

Kokio - Responsiveness

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Abstract— This project is an e-commerce website with responsiveness. The primary goal of a shopping site is to sell goods and services online. This project is with the objective to develop a basic web application where a customer is provided with a shopping cart application and also to get products they want at best comparable price. This project also deals with study of user login system, payment through Razorpay, admin panel, seller panel and responsiveness.

Key words: Online Shopping, Responsive, Functioning of Cart, Payment, User-Login, Seller-Login, Website Characteristics, Trust, Secure, Interactivity, Customer Behavior

I. INTRODUCTION

The objective of this project is to develop a shopping store where products (such as clothes, electronic items, and books) can be bought and sold online. There is a separate provision of user login and seller login.

An e-commerce website is an online store where a person is free to search anything and what they like or want to buy or sell according to their own needs. The selected items are collected in a cart. At the time of checkout, the items in the cart will be presented as an order.

After this, the process of almost all shopping sites are same like, they generally ask the customers to fill a registration which consists of information like permanent address, name, mobile no. etc. for making user account. An e-mail notification is sent to the customer as soon as the order is placed.

II. AIM OF THE STUDY

- To know the concept of shopping
- To know the concept of user-login.
- To know the concept of Admin panel.
- To understand security Electronic Transaction.
- Knowledge on kinds of online payment systems.
- To know the concept of seller-login.

III. RESEARCH OBJECTIVE

- To study the features of online shopping websites.
- To examine the relationship between online shopping website characteristics and customer's intention to purchase and sell online.
- To find the relationship between the attitude, trust and customer Intention to Purchase Online.
- Use of keylogger

Costs are increasing for businesses that only deal with their markets through physical channels like retail outlets and sales. Organizations need to find new ways to provide products and services while maintaining a direct link with customers – this is where the Internet has had a major impact. Shopping sites enable the buying, selling, and marketing of

products over the Internet and helps to reduce costs while reaching a large market.

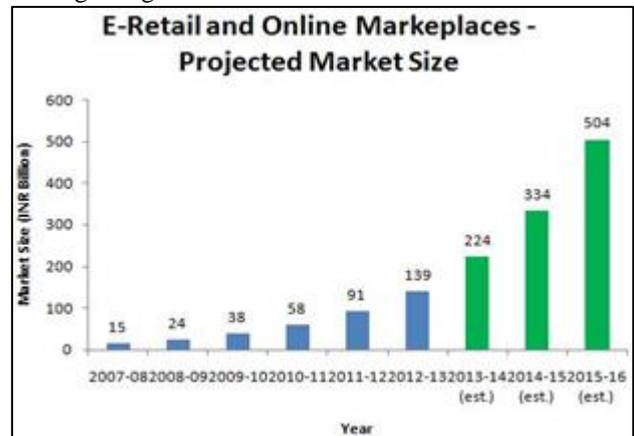


Fig. 1:

India has shown excellent increase in the E-commerce sector. With an internet client base of more than 300 million, India has third largest internet population after US & China India has witnessed a major breakthrough E-commerce success stories especially in Customer Electronics & Fashion & Home Furnishing sectors. Online shopping generates many opportunities for start-ups. Easy Internet access, Safety and secure payment modes coupled with intrusive marketing make E-Commerce as attractive option.

IV. RESEARCH METHODOLOGY

A research method is a technique for collecting evidence and information or methods or techniques that are used for passage for research. Methodology is a theory and analysis of how research does or should progress or way to systematically solve problem.

V. HOW DOES CART WORKS

There is a process that should be followed in online shopping websites.

A. Register the Customer

Prime and most important, once a customer clicks onto your website, it is your duty to confirm that they will become your buyer. In order to achieve this, you have to provide them easily searchable information and products, and user friendly shopping cart. This step is utmost important as you will not be able to move onto step 2 until you have visitor as a buyer.

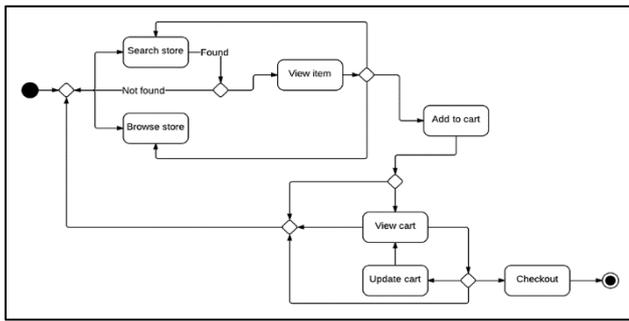


Fig. 2:

B. Clicking on the Cart

Now, when you have made the visitor, a buyer, they would like to add their liked product to the online shopping cart either through any of the feature like drag, mini-cart, and full-page cart. After that, quantity of product should also be managed and according to that price of total products should be publicized to the customer. In order to get customer to step 3, you can be able to make the "checkout" button outstanding on the header of the site.

C. Check Out with their Credit Card or E-Money

When the customer has accomplished the shopping on website, they can click the "checkout" button which will bring them automatically to an order handling page. At the time of this process, they will have the alternate to choose a payment method of a cash mode, credit mode or non- cash mode of payment*. Then validity of either credit card or debit card should be checked in order to avoid unnecessary inconvenience and then buyer clicks the "submit order" button.

D. Transcribe the Transaction

When the customer submits the order, the information gets sent to the business immediately. There are certain provisions. They generally first focus on checking all the details regarding payment. They generates an validation request for your payment and then send it to the bank, in reply of this request band sends the validation to acquiring service and all the information about the card used and payment. Then, with RAZORPAY there is a direct transaction of order takes place.

Overall, it is not a tough process from either the customer's or merchant's point of view. Remember that conversion of your website clients is key to raise productivity, capitalize on shopping cart features, to increase your business and the process of online shopping for your customers.

VI. HOW DOES RAZORPAY WORKS

RAZORPAY is generally used for the purpose of secure online payment. In RAZORPAY generally simple procedure is followed just use encryption software to allow people to make transactions between computers. In Today's world RAZORPAY provides lots of security services and it is easy to use.

Through RAZORPAY, individuals and businesses can transfer funds electronically.

VII. THE SELLER

Seller can register himself by making an account on website. He can provide his personal information by filling the registration form available on website. He can choose the type of products he want to post and sell on website. He can set the price and provide discounts according to his convenience from time to time.

He can also add new products by logging in to his account any time or delete them when the product turns out of stock.

VIII. HOW DOES USER LOGIN WORKS

USERLOGINs are software programs or hardware that record the activities of a keyboard. USERLOGINs are in the form of spyware where users are unfamiliar about their actions are being recorded. USERLOGINs can be used for a many purposes like anyone might use them to record someone's activities and also for hacking purpose. Some USERLOGINs are as screen recorders. USERLOGIN software generally stores your keystrokes in a small file, which can be accessed later. Let's suppose a user visits your website then, USERLOGIN can easily capture all the keys pressed by him while searching.

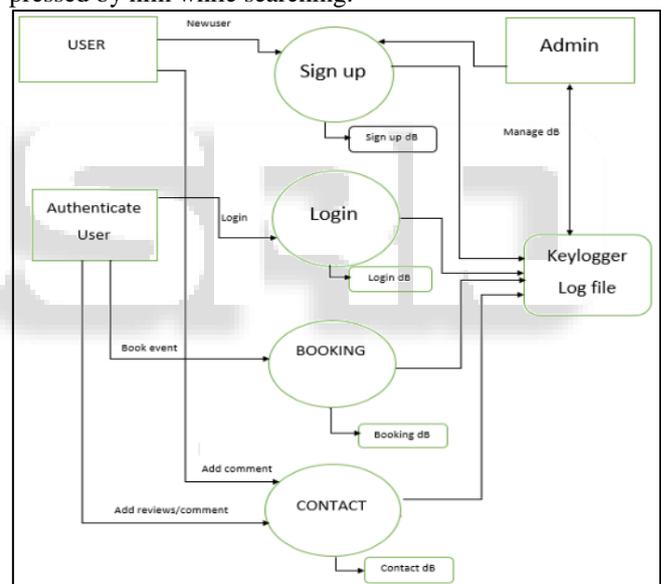


Fig. 3:

A USERLOGIN can be installed on your computer with more than one way. Kaylogger plays a very important role and the person with access to your system could install it. This is reason why you must always be sure you're downloading files from a trusted resource.

IX. CONCLUSION

In Today's world most of the people select flip cart, Amazon, Snap deal and many more ecommerce shopping websites only for online shopping and also online shopping had become a trend in today's generation. This study clearly shows that there is good relationship between the website features, selling products, making payments, buying products, product delivery, customer satisfaction security and attitude, trust and intention towards online purchasing and security with USERLOGIN. Trust is, also quite important to

online buyers and sellers. Strategies, such as information about the product, authentic seller, secure payment, easy returns using this product-brand and information security. Choose the secured mode of payment, past online shopping experience, are the most probable strategies for consumer and seller to use online shopping websites with convenience. Uses of e-commerce are especially young, single and well educated mode.

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