

A Effective Study on Customer Satisfaction and Provide A Beneficial Deals

Himanshu Singhal, Pankaj Kumar Patidar, Ramiz Khan

Department of Computer Science Engineering,
Rajasthan Technical University Jaipur, India
himanshusinghal8294@gmail.com, panpatidar180@gmail.com,
ramijkhan24365@gmail.com

Abstract – E-commerce is a boom in the modern business. E-commerce means electronic commerce. E-commerce (Electronic commerce) involves buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, predominantly the Internet. E-commerce (Electronic commerce) is a paradigm shift influencing both marketers and the customers. Rather e-commerce is more than just another way to boost the existing business practices. It is leading a complete change in traditional way of doing business. This significant change in business model is witnessing a tremendous growth around the globe and India is not an exception. A massive internet penetration has added to growth of E-commerce and more particularly start-ups have been increasingly using this option as a differentiating business model. Moreover E-Commerce has significant influences on the environment. Although the model is highly used in current business scenario but the option has not been explored at its fullest. The current research has been undertaken to describe the scenario of E-Commerce, analyze the trends of E-Commerce. The study further examines the key variables imperative for the success of E-commerce business models.

Keywords– E-Commerce, Internet, Self-service, Technology, Internet banking.

I. INTRODUCTION

E-commerce (electronic commerce) is the activity of electronically buying or selling of products on online services or over the Internet. Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems. E-commerce is in turn driven by the technological advances of the semiconductor industry, and is the largest sector of the electronics industry.

Modern electronic commerce typically uses the World Wide Web for at least one part of the transaction's life cycle although it may also use other technologies such as e-mail. Typical e-commerce transactions include the purchase of online books (such as Amazon) and music purchases (music download in the form of digital distribution such as iTunes Store), and to a less extent, customized/personalized online liquor store inventory services. There are three areas of e-commerce: online retailing, electronic markets, and online auctions. E-commerce is supported by electronic business. E-commerce businesses may also employ some or all of the followings:

1. Online shopping for retail sales direct to consumers via Web sites and mobile apps, and conversational commerce via live chat, chatbots, and voice assistants

2. Providing or participating in online marketplaces, which process third-party business-to-consumer (B2C) or consumer-to-consumer (C2C) sales
3. Business-to-business (B2B) buying and selling;
4. Gathering and using demographic data through web contacts and social media
5. Business-to-business (B2B) electronic data interchange
6. Marketing to prospective and established customers by e-mail or fax (for example, with newsletters)
7. Engaging in pretail for launching new products and services
8. Online financial exchanges for currency exchanges or trading purposes.

II. OBJECTIVES

The objectives of present study are:

1. To understand the present status and trends of E-Commerce; and
2. To reveal the key variables influencing the increased usage of E-Commerce.

III. EXISTING SYSTEM

The existing system for shopping is to visit the shop manually and from the available product choose the item customer want and buying the item by payment of the

price of the item. in existing system customer can't get a proper feedback related to product and company. in existing system user customer has to go to the shop. customer get a difficulty to identify the required product and also face a less description related problem. Not in reach of distant users and its totally time consuming process.

IV. PROPOSED SYSTEM

In the proposed system design the customer will select category of product and after that the system will show him all product under this category. Customer will select the product and also select the wanted quantity and add this product to the cart shopping. The system automatically will show all cart products with their price and quantity and the total for each product and also the net total for all orders. The proposed system consists a lot of page:

1. order page
2. registered page
3. product page
4. administration page
5. category page
6. card details page

Modules

Module 1: Admin Module

The django admin application can use your models to automatically build a site area that you can use a create ,view,update,and delete records. This can save you a lot of time during development ,making it vary easy to test your models and get a feel for whether you have the right data.

- to create an admin user run the following command from inside your virtual environment:
- (python manage.py createsuperuser) enter your desired username and press enter.
- (Username:admin)
- now we will prompted our Email address
- (Email address: admin@gmail.com)
- now the final step is about password , we are enter a password in two term :
 - (Password: *****)
- (Password(again):*****)
- now we get a message is like 'Superuser created Successfully.

Module 2: Registration Module.

This module is displayed to the visitors list and Registration models eliminates the need of filling paper forms manually . the participants can simply register at their convenience and submit their information immediately.

Module 3: Place Order Module

The activity is performed by customer itself whose registration is already done. first, the customer selects his/her item. and then after selecting, all those items are added to the add to card block. and enter address and apply offer if the offer are running at the time. And click on the place order button and if order is successful then the user receives a successful message on his/her mail.

Module 4: Shipping Module

we recently know that any e-commerce's website is dependant on its shipping proficiency. better managed shipping and related facility will bring back customers. Free shipping based on order amount and destination.

V. WORKING

Our main aim is to increase the efficiency of ordering and reduce human errors and provide high quality services to the customers. The application on the tablets must be able to communicate with the other devices. Fig.1 shows flow chart of E-Commerce. As shown in flowchart below, firstly the customer or visitor will open the application and searches for different item.

Sitting at her computer, a client tries to order a book online. Her browser communicates back-and-forth over the web with an internet server that manages the store's web site. The Web server then sends that order to the order manager. This is often a central PC that sees orders through each stage of the process from submission to dispatch. The order manager queries a database to seek out whether or not what the client wants are available.

If the item isn't available, the stock database system will order new provides from the wholesalers or manufacturers. This would possibly involve communication with order systems at the manufacturer's headquarters to seek out estimated supply times, whereas the client continues to be sitting at her PC (in alternative words, in "real-time"). The stock database confirms whether or not the item is available or suggests an estimated delivery date once provides are going to be received from the manufacturer.

Assuming the item is available, the order manager continues to process it. Next, it communicates with a merchant system (run by a credit-card processing firm or linked to a bank) to require payment using the customer's credit or identification number. The Merchandiser system would possibly make further checks with the customer's bank PC. The bank computer confirms whether or not the client has enough funds. The Merchandiser system authorizes the group action to go ahead, though funds won't be completely transferred till many days later.

The order manager confirms that the transaction action has been successfully processed and notifies the online server. The web server shows the client a web page confirming that her order has been processed and also the transaction action is complete.

The order manager sends a request to the warehouse to dispatch the products to the client. A truck from a

dispatch firm collects the products from the warehouse and delivers them. Once the products are sent, the warehouse computer e-mails the client to confirm that her product is on their way. The products are delivered to the client.

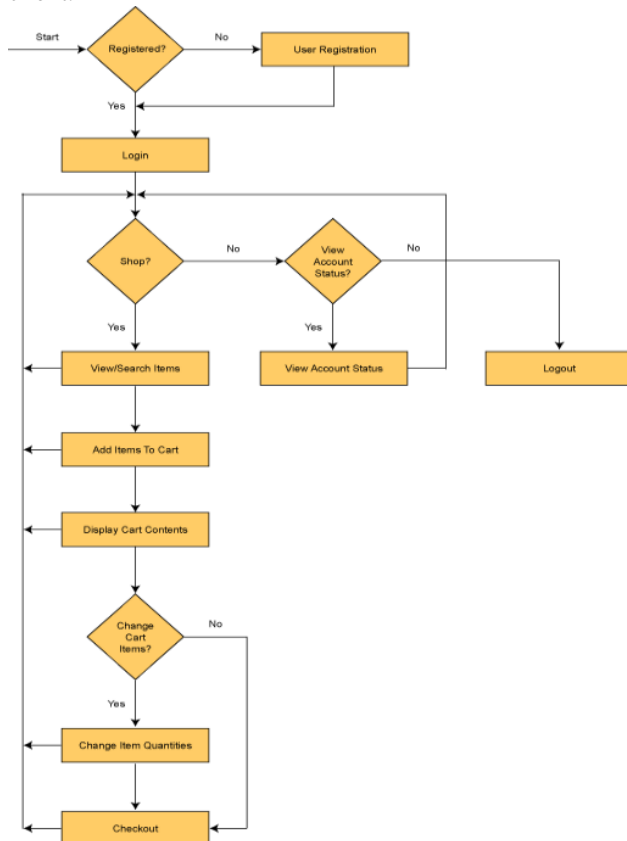


Fig.1. Flowchart of E-Commerce Portal.

VI. ADVANTAGES

Faster buying/selling procedure, as well as easy to find products.

1. Buying/selling 24/7.
2. More reach to customers, there is no theoretical geographic limitations.
3. Low operational costs and better quality of services.
4. No need of physical company set-ups.
5. Easy to start and manage a business.
6. Customers can easily select products from different providers without moving around physically.

VII. CONCLUSION

A developing country may well attempt to be modernized if it introduces e-commerce effectively and efficiently. It will improve its output and lead to its competitive advantage. Information Technology (IT) has uplifted ecommerce worldwide. Now it's at ease to enter to a new market and marketers' can easily evaluate their product and company's performance. A growing number of firms in various industries, such as banking, education,

commerce, and tourism, etc. have improved their services by both incorporating technologies into their service delivery process. Integration of technology in services is becoming very common; however, very little academic research has been conducted to examine its influence. The issues related to E-commerce are also on the rise which is posing serious threat to its tall future and hence demands right strategies on part of marketers. The research works on E-commerce propose good number of variables to be taken care of if marketers need to be successful in this newly business model. The factors which will significantly contribute to the success of the E-Commerce industry and focused upon should be consistency of transaction steps, consistency of Web site design, replacement guarantee, M-Commerce services, consistency of promotions, consistency of in-stock indications, consistency of product variety, location based services, multiple payment option, right content, shipment option, legal requirement of generating invoices for online transactions, quick Service, T & C should be clear & realistic, the product quality should be same as shown on the portal. The 11 important feature in ecommerce is privacy which not only increases competitive advantage but confidence level of the customers. The researches also suggest 18-35 as the good customer age to be promising and to be targeted irrespective of gender for better results. Social media may be a boon for brands and marketers looking to reach target buyers without wasting big bucks on traditional media, but luxury brands have recently found it challenging as unauthorised sellers are luring buyers, most of who fall in to the temptation of getting discounts of up to 50-70% have cropped up using platforms like Facebook, Instagram, Twitter and WhatsApp. Firms must closely monitor such accounts and spend money on legal checks controls. In a marketplace model, the ecommerce firm provides just the technology platform while sellers on the site own the inventory. Most E-commerce companies have call centres to connect with customers, the pressing need is the initiative to set up call centres to deal exclusively with merchants as increasing the number of sellers in a marketplace becomes the next battlefield in the E-Commerce. The need is 24/7 call centres should be dedicated. The e-commerce industry participants must also understand and address the cultural issues that are unique to the target country and relate to off-site transactional process, the large scale diffusion and success of such endeavors will be greatly impeded. E-Commerce firms must also find most effective ways to combine the online relationship with the offline relationship, with the idea that the full relationship with the customer is not complete without considering both online and offline, as well as how they interact. The governments should offer a level field to its E-commerce firms to allow the country's significant development. The thrust on E-Commerce should be to offer a legal framework so that while domestic and international trade are allowed to expand their horizons, basic rights such as consumer protection, privacy, intellectual property,

prevention of fraud, etc are highly protected. The banks also need to select suitable security tools and policy to protect itself and its customers. E-Commerce is a boon for any country- if given right impetus and good environmental framework to prosper can significantly lead to country's progress and development.

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