

SURVEY ON VOGUE MEN'S WEAR ONLINE SHOPPING

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Abstract - Today, people's lifestyle is different. People feel inconvenient and time-consuming to go to crowded markets. So e-shopping is beneficial because it takes a lot of time. Online shopping is a way in which consumers directly buy products, services, etc. from a seller without an intermediary service over the Internet. Shoppers can visit online stores from the comfort of their homes and shop as if they were sitting at a computer or any connected device. Online stores are usually available around the clock, and many consumers have access to the Internet at work and at home. Therefore, it is very convenient for them to shop online. One of the most appealing factors of online shopping, especially during the holidays and any other holiday, is that it alleviates the need to wait in long lines or search the store for a specific item. A number of products are available on the online platform. So the researcher needs to know the preferences of the consumers. Thus, fifty respondents were met and data was collected about their online shopping preference.

Key Words: Encryption, Preference, Perception, online shopping

1.INTRODUCTION

Web shopping system for existing store. The project research is based on delivering an online shopping application to the Android platform. It helps to buy products in the store anywhere over the internet using your Android device. This system can be implemented in any store in the locality or in multinational brand stores with retail networks. A fashion menswear site simply lists clothes for the user to buy and the user can provide a place to have them delivered. A fashion menswear site is a website that allows users to shop for clothing from the comfort of their homes. [1]

As there is no specific clothing market in Bhandara, a customer who wants to buy clothes in smaller quantity prefers not to go there. This Android platform is an attempt to provide the benefits of online shopping to real store customers. This project is a web shopping system for an existing store. E-commerce is a new area where such systems will play a

special role to process financial activities with great accuracy, security, privacy and facility. The goal of the project is to deliver an online shopping application to the Android platform. It helps to buy products in the store anywhere over the internet using your Android device. The convenience of shopping from home. Saves time and effort. Easy comparison between products. The user must log in and provide their personal information for same-day home delivery. This project is mainly divided into two main modules: Administrators and Customers/Users. Staff managers and store members act as administrators. They can add, update, edit, or remove products, so they can change product names, manage price changes, and add or remove products. [5,3]

The customer can browse the selection of products, update the cart, remove products from the cart and pay from the store. The customer also has the option to update their details such as names, email, address and other details. The user can only browse the online store and add the product to the cart. The user is limited to using the store. [3]

1.1 Project Domain

There are a large number of commercial online shopping websites that offer a large number of products tailored to suit the shopping interests of a large number of customers. These online marketplaces contain thousands of products classified into various categories.

Problem

- The basic problem of existing systems is the non-interactive environment they provide to users.
- Using traditional user interfaces that allow continuous posting back to the server; each post back calls the server, gets the response, and then refreshes the entire web form to display the result. This scenario adds an additional trade-off that causes a delay in displaying results
- A search engine that would display results without allowing users to further filter results based on various parameters.
- Using traditional and user-unfriendly interfaces that are difficult to use.

1.2 Objective

The goal of the project is to create an application on the Android platform for purchasing goods in an existing store. In order to create such an application, full web support must be provided. Provide an online shopping website for the same store. The web application should be able to help the customer to select his item and help the owner to manage the orders from the customers. The system recommends 24*7 order taking facility and home delivery system which can make customers happy. Today, the Internet and its boom have created a new economic scenario that emphasizes not only the classical concept of "product", but also the modern concept of "service". It is this level of service that determines whether a commercial enterprise will succeed in the market or not. To ensure high availability of services, we will design online shopping websites so that potential customers do not have to go to a physical store to purchase products or services.

2. Literature survey

Testing as an important method to ensure the quality of e-commerce websites has received more and more attention from researchers and users and many important research methods. Testing aims to find errors in the object under test and give confidence in its correct behavior by running hypermedia and its objects with selected objects. However, web applications raise important and challenging testing issues that cannot be directly addressed by existing methodology unlike desktop software. E-commerce is a new area where such systems will play a special role to process commercial activities with great accuracy, security, speed and simplicity.

1. "WEB TESTING PERFORMANCE EVALUATION OF ECOMMERCE WEBSITES".

(E-commerce serves to accelerate and expand the changes already taking place in the economy. Testing as an important method to ensure the quality of e-commerce websites is gaining more and more attention from researchers and users and many important research methods.) [1]

2. "User Experience Maturity Model for E-Commerce Websites".

(The purpose of this research is to develop and test a user experience maturity model that provides tools, techniques and practices to improve user satisfaction and increase company revenue).[2]

3. "Multi-Agent Automated Intelligent Shopping System (MAISS)". (Using agent technology to support The operation of e-commerce, especially in the area of automation of the

buying and selling process, is so promising and worth succeeding).[3]

There are a number of systems developed to help computer users, and especially Internet users, deal with their daily activities in a simpler and more reliable way. However, most of them are promising; there is a need to automate such operations that require the presence of human users every time. This can reduce the time spent and the amount of money used. This leads to highly appreciable results.

4. "Development of a Fashion E-Commerce Mobile Application for Men's Clothing" by Hanxin Zhang and Xueyan Liu (2021).

This research paper describes the development of a fashion e-commerce mobile application for menswear. The app includes features such as personalized recommendations, virtual tryouts and social media integration. The authors concluded that the app can provide convenient and customized shopping for men's clothing.

5. "A Mobile Fashion Recommender System Using Deep Learning and User Preferences" by Youssef Ezzaki, Mohamed Zbakh and Mohammed El Mohajir (2019)

This research paper describes a mobile fashion recommendation system using deep learning and user preferences that includes men's clothing. The system uses deep learning algorithms to analyze user preferences and provide personalized recommendations. The authors concluded that the system can effectively improve user satisfaction and sales performance.

6. "Virtual Fitting Room: A Review" by Rajdeep Singh and Ramneet Kaur (2020)

This insightful article discusses the concept of virtual dressing rooms that allow users to virtually try on clothes using 3D modeling and augmented reality technology. The authors highlight the potential benefits of virtual dressing rooms for menswear, such as greater convenience and lower returns. The article concludes that virtual dressing rooms can improve the overall experience of menswear shopping.

3. METHODOLOGY

Description

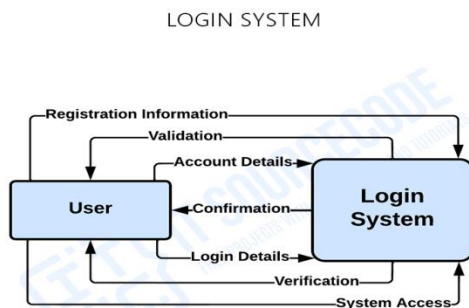
The created online store is based entirely on free source applications and with the intention of reducing costs. All functions must be performed in a proper manner. The customer or user interfaces are critical because the admin interface will be used to manage the activities on the customer interface. Technologies used for the project are HTML5, CSS3, PHP and MySQL.[1]

Implementation of functions

The customer interface and the admin interface are the main interfaces created in this project. I used HTML5 and CSS3 with the customer and admin interfaces. HTML5 was used to create the structure of the page while CSS was used to style the page. PHP is a dynamic language, so I used it to automatically load information from a database into a web page without manually rewriting all the data.

Any user with an internet connection can access the products available in the online store. The user can browse the website to see what is available on the website.

- User registration The user enters his personal data, including a picture, in the registration form. After submitting the form, a connection is established with the database, which stores the data.[4]



DATA FLOW DIAGRAM LEVEL 0

Fig -1: login system

Testing

To confirm that the evaluations of the online store were carried out at different stages of the task; I checked the reliability of all functions. The test is based on the customer/user and the control unit. The customer test showed that an account can be created, a login can be established, a basket of products can be loaded and the customer can cancel the purchase. An administrator can create an account and then login. The administrator can then manage all content in the store. Shopping cart testing

Some amount of products were put in the shopping cart and then I proceeded to the checkout. When I checked out and tested with PayPal, the cart was empty. This means that the cart is working properly as it should.

Customer Logout

A customer can only log out if they have logged in as customer. He cannot successfully checkout without being a customer.

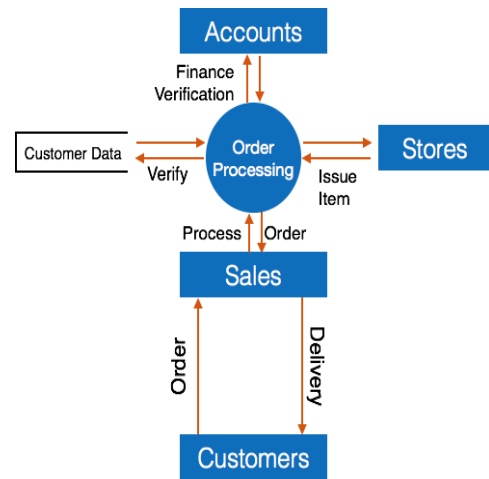


Fig -2: Order processing

User module

Admin module

- The user module allows users to register, log in and log out. Users benefit from being able to log in because it links the content they create to their account and allows them to set different permissions for their roles.[2]
- The administration module allows you to control the operation of the Business Process Server, install and uninstall applications and manage all users and groups.[2]

4. ADVANTAGES

Customers can purchase goods from the comfort of their home or workplace. Shopping is easier and more convenient for the customer via the Internet. In general, in brick-and-mortar stores, sales representatives try to influence buyers to buy the product. You can do whatever you want when shopping online.

It's also easy to cancel transactions. Customers do not have to stand in queues at checkouts to pay for the products they have purchased. They can shop from home or work and don't have to spend time traveling.

1. Saves time and effort.
2. Convenience of shopping from home.
3. A wide variety of products are available.
4. Good discounts / lower prices.
5. Get detailed product information.
6. We can compare different models/brands.

5. CONCLUSION

The e-commerce was developed using PHP, MySQL, HTML5 and CSS3 technologies. Each consumer can browse products, add, replace or remove a product from the cart. The consumer can log in using their details such as email and password. If the login fails, the user can register again or request a password change. After logging in, the user can see the product in the cart and continue. The product can be paid for using PayPal. The administrator can verify the order, but the consumer can view the orders in his account. The ordered price is saved in the database.

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