript, PHP and MySQL

**Dr.M.Sengaliappan<sup>1</sup>, Jeyabalaganesh S<sup>2</sup>**

<sup>1</sup>Head of the Department, Department of Computer Application, Nehru College of Management, Coimbatore, Tamil Nadu, India

<sup>2</sup>Student of II MCA, Department of computer Application, Nehru college of Management, Coimbatore, Tamil Nadu, India

## **ABSTRACT:**

This online clothing retail website is designed to offer a seamless and personalized shopping experience for fashion enthusiasts. The platform features a user-friendly interface that allows customers to easily browse through a wide variety of clothing items, including the latest trends and timeless classics. With a robust search function and smart filtering options, users can quickly find items that match their style preferences, size, and budget. The website integrates secure payment gateways and offers multiple delivery options to ensure a smooth and secure shopping experience. Additionally, it includes features like customer reviews, detailed product descriptions, and high-quality images to help customers make informed purchasing decisions. Through a combination of technology and fashion expertise, the website aims to become a go-to destination for fashion-forward individuals seeking convenience, variety, and quality.

## **Keyword:**

Online retail, Web development, HTML, CSS, JavaScript, PHP, MySQL, Full-stack development, E-commerce, Responsive Design.

## **1. INTRODUCTION:**

Online clothes retail has become a prominent force in the quickly changing world of e-commerce, changing the way customers shop for fashion. Customers are increasingly flocking to digital platforms for their clothing needs since they are convenient and allow them to browse and purchase goods from the comfort of their homes. The goal of this online apparel store is to satisfy the increasing need for easily accessible, fashionable, and varied fashion selections. The platform makes use of customer-focused features and contemporary web technology to provide a smooth and delightful purchasing experience. The website offers a wide range

of apparel options to suit different preferences, body types, and price points, all the while making sure users can navigate and locate what they're searching for with ease. The fashion sector is embracing digital transformation at a rapid pace.

## **2. THE PROBLEM:**

Several hurdles might be identified when thinking about the issues a traditional cloth retail business faces prior to developing a website. These problems can offer insightful background for a journal article by illuminating how digital transformation resolves them. Here are a few major issues.

### 2.1. Limited Market Reach Geological Imperatives:

Traditional physical establishments are confined by geography, which limits their possible customer base to a specific area or passers-by.

**Conflicting Business Hours:** Customers are able to shop within designated store hours, which limits their ability to browse or make purchases.

### 2.2. Lack of Prior Presence Low Brand Mindfulness:

The store struggles to promote mindfulness outside of its physical location since it does not have a digital presence. Casual conversations and local advertisements might not be enough to build a sizable clientele.

**No Admittance to Web-based Showcasing Devices:** Retail organizations are unable to take advantage of powerful computerized marketing tools such as pay-per-click (PPC) advertising, site optimization (SEO), or online entertainment publicizing without a trace of a site.

### 2.3. Issues with Stock Administration Manual Stock Following:

Stock management may be conducted physically in many traditional establishments, which can lead to errors, sluggish replenishing periods, and other issues.

**Overstocking/Understocking:** In the absence of suitable interest-gauging tools, retailers may have problems with extremely low or excessively high inventory, which can result in missed sales opportunities or an excess of inventory.

### 2.4. Obstacles to client care Client enquiries made in person:

In order to resolve critical concerns, demand information, or address objections which can be uncomfortable and time-consuming for both customers and employees customers should come into the business.

**Conflicting client care:** Due to the reliance on in-store instructors, the type of support provided to clients may change depending on the availability and skill of the personnel.

### 2.5. Limited Client Engagement No Tailored Shopping Experience:

In the absence of an online platform, the company requires customer data analysis to help provide personalized experiences such as product recommendations, updates, or personalized pricing.

**Failing to Collect Customer Data without Issue:** It is more difficult to understand customer loyalty levels or inclinations when customer feedback is gathered through non-computerized methods since it is less seamless.

## 3. THE PROPOSED SYSTEM:

Architecture of E-Commerce Websites an e-commerce website intended to increase the cloth retail company's market reach serves as the central component of the suggested system. Among the architectural features will be:

- **Frontend Framework:** To guarantee a seamless user experience across devices, a user-friendly interface is created using contemporary technologies like React.js or Angular.

- **System Backend:** a solid backend system that manages all client transactions, data management, and system logic using frameworks like Django or Node.js.

- **Database:** Product inventories, user data, sales records, and more will be stored in relational databases (like MySQL or PostgreSQL) or NoSQL databases (like MongoDB).

- **Security Layers:** OAuth2 authentication, SSL certificate implementation for safe browsing, and encryption for payment channels.

## 4. KEY FEATURES OF THE WEBPAGE

To address particular issues faced by retailers, the suggested homepage will incorporate the following features:

- **Product catalog and Filtering System:** To increase browsing efficiency, the system will provide an aesthetically pleasing product catalog with filtering options (such as size, color, category, and price range).

### 4.1. Online shopping Usability:

- **Shopping Cart:** A dynamic cart that receives updates in real time.
- **Payment Gateway Integration:** For safe and flexible payment choices, integration with well-known payment providers (like PayPal and Stripe) is recommended.
- **Order tracking:** Clients are able to monitor the real-time status of their orders.

### 4.2. Inventory management:

- **Automated Inventory System:** This system will track inventory in real-

time and update stock levels in response to sales, all from the backend.

- **Inventory Alerts:** Notifies the company when inventory is running low and needs to be refilled.

## 5. DEVELOPMENT TOOLS:

### 5.1 Front-end Development:

- HTML
- CSS
- JavaScript

#### 5.1.1 HTML (Hypertext mark-up Language):

HTML is the standard language used for creating and structuring content on the web. In the context of an online clothing retail website, HTML helps to structure the layout and display the website's elements like product listings, images, descriptions and prices.

#### 5.1.2. CSS (Cascading Style Sheet):

CSS is used to style and layout HTML elements on a webpage. In an online clothing retail website, CSS enhances the look and feel by controlling colors, fonts, spacing and responsiveness.

#### 5.1.3. JavaScript:

JavaScript is a client-side scripting language. It used to add interactivity and handle dynamic functionalities on a clothing retail website.

- **Search Functionality:** JavaScript can be used to filter products based on search terms entered by the user.
- **Add to Cart functionalities:** JavaScript can handle adding products to the shopping cart,

displaying the total amount, and interacting with a “Cart” system.

## 5.2 Back-End Development:

- PHP
- MySQL

### 5.2.1 PHP (Hypertext Preprocessor):

PHP is a server-side scripting language. It helps to manage the backend task like handling form submission, interacting with databases, and managing user authentication. In the context of an online clothing retail website, PHP can be used to manage dynamic content, such as retrieving and displaying product data, managing shopping carts, processing orders, and securing user accounts.

**Product management:** PHP can fetch information about the products like price, description and name from product database and display it on the product page. **Product details page:** If a user clicks on a product from the product listing page, PHP can retrieve and display the information for the selected product.

**User authentication:** PHP is commonly used to manage user authentication, allowing users to create accounts, log in and manage their orders and accounts.

### 5.2.2 MySQL:

MySQL is a relational database management system that is commonly used to store and manage data for online clothing retail websites. It works in conjunction with backend language like PHP to provides a dynamic and data-driven experience.

Product catalog management:

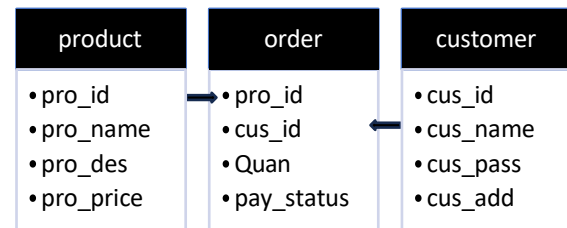
MySQL can be used to store and manage information about the products in the clothing store.

- Product names

- Description
- Prices
- Categories
- Product images

## 6. DATABASE DESIGN:

An e-commerce platform cannot effectively manage product inventory, customer data, orders, or transactions without a well-structured database. In order to support business activities, the database design for the proposed system would prioritize guaranteeing data integrity, scalability, and seamless data access. A thorough database design employing Relational Database Management Systems (RDBMS), such as MySQL, is shown below.



## 7. SAMPLE CODE:

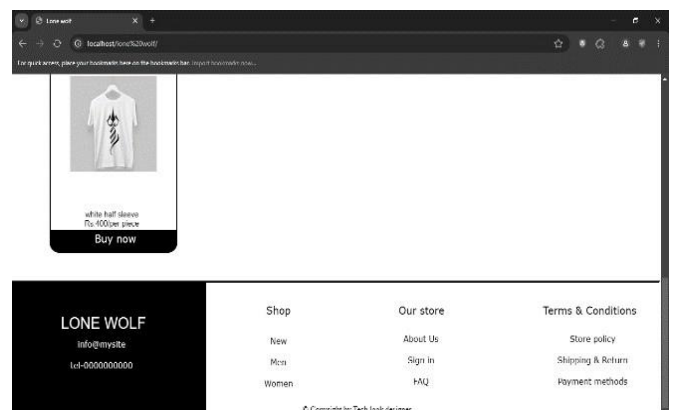
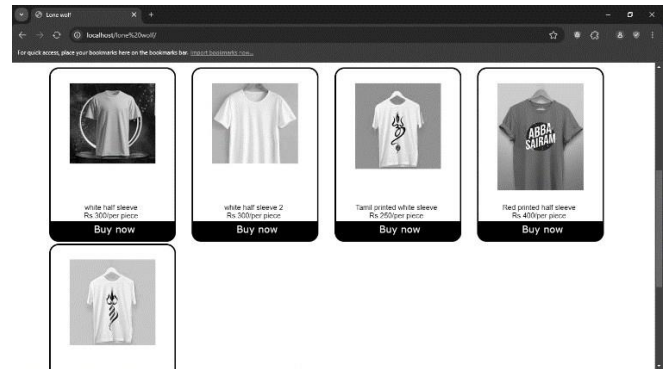
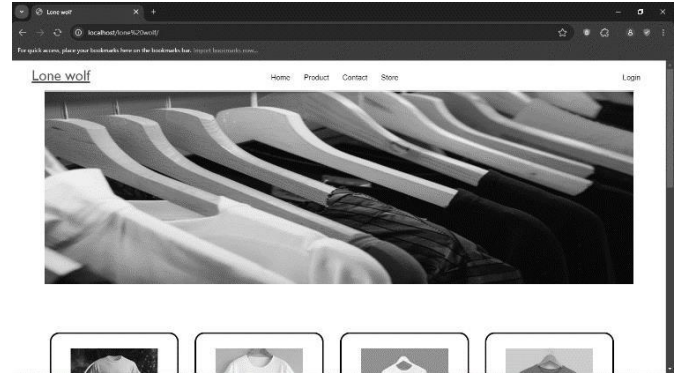
```

<?php
$user = 'root';
$password = "";
// Database name
$dbname = 'lonewolf';
$servername='localhost:3306';
$mysqli = new mysqli($servername,
$user,$password, $dbname);
// Checking for connections
if ($mysqli->connect_error) { die('Connect
Error ( ' .
$mysqli->connect_errno . ') '.
$mysqli->connect_error);
}
  
```

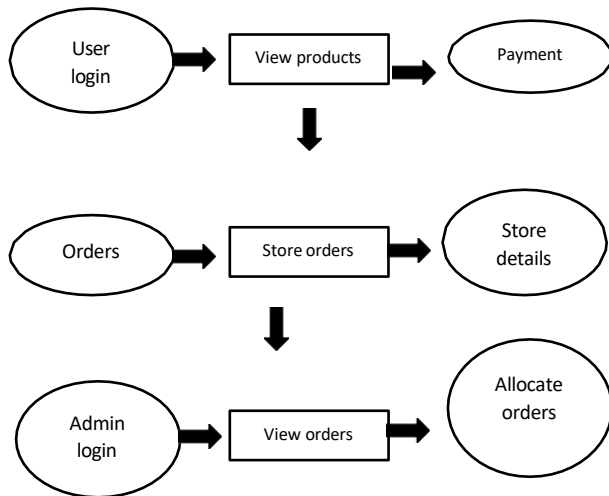
```
// SQL query to select data from database
$sql = " SELECT * FROM product ";
$result = $mysqli->query($sql);
$mysqli->close();
$i=0;
$link=mysqli_connect('localhost','root','',$
database);
if(!$link)
{
die('connection error'.mysqli_connect_error());
}
?>
<div class='homeproduct'>
<center>
<table>
<?php
$query="SELECT * FROM product;";
$result=mysqli_query($link,$query);
while($data=mysqli_fetch_assoc($result){
if($i>=4){
?></tr><tr><?php
$i=0;

}
echo "<td><div class='prop'><center><div
class='proimg'>";
echo '<img src= "/product/'.$data['image'].'"/>
<br>';
?></div>
<div class='praname'>
<?php
echo $data['pro_name'].<br>"; echo
"Rs.". $data['prize']. "/per
piece<br></div>";
?>
<div class='buybtn'>
<a href="#">Buy now</a>
</div>
<?php
echo "</div></div></div></td>";
$i++;
}
```

## 8. SAMPLE OUTPUT:



## 9. FLOW CHART:



## 10. TESTING AND BUG FIX

### Testing:

The method involved running the application in order to look for faults (errors or other defects). In order to assess the properties of interest, the most crucial application components have to be executed. White-box testing was the favoured method among the various testing techniques. White-box testing, sometimes referred to as clear-box testing, examines a program's underlying workings or structures rather than the features that are visible to the user. White box testing involves designing test cases using programming knowledge and an internal view of the system. In order to workout paths through the code and ascertain the proper outputs, the tester selects inputs. Testing nodes in a circuit is similar to this. Per the test mentioned above, it

## 11. CONCLUSION:

E-commerce has completely changed lifestyles by offering convenient online shopping possibilities. With the aid of web development and e-commerce application development, the seller can easily launch an

online business. It facilitates the conversion of their B-to-B to B-to-C. It is among the least expensive ways to conduct business since it offers discounts on goods and services without requiring advance notice. For online buying, a safe, user-friendly, and interactive website is created.

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