



Online Shopping From Browser

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ABSTRACT

In this era of internet we make websites for small business like merchant, hotel, farmers and so on this website we provide all products to everyone and every customer in this regard no matter where the customer is customer can see all product through internet using this website sites. Also, the middle broker of each product is overcome, so the owner's profit increases and at the same time the customer buys the product at a low price because there is no broker or seller in the customer and owner. We need to see the product on the website, all the details are also given in the product details, if we like any product but don't want to buy it now, you can save that particular product as a cart and those products which you want to buy, then click buy to buy the product. The project will implement a machine learning algorithm to provide a personal product that has more demand, the user can list it on the website by himself, it is very easy to add a product to this project.

Keywords:HTML, CSS, VisualStudio, Internet, Operating System, RFID.

I. INTRODUCTION

The need of this website is because there are so many online websites available but they cannot provide access to the product owner, we can provide this website to the owner which gives the owner access to add the product to the website. The online shopping portal is to develop a GUI based automated system that will cover all the information related to all the products that are used in our daily life. For example – mobile phones, laptops, clothes, books, electronic items and many more. So using this GUI based automated system user wants to buy something then just click the mouse and buy those products. we make website for small business like trader, hotel, farmers and so on this website we provide all product to everyone and every customer in this regard it doesn't matter where customer is customer can see all products through internet using this website. The middleman of each product is also overcome, so the profit of the owners increases and at the same time the customer buys the product at a low price because there is no middleman or seller in the customer and owner. The browser, which is already an essential tool for accessing information, communicating and working with various online services, is now evolving into a powerful platform for online shopping. This shift has brought a new level of convenience and efficiency to consumers, allowing them to seamlessly research and purchase products from the comfort of their web browsers without having to download and install dedicated apps. In

addition, shopping online using a browser opens up opportunities for developers to create innovative extensions and web applications that enhance the entire shopping experience.

II. LITERATURE SURVEY

In this document, we present the design and implementation of a web-based e-commerce system called Campus Accessories, which focuses on the four basic business issues of attraction, interaction, action and response. The system presented here focuses on a business-to-customer e-commerce system that provides a more efficient approach to online shopping. With this app, college students can easily access the buying and selling of the products they need. [Design and implementation of a web-based electronic business system this article was published by Md. Asif Rahman, Faculty of Engineering, BSMRSTU Bangladesh on 12 April 2022][1]

Many factors go into designing a successful e-commerce website. This paper discusses the importance of integrating basic elements of usability and design such as social media presence, social networking, trust and communication online and offline. Both methods were used to evaluate the impact of usability and social and trustworthiness elements on four e-commerce websites. [E-commerce platforms offer a wide selection of products, often more than what can be found in brick-and-mortar stores, allowing consumers to find unique and specialized items.][2]

The growth of Android apps worldwide is extraordinary. People are turning to technology to make their lives more innovative and find solutions to their everyday problems. When shopping, it is very difficult for customers to find their products in the supermarket and also to stand in long queues at the billing counters. Here we have come up with an Android app that can be used in smart shopping carts to solve these dilemmas and provide a better shopping experience. Our smart application consists of two parts, which mainly focus on navigation to the location of the item and automatic invoicing of the products that the user has purchased. The application building environment is an open source software called Android Studio. An RFID reader is used to scan the products. This article discusses the design and implementation of the application and the results obtained. [Megalingam RK, Vishnu S, Sekhar S, Sasikumar V, Sreekumar S and Nair TR. Design and Implementation of Smart Shopping Android Application. In 2019 International Conference on Communication and Signal Processing (ICCSP), pp. 0470-0474.][3]

If your customers want to see your business online and have immediate access to your products or services. Online Shopping is a lifestyle e-commerce web application that sells a variety of fashion and lifestyle products (currently menswear). This project allows viewing of various available products, allows registered users to purchase desired products immediately using PayPal payment processor (instant payment) and can also place an order using cash on delivery (pay later) option. This project gives administrators and managers easy access to view orders placed using Pay Later and Instant Pay options. A number of technologies need to be studied and understood in order to create an e-commerce website. [Vatrapu S R. Design and Implementation E-Commerce site for online shopping. 2014.][4]

By analysing the current analysis of e-commerce recommendation algorithm, propose a way to use dissimilarity clustering and association recommendation algorithm, the algorithm realized the clustering of website user data using dissimilarity, and then use the association rules algorithm to cluster the association recommendation results, the experiments show that the algorithm compared to the traditional by clustering, the association algorithm reduces iteration times, improves operational efficiency, proves the method using real users who buy

the recommended, and evidence of the effectiveness of the algorithm in the recommendation.["Introduction to Electronic Commerce", [Online]Available:http://www.sagepub.com/upm-data/9598_019964Ch1.pdf][5]

With the development of the Internet and the increasing number of websites in minority languages, people from ethnic minorities begin to browse news, comments and other content on the Internet according to their own preferences [6]

Own interests. Currently, there are still no websites in China that provide a search engine for Sino-Tibetan or Sino-Uyghur co-occurrence. In this document, there is a platform for monitoring Tibetan and Uyghur websites designed. Functions and characteristics are designed in detail of the Shopping website[Heo, M., & Lee, K.J. (2018). Chat bot as a new business communication tool: The case of Naver Talk. Business Communication Research and Practice, 1(1), 41-45.][7]

E-commerce is a boom in modern business. E-commerce means electronic trading. Electronic commerce(e-commerce) involves the buying and selling of goods and services or the transfer of funds or data via an electronic network, mainly the Internet. Electronic commerce(e-commerce) is a paradigm shift that affects both merchants and customers. E-commerce is more than just another way to enhance existing business practices. It leads to a complete change in the traditional way of doing business. This significant change in the business smodel is witnessing tremendous growth across the globe and India is no exception[Amin, S., Kansana, K., & Majid, J. (2016). An overview document on e-commerce. TIMS 2016- International conference. Gwalior.][8]

Augmented reality is a great ally of e-commerce. Advances in this technology can be applied to businesses to increase sales or brand building by enhancing the human perception of reality in this application by contextualizing individual objects encountered in the real world with virtual complements to create real objects. more meaningful and attractive [Kannaiah, D., & Shanthi, R. (2015). The impact of augmented reality on e-commerce. Journal of Marketing and Consumer Research, 8.][9]

A strong online start-up culture has led to the rise and growth of many online retailers in India. However, few of them dominate market while others are still struggling with start-ups. So business strategy becomes very important to sustain in a fast growing market. [Ogunmola, G.A., Kumar, V., & Kumar, S. (2020). Online Retailing in India: A Benchmark Analysis of Top Retail Players. International Journal of Indian Culture and Business Management, 1(1).][10]

III.BLOCK DIGRAM

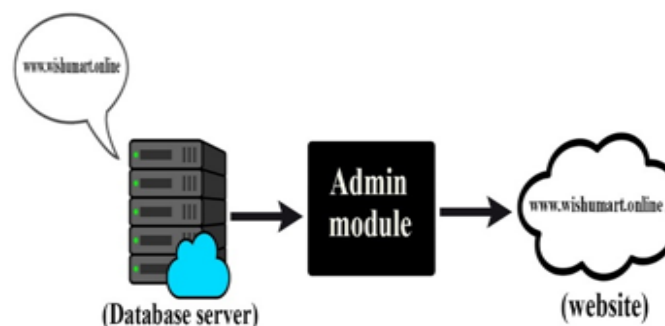


Figure1:Block Diagram

IV. CHALLENGES

Online shopping is prone to security issues such as data breaches, phishing attacks, and credit card fraud. Customers must be vigilant and ensure that they use secure websites and payment methods.

- While many online retailers use recommendation algorithms, the experience is not as personalized as in brick-and-mortar stores, where employees can provide tailored assistance and recommendations.
- Shoppers cannot physically touch or inspect products prior to purchase. This can lead to dissatisfaction if the product received does not meet their expectations.

Shipping costs, delivery times and the risk of damage during shipping are problems faced by online shoppers. These can affect overall satisfaction with the purchase.

- Returning products purchased online can be difficult. Return and refund processes vary from retailer to retailer and can be time-consuming.
- Online shopping requires internet access and a compatible device. People in remote areas or with limited access to technology may face difficulties.
- There are many e-commerce platforms like Amazon, eBay and Shopify that offer a wide range of products and services. These platforms have invested heavily in user experience, security and product recommendation algorithms.
- Many online shoppers rely on user reviews and ratings to make informed decisions. Researchers have investigated the impact of these reviews on purchasing behaviour.
- Research has been conducted to improve the security of online shopping, including the development of secure payment gateways and techniques to identify and prevent fraudulent transactions.

V. CONCLUSION

- Online shopping gives the customer the convenience of browsing and purchasing products from the comfort of their home or on the go without having to visit brick-and-mortar stores.
- E-commerce platforms offer a wide selection of products, often more than what can be found in brick-and-mortar stores, allowing consumers to find unique and specialized items.
- Shoppers can easily compare prices and read reviews to make informed purchasing decisions, which is often not as easy in brick-and-mortar stores.
- Ensuring secure online transactions and building customer trust is critical to the success of e-commerce, and considerable effort is devoted to protecting user data and financial information.
- Online shopping is not without its limitations, including security issues, lack of physical product inspection, shipping issues, and the return process.
- Researchers and the e-commerce industry have made significant progress in addressing these limitations through the development of e-commerce platforms, user reviews, cybersecurity measures, mobile applications, VR/AR technologies, supply chain optimization, personalization algorithms, and sustainable purchasing practices.
- The future of online shopping from web browsers is likely to continue to evolve with advances in technology, artificial intelligence and data analytics, leading to even more personalized and immersive shopping experiences. Sustainable and ethical considerations will also play a more prominent role in e-commerce.

- Online shopping from web browsers is likely to remain a dominant mode of retail for the foreseeable future, offering consumers the convenience and variety they desire, with ongoing efforts to enhance security, personalization, and overall user experience. It's important for both consumers and retailers to stay informed about these developments to make the most of this digital shopping landscape

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