ONLINE SHOPPING SYSTEM

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Abstract: In the recent hustling world, it is very difficult for the customers to travel different places and buy their requirements. Hence the usual market is starting to be taken over by online markets. With the evolution of technology online shopping place, a vital role in today's modern life. Online shopping is a windfall as it saves a lot of time. Online shopping application helps the customer to search product, to add products to the cart, edit and make payments.

Index Terms - **selection, order, payments.**

I. INTRODUCTION

Currently, the need for online market is increasing day by day by its customers and business which results in high economic growth rate. Although, most online shops only provide traditional shopping environment transferred intact to the Internet, where they provide web pages to display their products wherein the customers shop for the desired products and can use electronic shopping cart in the process of doing so. Conversation is an interesting type of interaction because they close the gap between Human-Computer interaction and Human-Human interaction. Communicating with customers through live chat interfaces has become an increasingly popular means to provide real time customer service in e-commerce settings. Customers use these chat services to obtain information such as product details, solving technical problems. The real-time nature of chat services has transformed customer service into a two-way communication with significant effects on trust, satisfaction, and repurchase. This paper mainly focus on four things which is Search page, Product page, Edit page and Checkout page. The first page enables the customer to view the retrieved data of the searched product from the database. On clicking the desired product, the product page opens. The second page is the product page which consists of the product details, reviews and pricing. The customer can add the product to the cart. On clicking the cart icon, the edit cart page opens. The third page is the edit-cart page where the customer can increase or decrease the quantity of the products, delete the products. It links to checkout page.

II. METHODOLOGY

This project is aimed for designing an "Online Shopping System" for effortless shopping. The system is a web application and is implemented on a unified visual database tool MySQL workbench, which is a database used in the backend for storing and retrieval of data. Express.Js is a node Js web application server framework, used as server-side script language which specifically design single-page, multi-page and hybrid web application. HTML (Hypertext Markup Language), CSS (Cascading Style Sheet) and Angular Js is used in the client side to design the web-user interface. Angular is a tremendous framework for developing web application. This powerful framework allows the developers to expand the HTML syntax and build client- side application.

III. LITERATURE REVIEW

According to Monsuwe, Delleart and Ruyter (2004), there are five external factors to understand consumer's intention to purchase in the internet which is the consumer personality, situational factors, product characteristics, previous online shopping experiences and the trust in online shopping**.** Consumer's trait includes their demographic factors such as age, income, gender and educational level will lead them to have the intention to shop online. For age factor, consumers that are aged under 25 has more potential to shop in online because of their interest in using new technologies to search for product information and compare and evaluate alternatives (Wood, 2002). For educational level, higher educated consumers are more likely to use the internet for their shopping medium because they are more computer literate (Burke, 2002).

IV.IMPLEMENTATION

The database has been developed using MySQL Server. The below Fig 4.0 shows the main tables implemented in the application. There are six tables in the database Users, Addresses, Products, Categories, Order details and Orders.
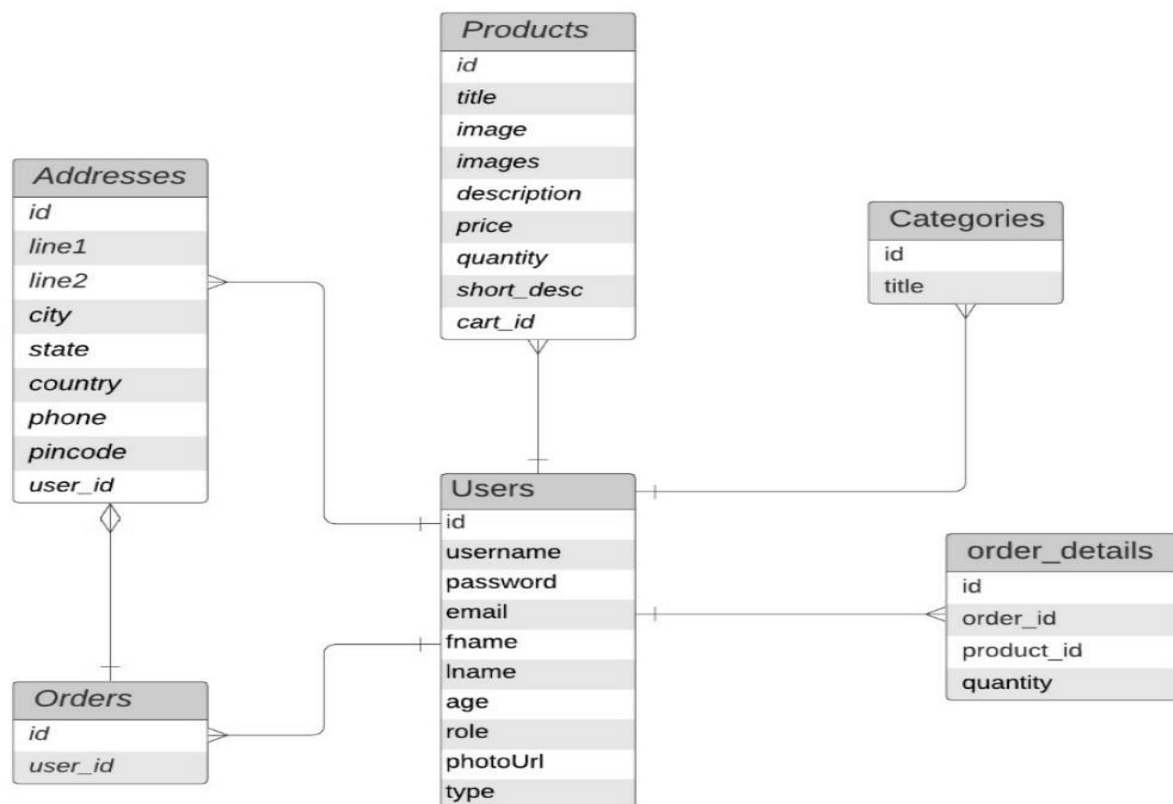

Fig 4.0 Database Implementation using Sql Server

4.1 Search Page

The user interface of the application has been designed using Microsoft Visual Studio Code. The user can see the list of products available which is shown in fig1.2. The user can search for products by entering the search term into the textbox provided on the top. This text box is watermarked with the words "Search Here" to let the user know that this is the place to enter the search terms. The user can filter the products by using the dropdown lists. Beside the search textbox it contains a list of different categories of the products available which makes easier for the user to search for the desired product. It includes all the images of the products available.

If a user faces any issues, he/she may contact through the option provided in the search page. The user will get to manage his own profile as well, it includes all the wish listed product and order summary. The user on clicking the desired product, the product page opens. This is shown in the Fig 4.1.
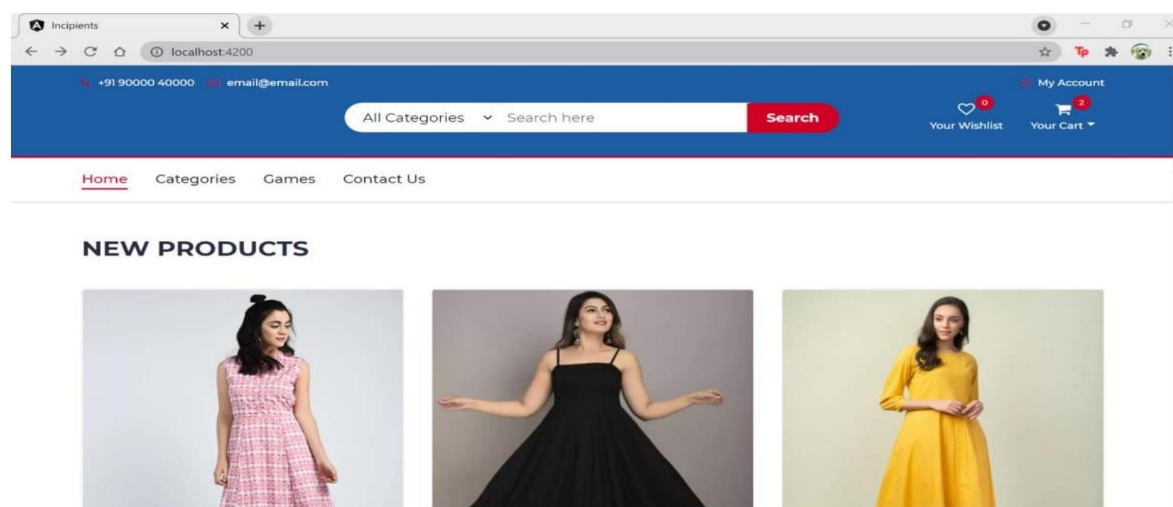

Fig 4.1 Search Products Page

4.2 Product Page

The users use product listing pages to make a purchase i.e., to add the product. The customers will first learn about description on a product detail page before proceeding to buy it. This helps give customers a clear and consistent buying experience. A user can view the complete description of the product by clicking on the product image. This encourages the shoppers to purchase the products more. This includes a complete description and specifications of the product such as brand, product name, model number, colour, size, type, the prize and availability of the product etc.

The user can add the desired product for later in the Wishlist. This is marked with a heart symbol on the top right. It also includes products reviews and ratings which are the essential elements of product listing. The user can move the cursor on to the small images to view the same image in the enlarged position. The users can select the quantity they want to purchase from the quantity textbox and can add the product to the cart. The shoppers on clicking the "Add to Cart" icon, the edit cart page opens. This is shown in Fig 4.2.
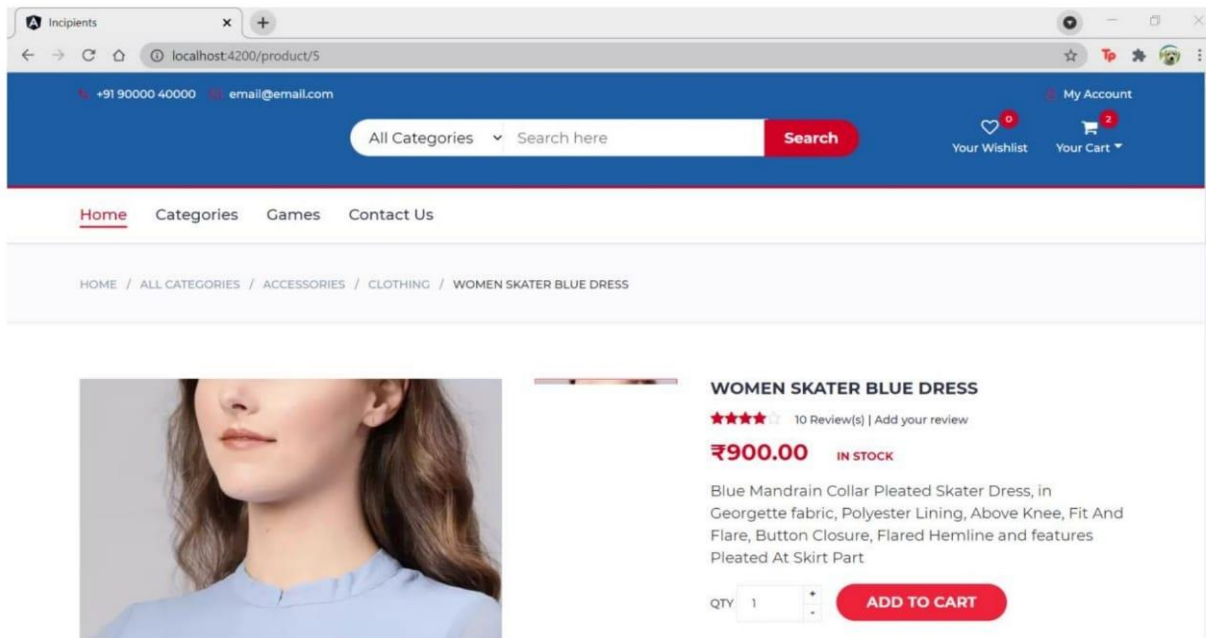

Fig 4.2 Product listing Page

4.3 Edit Page

The user can edit the existing listing for a new version of a product. This includes changes in the quantity of the product, the shoppers may increase or decrease the products quantity which is given as a Counter with plus minus buttons for changing the input. The users can also use the delete symbol to remove the product and can also view the products order summary in the cart given on the top right. This is shown with a "Cart symbol".

The shoppers can either click on "Continue Shopping" button if they want to add or shop more products or they can go to Checkout page by clicking the "Checkout button" given. The shoppers on clicking the checkout button the checkout page opens. This is shown in Fig 4.3.
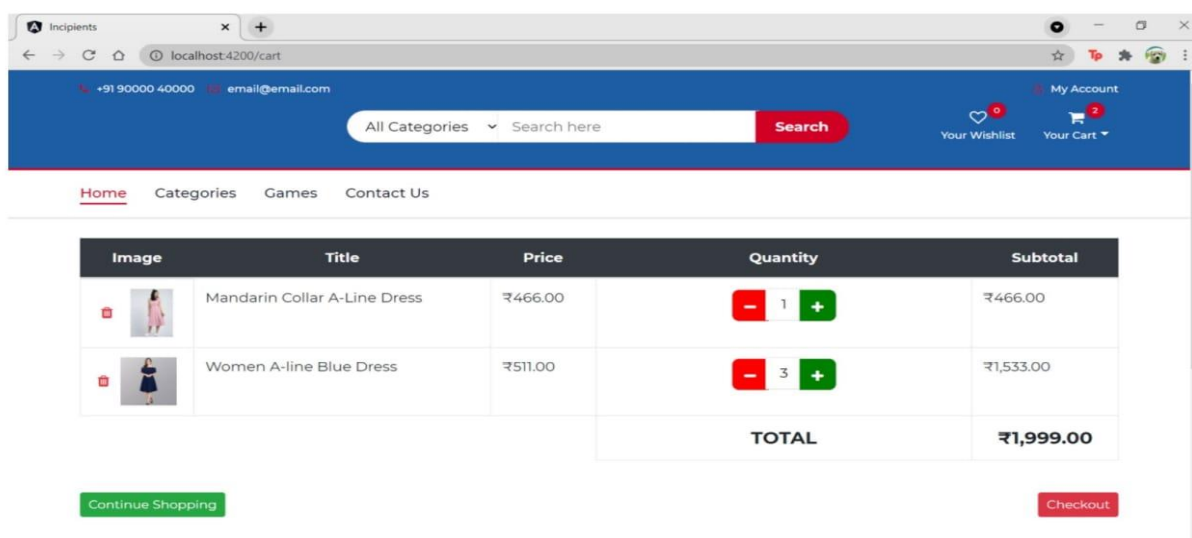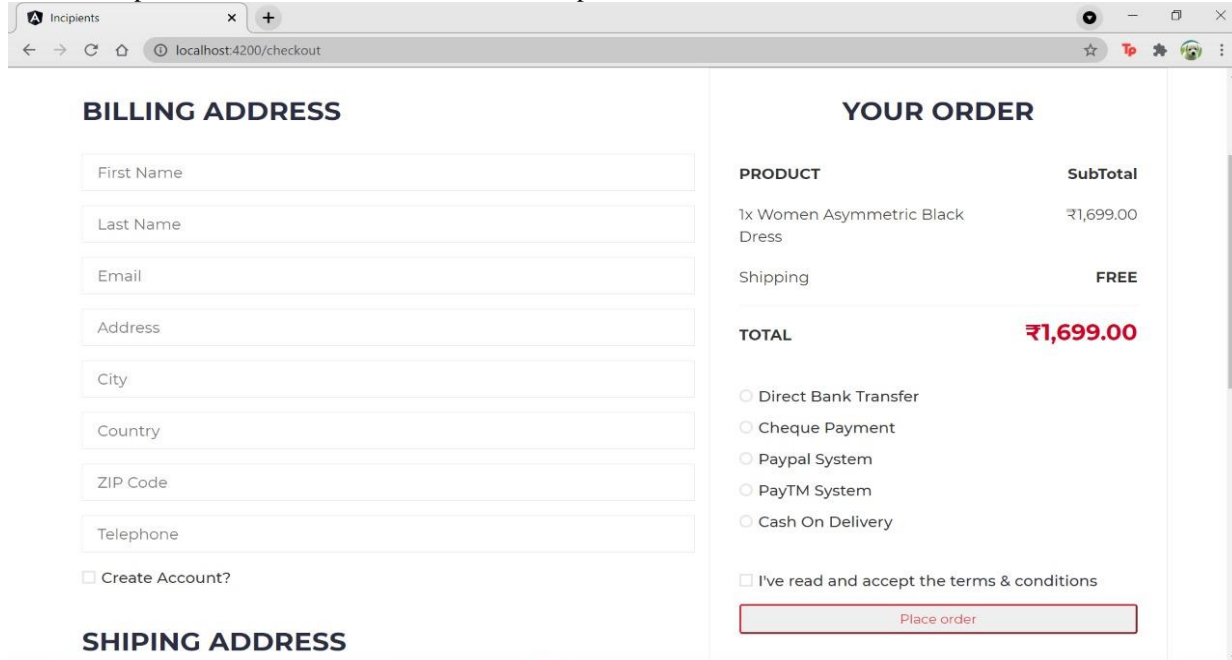

Fig 4.3 Edit Cart Page

4.4 Checkout Page

The Checkout page displays an integrated payment service. The shoppers complete their payment details on the payment page. It allows the shoppers to effortlessly check out and make the payment in a right way. The user can give the detailed address to which the product needs to be delivered. The billing address details include name, email, city, country, code, phone number. If the user wishes to change the address can go to shipping address which is given in as a checkbox.

The payment method includes Direct bank transfer, Cheque payment, PayPal system, Paytm system and Cash on Delivery. The webpage sends the payment card details to the payment services without handling or storing the payment card data. The server receives the card details and attempt to make the payment.

After selecting the payment method and at the end before making payment the user is asked to accept the terms and conditions which is given in a "Checkbox". The user can click on the "Place Order" button and can complete the Checkout process. This helps the users experience a smooth and flawless checkout process.

Fig 4.4 Billing Page

The user on successful completion of the order gets a confirmation note through the mail given along with the order id which is shown in Fig4.5.

Fig 4.5. Order confirmation Page

V. FUTURE WORK

Today chat service is replaced with chatbots which are system designed, to interact with user by means of AI. The chatbot application is like an automated assistant or online shopping. Conversation is an interesting type of interaction because they close the gap between Human-Computer interaction and Human- Human interaction. Communicating with customers through live chat interfaces has become an increasingly popular means to provide real-time customer service in e-commerce settings. Customers use these chat services to obtain information such as product details, solving technical problems. The real-time nature of chat services has transformed customer service into a two-way communication with significant effects on trust, satisfaction, and repurchase.

A chat bot is usually designed to simulate an intelligent conversation with one or more human users via auditory or textual methods. Chatbots can be programmed for small talk, or can also serve as a medium of interaction with users, providing them with answers based on regular questions. The chatbot understands context and delivers a response based on the message given to it. Chatbot is one of many examples of AI.

VI.CONCLUSION

Online Shopping System is an effective and smart shopping application which provides customers with faster and efficient shopping method. The rapid growth of the E-commerce has resulted in the global retail framework. Internet has evolved as a economical way of doing business. Through this application customer can choose their desired products and make secured payments, it also provides interesting discounts which are the major benefits of online shopping. Online shopping helps customer save time. By this research it is understood that the online shopping method will continue to develop and also be a part of people's daily life.

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