

E Commerce Website of Footwear

Mr. Pagire R. R.¹, Miss. Bhandarkar Samiksha², Miss. Sonawane Gayatri²

Professor, Department of Computer Engineering¹
Students, Department of Computer Engineering^{2,3}
Samarth Polytechnic, Belhe, India

Abstract: *The record keeping & reporting is the key of successful transaction which defining consists of user friendly interface with easy & common application. The objective of to develop the application id based on the easy way of getting yellow page information. The application can be installed on desktop or operated via client/server architecture. The system is easy to use with simple knowledge of computer. The applied principles in this system are instinctive and depend on running application at user interface. Online customer reviews (testimonials) could uncover and describe how the perspective of online shops customers on E-Service Quality, E-Satisfaction and e-Loyalty. This perspective is become crucial to apparel product lines which involving 2 process of purchase decision-making process, searching and experience. In the brick and mortar, this process can be realized because it is supported by tangible component in the offline stores, but not in the online store. This study specifically explores footwear online shopping experience, but this study's findings also contribute to how to develop the concept of e-Service Quality, E-Satisfaction and e-Loyalty on the general online store.*

Keywords: Online Shopping, E-Commerce, Online Shoe Store, Programming Language.

I. INTRODUCTION

The business-to-consumer aspect of electronic commerce (e-commerce) is the most visible business use of the World Wide Web. The primary goal of an e-commerce site is to sell goods and services online. This project deals with developing an e-commerce website for Online Shoe Store. It provides the user with a catalogue of different shoes available for purchase in the store. In order to facilitate online purchase a shopping cart is provided to the user. The system is implemented using a 3-tier approach, with a backend database, a middle tier of Microsoft Internet Information Services (IIS) and ASP.NET, and a web browser as the front-end client. In order to develop an e-commerce website, a number of technologies must be studied and understood. These include multi-tiered architecture, server and client-side scripting techniques, implementation technologies such as ASP.NET, programming language (such as C#, VB.NET), relational databases (such as MySQL, Access). This is a project with the objective to develop a basic website where a consumer is provided with a shopping cart application and also to know about the technologies used to develop such an application. This document will discuss each of the underlying technologies to create and implement an e-commerce website.

Two thousand years ago, Roman roads brought trade and commerce to Europe in an unprecedented manner. A thousand years ago, the spice routes linked the cultures of East and West. At the dawn of the second millennium, the Internet, the world's largest computer network, the network of networks, is making fundamental changes to the lives of everyone on the planet-changing forever the way business is conducted. Internet has become an important medium for doing global business based on the state of the art technology. Global business was conducted in a new way: electronically, using networks and the Internet. The availability of Internet has led to the development of Ecommerce (Electronic commerce), in which business transactions take place via telecommunication networks. E-Commerce has two major aspects: economic and technological. The stress of this course will show you how to get started in the complex and exciting world of Electronic Commerce. New standards and new facilities are constantly emerging and their proper understanding is essential for the success of an operation and especially for those who are assigned a duty to select, establish, and maintain the necessary infrastructure.

II. WHAT IS E-COMMERCE?

Such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems. Modern electronic commerce typically uses the World Electronic commerce, commonly known as Ecommerce or E-Shop, is trading in products or services using computer networks, such as the Internet. Electronic commerce draws on technologies Wide Web for at least one part of the transaction's life cycle, although it many also use other technologies such as email. Many retails shop are shift on E-Commerce because e-commerce is fast grow in the world. E-commerce businesses many employ some or all of the following:

- Online shopping web sites for retail sales direct to consumers.
- Providing or participation in online marketplaces, which process thirdparty business-to-consumers or consumers-to-consumers sales.
- Business-to-business buying and selling.
- Gathering and using demographic data through web contacts and social media.
- Business-to-business electronic data interchange.
- Marketing to prospective and established customers by e-mail or fax (for example, with newsletters).
- Engaging in partial for launching new products and services.

III. LITERATURE SURVEY

More than 85 percent of the world's online population has used the Internet to make purchases, 15 increased by 40 percent from two years earlier, and more than half of Internet users are regular online shoppers, who make purchases online at least once a month. With the increasing penetration of the Internet, the growth of online business is wider and the community is getting ready to shop online. Various products marketed through Internet, as well as cooperation between businesses (B2B). Some companies which market underwear products (lingerie fashion) cooperate and join to a network Web site. Web-weaving¹⁶ is a strategic "e-portfolio management" approach. This approach can identify a multi-niche opportunities for e-retail, which spread risk, maximizes revenue streams, utilizes knowledge economies/synergies across multiple-web sites, promotes customer added value and offers potential for competitive advantage and sustainability for the smaller-sized e-retail.

Shoes is a product that has a mix between a search and experience good, because the purchase of shoes (offline) will be determined by the customer choices consider to both the searching characteristics, such as: models, materials, colours, and details and assess the experience characteristics with direct experience or try the shoes comfort to foot posture or structure. According to Huang at al. (2009): "The dominant attributes of a search good can be evaluated and compared easily, and in an objective manner, ..., while the dominant attributes of an experience goods are evaluated or compared more subjectively and with more difficulty".¹⁷ Referring to

Nelson (1970, 1974): "Search goods are those for which consumers have the ability to obtain information on product quality prior to purchase, while experience goods are products that require sampling or purchase in order to evaluate product quality".¹⁸ Digital camera, cell phone and laser printer are example of search good,¹⁹ clothes style, colour of the car is an example of the search characteristic.²⁰ Music CD, MP3 player, video game are example of experience goods,²¹ the taste of a grocery product would be typical example of an experience characteristic.²² This study explores the various dimensions and attributes which used by online shoes stores customers.

In the offline context, various characteristics of retail environment (product assortment, value of merchandise, salesperson service, after sale service, facilities, atmosphere and store location) influence consumers' emotional responses in the shopping environment, and in turn influence consumers' store attitudes.²³ Some exploratory studies focusing on online stores have done. Ordering time, quality, delivery time and substitute are the most important attributes for online grocery shopper.²⁴ Fulfilment attributes dominate e-Satisfaction and repurchase intention judgments.²⁵ Comparing between contexts, there are differences online and offline shopping motivation. Services are more likely to be associated with the online shopping mode, whereas more tangible products are likely to be associated with bricks and mortar stores.²⁶ Contrary, concluded that in (offline) retailing services, customer satisfaction would be dependent on the relationships retailers build with their customers through interactions.²⁷ In the online shopping

context, the interaction between personnel and customer is an obstacle course, while the customers needed a mechanism to meet information. There states that online retailers need to provide more information (e.g. FAQs) - Frequently Ask Question and make browsing easier to help customers have satisfactory shopping experience.²⁸ Attentiveness had significant impacts on both customers' perceived overall service quality and their satisfaction,²⁹ so that online retailers should do their best to provide a personal and individual service to their customers, even though they use impersonal media Web sites, as their primary marketing and distribution channels.

Some studies focusing on fashion product have been carried out. One concludes that the store environment and store design particularly is an important factor in determining the personality fashion store. design.³⁰ Another factor are: corporate social responsibility, reputation, service level, the salespeople, the merchandise sold, price/quality perceptions and the consumer base determine perceptions of "genuineness", "solidity", "sophistication", "enthusiasm" and "unpleasantness". In the online context, the fashion shopper in Korea are classified into:³¹ (1) fashion/brand shopper presented the highest levels of overall satisfaction and intention to purchase fashion goods online (2) fashion follower showed the opposite.

implemented the system "Real Time Bus Tracking System".

IV. METHODOLOGY

E-Commerce Process

E-commerce refers to the process of buying or selling products or services over the Internet. E-commerce activities such as selling online can be directed at consumers or other businesses. Business to Consumer (B2C) involves the online sales of goods, services and provision of information directly to consumers.



Fig. 1. Process of E-Commerce

System Architecture/ Block Diagram

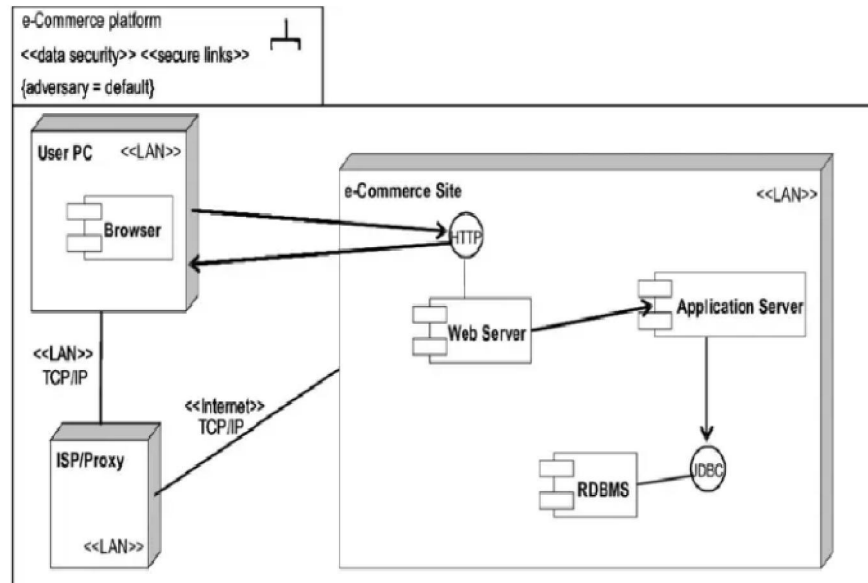


Fig. 2. Block Diagram/ System Architecture

Detail of Project Design

DFD Level 0

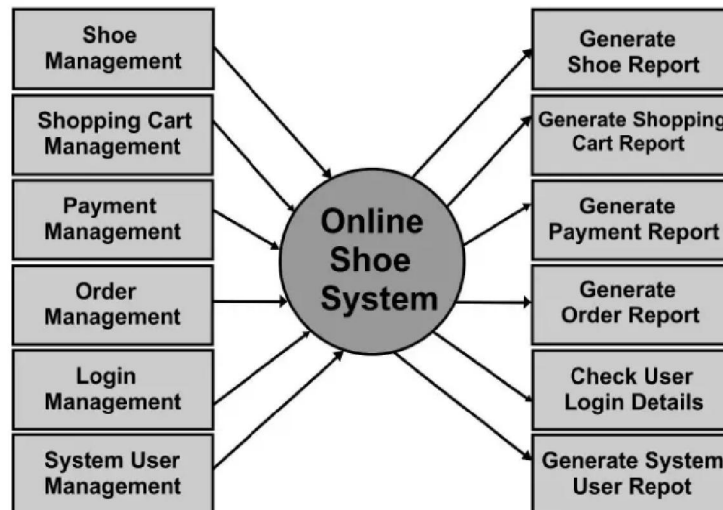


Fig. 3. DFT Level 0

DFD LEVEL1

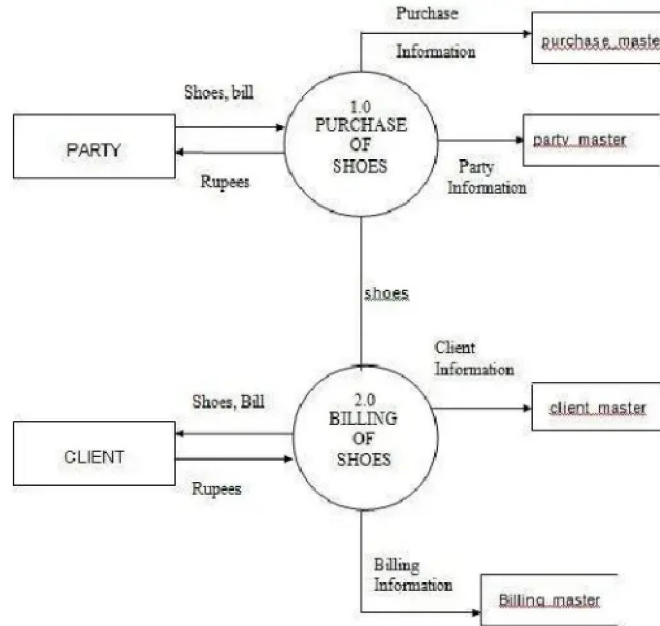


Fig. 4.ER Diagram

Sequence Diagram

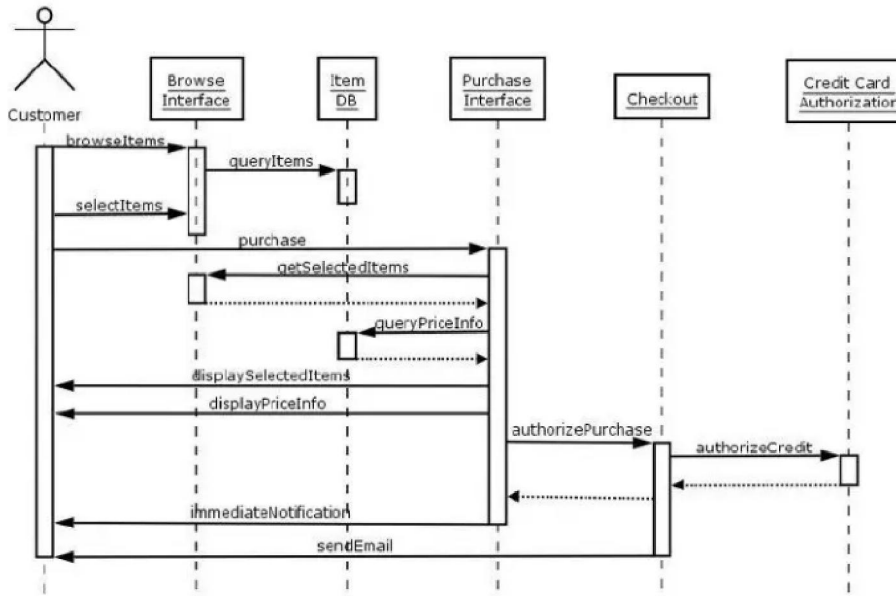
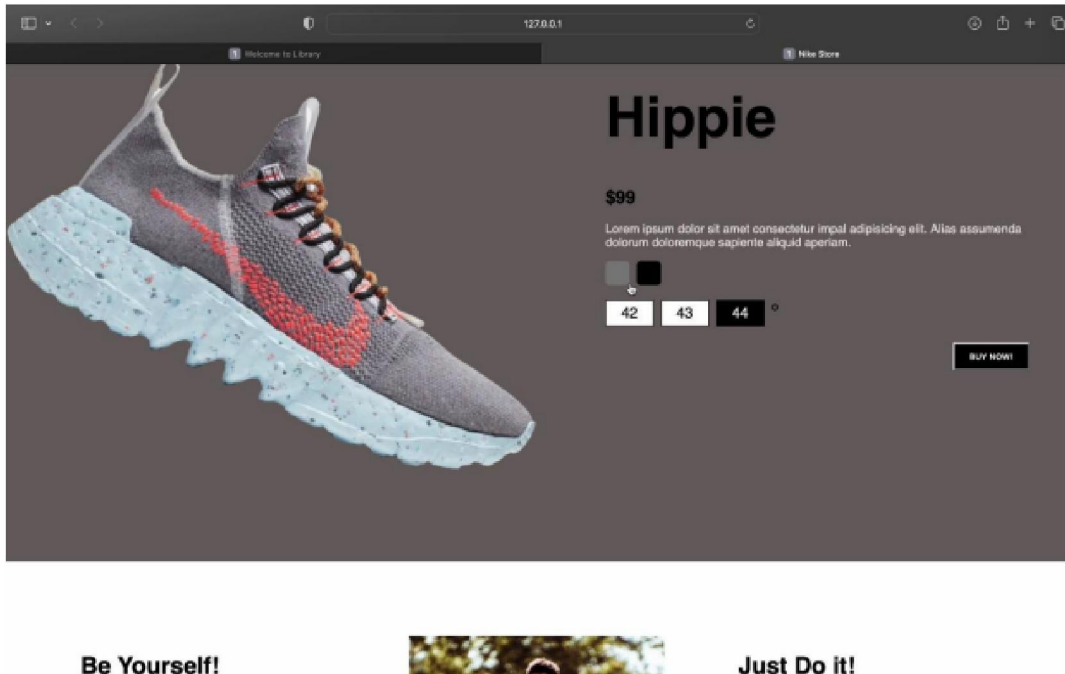


Fig. 5. ER Diagram

V. RESULT

Image in bellow diagram shows actual result of our project.



VI. CONCLUSION

E-Commerce is not just about conducting business transactions via the Internet. Its impact will be far-reaching and more prominent than we know currently. This is because the revolution in information technology is happening simultaneously with other developments, especially the globalization of the business. The new age of global e-commerce is creating entirely new economy and that will tremendously change our lives, will reshape the competition in various industries, and alter the economy globally. In general, today's businesses must always strive to create the next best thing that consumers will want because consumers continue to desire their products, services etc. to continuously be better, faster, and cheaper. In this world of new technology, businesses need to accommodate to the new types of consumer needs and trends because it will prove to be vital to their business' success and survival. E-commerce is continuously progressing and is becoming more and more important to businesses as technology continues to advance and is something that should be taken advantage of and implemented. From the inception of the Internet and e-commerce, the possibilities have become endless for both businesses and consumers. Creating more opportunities for profit and advancements for businesses, while creating more options for consumers. However, just like anything else, e-commerce has its disadvantages including consumer uncertainties, but nothing that cannot be resolved or avoided by good decision-making and business practices.

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