

Ganpati E-commerce Clothing Website

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Abstract - E-commerce is flourishing in today's business landscape. E-commerce stands for electronic commerce. E-commerce (Electronic commerce) is the buying and selling of products and services through an electronic network, most often the Internet, as well as the exchange of payments and data. E-commerce (electronic commerce) is a paradigm shift that impacts both marketers and customers. E-commerce, on the other hand, is more than a means of enhancing existing business processes. It is paving the way for a thorough overhaul of the existing business paradigm. This massive transformation in business paradigm is gaining hold across the world, including in India. As a result of extensive internet use, e-commerce has risen in popularity, and companies, particularly start-ups, are increasingly turning to this option as a distinctive business approach. Moreover E-commerce has a significant environmental impact. Despite the fact that it is commonly used in today's business world, the notion has yet to be thoroughly explored. The purpose of this research is to assess the present situation of E-Commerce and its trends. The study goes on to examine the key aspects that influence whether or not an E-commerce company plan succeeds.

Key Words: E-commerce, MERN, clothing, Payment,

1. INTRODUCTION

E-commerce stands for electronic commerce. It refers to the electronic exchange of goods and services through the internet. E-commerce is the activity of conducting business via the internet and through information technologies like Electronic Data Interchange (EDI). E-Commerce is a term used to describe a vendor's website on the Internet that allows users to buy and sell things or services straight from the portal. The website takes credit card, debit card, and EFT (Electronic Fund Transfer) payments using a digital shopping cart or digital shopping basket.

According to a more comprehensive definition, e-commerce is defined as the use of electronic communications and digital information processing technology in business transactions to create, transform, and redefine relationships for the creation of value between or among organizations, as well as between organizations and individuals. India's e-commerce business has risen at an exponential rate during the previous decade. Many factors have contributed to this surge, including Indian customers' swift adoption of technology, significant increases in the number of internet users, new enabling technologies, innovative business

models, and a variety of payment options offered by E-commerce companies.

2. LITERATURE REVIEW

The Business-to-business (B2B), business-to-consumer (B2C), business-to-government (B2G), consumer-to-consumer (C2C), and mobile commerce are the four primary categories of electronic commerce (m-commerce).

- [1] B2B (Business-to-Business) refers to business-to-business transactions in which product is sold to a third-party intermediary. B2B e-commerce is concerned with business-to-business interactions. This sector accounts for over 80% of all e-commerce. A commercial transaction between a manufacturer and a wholesaler, or a wholesaler and a retailer, is an example of B2B.
- [2] B2C (Business-to-Consumer): This approach involves direct trading between a firm and its customers via a website. Businesses or organizations exchange goods or services to customers over the Internet for personal use under the B2C model.
- [3] Customer-to-Business (C2B): In a C2B model, customers sell things and services to companies, and the businesses buy the goods and services. Consumers create value, which firms then consume.

Why E-commerce -

The worldwide business community is fast shifting towards Business-to-Business (B2B) e-Commerce as ICT's, notably the Internet, become more widely used. When purchasers have access to the global market through the Internet, they may compare costs across locations, determine whether prices change due to order fragmentation, and learn about alternative items. Customers may simply compare the services of numerous e-commerce sites due to market openness. For example, with e-commerce, rivals are only one click away from the client. Clients may change e-commerce sites far more readily than they can change physical stores if they are unhappy with the items, pricing, or services supplied.

Benefits of E-commerce -

The following are the key advantages of e-commerce for customers:

- Lower transaction costs for exchanges that participate in a market.
- Increased convenience – transactions may be completed 24 hours a day, without the need for actual touch with the company.
- Saves time: With the aid of the internet, customers may purchase or sell any goods at any time.
- Constant and quick access to information Customers will be able to check information on several websites with the press of a button.
- Convenience—All purchases and transactions can be completed from the convenience of one's own home or workplace, or from anywhere the consumer desires.
- Change businesses—If a company's service isn't suitable, a customer can easily switch firms at any moment.
- Customers can purchase a product that is not accessible on the local or national market, giving them a broader choice of options than before.
- Before making a final purchase, a consumer can write a review for a product and see what others are buying or read other customers' reviews.

3. PROBLEM STATEMENT

Any e-commerce website's goal is to assist customers in narrowing down their broad ideas and deciding which things they wish to buy. The fact that each category will have its own set of aspects to display adds to the difficulty. Multiple e-commerce sites, on the other hand, are fiercely competitive. Users expect to find what they're searching for fast and simply when they visit an e-commerce website. Furthermore, customers are unsure about the brands or items they wish to buy. The lesson here is that product classification and feature listing are important. E-commerce makes selling things to a huge number of people simple.

4. PROPOSED APPROACH

Now, in order to address the problem identified in the Problem Statement, we require a platform that offers us with time and resource-saving solutions.

In our Proposed approach, we develop a website that helps user find the trending products of different categories with genuine and affordable price, without involving any middle man commission.

To implement the proposed approach we have used MERN stack for developing and designing the website, which is a Business-to-

consumer(B2C) platform. The interface is user friendly and easy to navigate.

5. METHODOLOGY

1. Admin login: Admin login have three main modules:

1.1. Admin Options: It contains modules which will help admin to manage user, order, products .It's sub modules are as follows

1.1.1. Manage Users: This sub module provides administrators to change the user information and assign or remove them as admins

1.1.1.1. Show Users: It will show all the users registered on the website .

1.1.1.2. Remove Users: It will help to remove any random user from the database

1.1.2. Manage Products: The administrator can manage all the products that are listed on the website

1.1.2.1. Add Product: Admin can add new products by providing the necessary information required for it.

1.1.2.2. Update Product: The information of any existing products can be edited if required by validating the code as per need

1.1.2.3. Delete Product: The information of any existing products can be removed from the server if required by removing it from the database.

1.1.3. Show Orders: This sub module will show all orders placed by all the customers/users.

1.1.3.1. Order Status: This sub module helps in viewing the payment status and updating the order deliver status.

2. User Login: User login have three main modules:

2.1. User Options: It contains modules which will help user to view profile, order, products. It's sub modules are as follows

2.1.1. View Profile: This sub module provides users to change their information and password.

2.1.2 View Products: This sub module provides users to view different products and order them as per their need.

2.1.3 View Orders: This sub module provides users to view all of their past and current orders as well as their payment and delivery status.

2.2. Cart: User can purchase off multiple items listed on the website by adding them to cart. User can also change the quantity of individual products and also remove them from the cart if not needed.

2.3. Payment: This module offers multiple mode of payments which the user can use as per the convenience for purchasing the items in cart. For example- Credit/Debit cards, UPI, Wallets, etc.

11. Brad Traversy(<https://www.traversymedia.com/>)

6. CONCLUSIONS

The results of e-commerce implementation study can be substantial. A comprehensive literature search was conducted to unearth e-commerce implementation papers from four databases in order to gain an overview of current research in this field. After applying inclusion and exclusion criteria, we were able to find 65 papers that were most relevant to our study goals. Between 2006 and 2015, the articles were released. According to the findings of this study, the entire e-commerce implementation process has been devalued. Despite the fact that various studies on the factors that impact e-commerce deployment have been undertaken, we have chosen the most critical. At least not in our chosen papers, there are no research activities that have truly supplied the answer or steps in the implementation of e-commerce. Nonetheless, we believe the findings in this research have very minor ramifications. This research adds to the first comprehensive review of the literature on the deployment of e-commerce. As a result, academics working on e-commerce implementation could be interested in the findings of this review.

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