

Chat Room in E-Commerce Application

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Abstract: *E-commerce is the modern business practice. It includes buying and selling of goods and services, or the transmitting of funds, over the Internet. Nowadays E-commerce (Electronic commerce) is the standard for both marketers and the customers making them go online across the world. E-commerce is just another way to boost the existing business practices for scalability. It is resulting in a complete change in the traditional way of doing business. A massive internet consumption has added to growth of E-commerce and more particularly start-ups have been increasingly using this option as a differentiating business model. Moreover a feature which is a chat room can be added to enhance the user experience which we will be discussing here.*

Keywords: Ecommerce, Chat Room, Payment Gateway, Internet

I. INTRODUCTION

E-commerce involves doing a business with the help of the internet and by using information technology like Electronic Data Interchange (EDI). In e-commerce goods and services are provided through electronic media and the internet. Nowadays due to the pandemic situation people cannot go outside or there have been many restrictions while going out, so people prefer to do shopping online on E Commerce applications. The application uses a digital shopping cart or digital shopping basket system and allows payment through credit card, debit card or EFT (Electronic fund transfer) payments.

Moreover it consists of a chat room. Chat room is a Virtual platform that can provide real Shopping Experience like if a user wants to initiate a discussion, then he/she will join the room and subsequently enter their own name, then copy & share the generated link with friends. Once joined, the users can have discussions in the room. Users can toggle audio, video, send the link of the product via chat and share the product page screen. User's friend can easily click on that link to open the product on which User wants to discuss and share their valuable feedback on the product. It has features as follows:

1. **Internet:** A massive internet penetration has added to the growth of E-commerce. Supply chain is also becoming leaner and smarter as digital platforms are helping to better connect with the customers which significantly reduces waste and supports green businesses.
2. **Payment Gateways:** Online transactions are the fast and convenient way for users to settle payments. A payment gateway is used to authorize online payments for e-businesses, online retailers, bricks and clicks, or traditional brick and mortar. The most important factors of online business are the payment routes which comprises credit card, debit card, online banking payments, electronic funds transfer.
3. **Social Media:** Social media refers to websites and computer programs, advertising the products in facebook, instagram etc that allow people to communicate and share information on the internet using a computer or mobile phone.

II. WHY CHAT ROOM IN E-COMMERCE APPLICATION?

India is the biggest online market in the world, with over 560 million internet users, data collated by Statista showed (Image: Reuters). By 2022, India is expected to have over 600 million internet users, more than double the number of users in 2016.

More than 448 million of India's population consumes data on their mobile phones. The rural insight remains considerably low in comparison to urban communities. However, the gap seems to be only reducing as socio-economic conditions of such communities improve.

Online shopping is one of the most popular activities among Indian users. Thus being such a big country corona has hit it worsley. There was a huge increase in the number of people infected by corona in April 2021. So in order to prevent people going outside in groups there must be some feature in the e-commerce system which could provide real time experience to people and this can be provided by adding a Chat room in the application.

III. WORKING

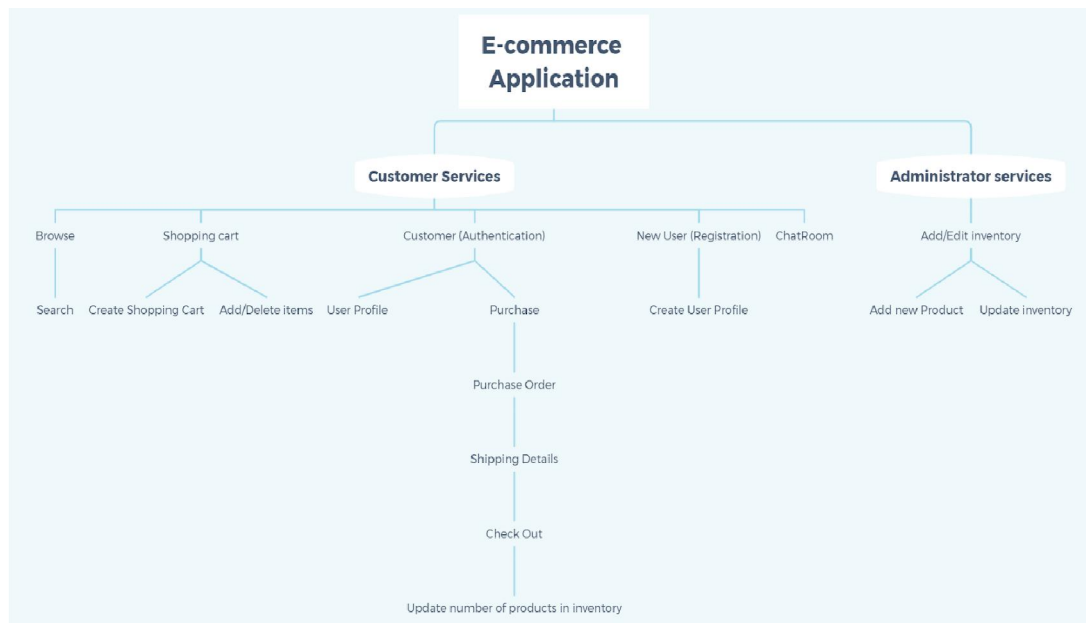


Figure 1: Data Flow Diagram

- The user navigates to e-commerce websites, whether through search engines, paid advertisements etc.
- The e-Commerce website connects to its database, which contains lots of data about the website's categories, products, product dimensions and weight, articles and content, images, etc. The website requests this data to dynamically provide any requested web pages.

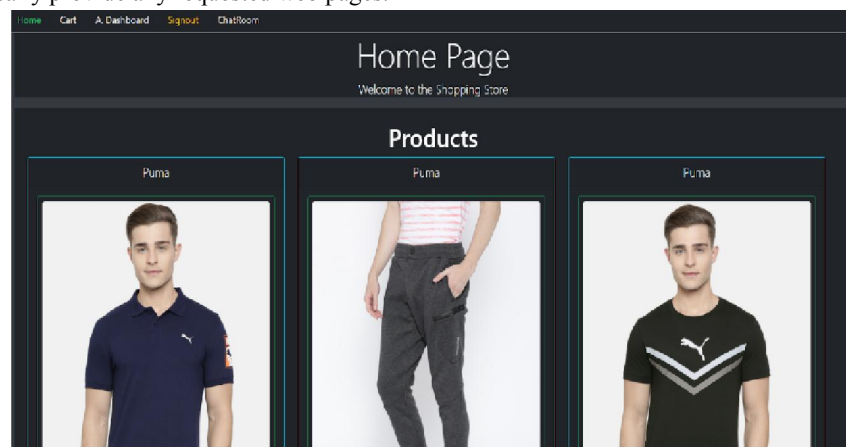


Figure 2: Home Page

- After browsing the application, a user adds a product to the shopping cart.

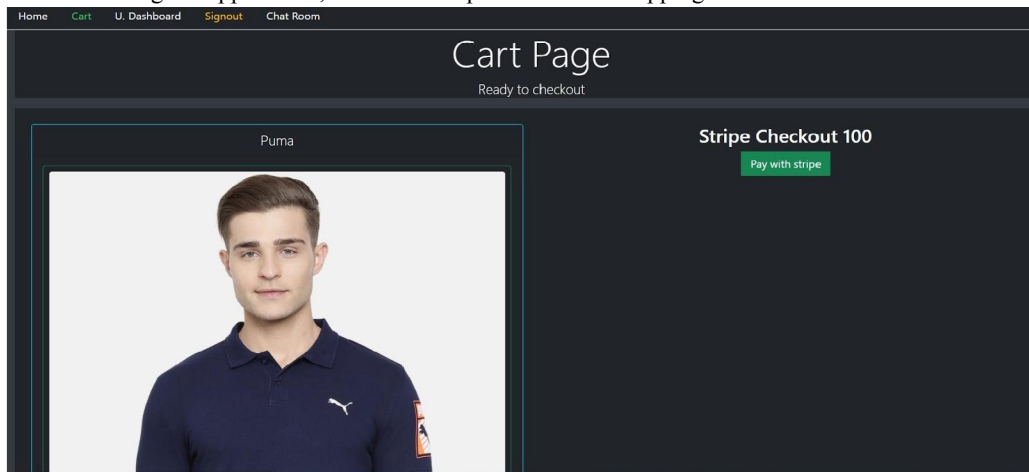


Figure 3: Cart Page

- The image of the product can be shared for discussion in the chat room by sharing it's URL.

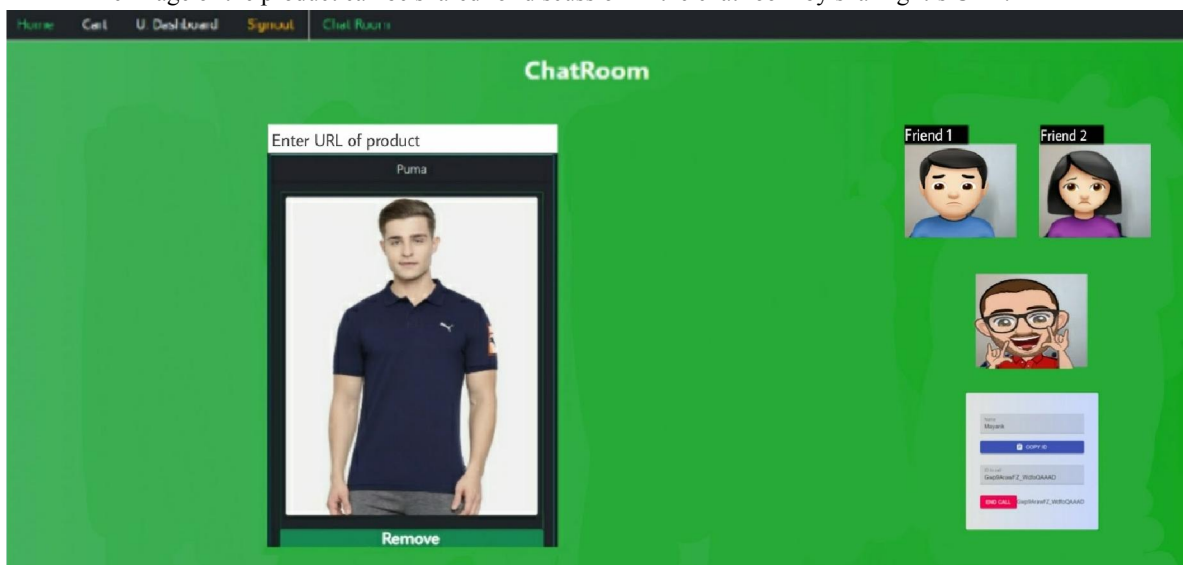


Figure 4: Chat Room

- Users can hold a discussion with friends about the product in the chat room before deciding to check out.
- The user can now complete the checkout process if decides to purchase the product and finalize the transaction.
- The user's credit card information is encrypted and sent to a Payment Gateway(stripe, for example) to handle the credit card processing securely and remotely.
- Once the order is complete, and the payment is done through, the website typically provides an estimated shipping time, a unique transaction number, postal tracking number, etc.

IV. RESULT AND DISCUSSION

Chat rooms have been used as a way to socialize with others. Businesses are using chat rooms to connect with clients, other offices and potential customers.

Advantages of having chat room in ecommerce application is-

- **Increase Productivity:** The productivity of the platform will increase as more people join the chat room, chances of the product selling increases, more and more people will get to know about the application
- **Enjoy Easier Collaboration:** Conferencing systems incorporate features that allow participants to view or amend products and vote online to make decisions. Improve Productivity on the Move By providing this feature, people can have better and efficient decision making in order to buy products. Sales representatives or maintenance can access customer data or set up conference calls to obtain essential information before a call. Updating and placing order can be done after a group call. By this users or customers can buy the product from home, can carry out discussion for buying product with the group members.

V. CONCLUSION

Purchasing and selling products and services over the internet without the need to physically go to the market is what online shopping is all about. Online shopping is similar to retail store shopping that we do by going to the market, but it is done through the internet. Online shopping has made shopping easy, painless and added more fun without stepping out. We can add a chat room in the ecommerce application.

By this feature people, people in their homes, chatting in video looking at each other, can feel a sense of togetherness. The idea of being able to talk to friends and get an authentic review when going shopping.

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