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Ecommerce Online Shopping

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ABSTRACT

E-commerce has initiated new way of distribution channel and online shopping tendency to increase the needs and wants of customer. Due to change in information technology, e-commerce is emerged and played in industry arena by the way of selling the product and services. Ecommerce is the trading the product and services using the network and internet tools. Technology supports the new initiative and attitude of customer buying behavior. Various studies have been initiated to understand the attitude and behavior of customer by using online shopping. They found that online shopping support towards ease accessibility, timeless, perceived risk, product features and attribute have more impact in buying intention.

Keywords: Internet, Ecommerce, Online shopping, Buyer behavior.

1. INTRODUCTION

The Electronic commerce technology boomed during the twenty century with the development of internet usage. This invention of technology mainly support by the way of transfer of funds in particular area. Later the introduction of electronic data interchanges (EDI) spread to its producers by retailing or promoting the product and services through online market. This concept is name as "online shopping or Ecommerce". Online shopping attitude refers to consumer's psychological state in terms of making purchases on the internet (Li and Zhang, 2002). its use keep dispersion in various sectors such as stock market, travel agency, online purchasing, etc.

E-commerce is benefiting from numerous positive trends, counting the constant rollout of broadband, rising the user sophist shopping online and the reject of certain brick-and-mortar retailers. (Imran Khan, 2011) Consumer behavior is the process of individuals, group and organization to select, organize and purchase the products and services experiences, or ideas to satisfy needs and wants the impacts of these processes have on the consumer and society. (Kuester, 2012), Consumer behavior is differ from other depending on buying decision which is influenced by buying opinion and habit that are twist tampered by psychological and social forces that affect purchase decision making.

Online shopping consumer behavior not bounded towards online shopping. They also utilize the internet for identifying and comparing the prices of product, services and news so on. The recession has so much impact on online consumer behavior.

2. LITERATURE SURVEY

Some preliminary works on e-business and banking have been made through using data analysis. This literature review was also conducted to help put the research methodology in a better conceptual framework. In this regard the review focused on: the evolution and definition of e-business; processes of e-business adoption; benefits, barriers and challenges to e-business adoption.

E-Business probably began with electronic data interchange in the 1960s (Zwass, 1996). However, (Melao, 2008) suggests that it was only in the 1990s, primarily via the Internet, that e-Business has emerged as a core feature of many organizations. In his opinion, the hope was that e-Business would revolutionize the ways in which organizations interact with customers, employees, suppliers and partners. Some saw e-Business as part of a recipe to stay competitive in the global economy.

The term "e-Business" has a very broad application and means different things to different people. Furthermore, its relation with e-commerce is at the source of many disagreements. (Melao, 2008). A more comprehensive definition of e-business is: "The transformation of an organization's processes to deliver additional customer value through the application of technologies, philosophies and computing paradigm of the new economy." In a simple sense, E Business

can be defined as, “the organized effort of individuals to produce and sell, for profit, products and services that satisfy society’s needs through the facilities available on the Internet” (Brahm Canzer, 2009) (with —Float over text| unchecked).

3. METHODOLOGY

We are surrounded by new technologies all around us, which in turn help us to develop even more modern technologies. The Agile methodology is one of such developments, which is specially created for eCommerce websites, apps and software.

It also works for individual and group interactions through various tools, software using relevant documentation, contract negotiation through customer collaboration and response.

Being a response to the ever-changing competition and customer trends using the latest technology, the Agile methodology works with a blend of business and technical SMEs in eCommerce to ensure a smooth and effective functionality and an overall great performance.

HOW DOES AGILE WORKS?

Agile is used for a variety of projects such as ERP implementations and operational systems but is the best option for eCommerce websites.

It works with an objective to promote automation and fast delivery, coordination between development and operations and improving product quality using quality control testing.

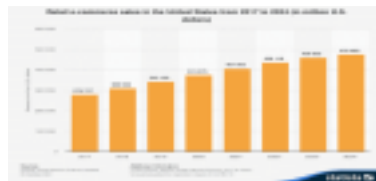
The methodology of an eCommerce project through Agile is concerned with the flow and performance of the entire eCommerce system by creating value streams within the business using development and operations.

4. Growth of Ecommerce

Ecommerce has come a long way since the CompuServe launch in 1969. Changes in technology have certainly driven ecommerce growth, along with global circumstances. Today, ecommerce must meet consumers’ expectations for safety and convenience.

- The United Parcel Service Inc. rode a pandemic-fueled surge in ecommerce to higher profits and a 13% jump in revenue during the June 2020 quarter. During that same quarter, UPS saw a 65% increase in deliveries to residences.

- In 2019, U.S. e-retail sales on Amazon increased by 19.1% and amounted to over 222.6 billion U.S. dollars. • By the end of 2020, U.S. spending online is expected to reach approximately \$375 billion. Experts forecast that by the end of 2024, online spending will surpass \$476 billion.



5. Ecommerce During Covid-19

In March 2020, global retail website traffic hit 14.3 billion visits signifying an unprecedented growth of e-commerce during the lockdown of 2020. Studies show that in the US, as many as 29% of surveyed shoppers state that they will never go back to shopping in person again; in the UK, 43% of consumers state that they expect to keep on shopping the same way even after the lockdown is over.

Retail sales of e-commerce shows that COVID-19 has a significant impact on e-commerce and its sales are expected to reach \$6.5 trillion by 2023..

6. Results And Discussion

A. MAIN PAGE

The most important factors determining whether customers return to a website are ease of use and the presence of user-friendly features.



B. CART PRODUCTS C. PAYMENT



7. CONCLUSION

We have going to implement the site “E-Commerce Online Shopping”. With the help of various links and tools, we have been able to provide a site that will be live soon and rubbing on the web. We have been successful in our attempt to take care of the needs of both the users as well as the administrator. Finally, we hope that this will go way in popularizing.

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