

E-Commerce Website for Students

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Abstract- Electronic commerce, also known as e-commerce, has become a significant aspect of our lives in the current age of digital technology. College students are one of the most significant consumer groups in the e-commerce industry, and the need for an e-commerce website tailored specifically for them is essential. This research paper aims to design an e-commerce website for college students that caters to their specific needs and requirements. The proposed e-commerce website will offer an easy-to-use, efficient and secure online shopping experience for college students, which will enable them to purchase textbooks, course materials, gadgets, and other related items.

Keywords - e-commerce, website design, college students, online shopping, user interface, simulations, experiments, testing, website security, Payment Card Industry Data Security Standards, user experience, online marketplace.

I.INTRODUCTION

An ecommerce website allows businesses to sell their products or services to customers via the internet. An ecommerce website generally includes features such as a product catalogue, shopping cart, and payment processing system to facilitate online transactions. The main advantages of an e-commerce website for students are its convenience as it provides a one stop solution to buy all the products which are relevant to students and the ability to compare the prices and features of different products from different sellers according to their needs and requirements, allowing them to make informed decisions about their purchases.

Students can easily browse and purchase products from their computers or mobile devices, without having to physically visit a store. This is particularly useful for students who may have busy schedules or live in areas where access to certain products may be limited.

Additionally, e-commerce websites often offer discounts and promotions as compared to a offline store, making it more affordable for students to buy the products they need.

Finally, an e-commerce website for students can also provide a platform for students to sell their own products, such as textbooks or electronics equipment. This can be a great way for students to earn extra money and to provide a convenient way for other students to purchase the items they need.

Overall, an e-commerce website for students offers a convenient, accessible, and affordable way for students to purchase products and services online. It can be a valuable resource for students who are looking to save time and money while getting the products they need for their studies and daily life.

II.LITERATURE SURVEY

Ecommerce websites have become increasingly popular in recent years, as more businesses recognize the benefits of online selling. Here is a brief literature review on ecommerce website:

In a study published in the Journal of Electronic Commerce Research, researchers examined the factors that influence consumers' trust and purchase intention on ecommerce websites. They found that factors such as website quality, perceived risk, and perceived value all have significant effects on consumer behaviour.

Another study, published in the Journal of Internet Banking and Commerce, examined the impact of website design on customer satisfaction and loyalty. The researchers found that websites that are visually appealing, easy to navigate, and provide relevant information are more likely to lead to positive customer experiences.

In a study published in the International Journal of Business and Management, researchers analysed the impact of social media on ecommerce website adoption. They found that social media can play an important role in driving traffic to ecommerce websites and increasing sales.

Another study, published in the Journal of Business and Retail Management Research, examined the impact of product presentation on customer behaviour on

ecommerce websites. The researchers found that product presentation, including images and descriptions, has a significant impact on consumer behaviour and can influence purchase decisions.

Overall, the literature on ecommerce websites highlights the importance of factors such as website design, trust, value, and social media in driving customer behaviour and increasing sales. Businesses that prioritize these factors in their ecommerce strategy are more likely to see success in the online marketplace.

III.METHODOLOGY/EXPERIMENTAL

The proposed e-commerce website will be designed in accordance with the IEEE format, which provides a structured and organized approach to website design. The website will be designed using HTML, CSS, and PYTHON DJANGO, and will be hosted on a secure server.

The website will have a simple and user-friendly interface, with easy navigation options. The website will be designed to cater specifically to the needs of college students, with products ranging from textbooks, course materials, gadgets, and other related items.

The website will provide an option for students to create an account, which will allow them to save their shopping cart, view their order history, and receive notifications on the latest deals and discounts.

Additionally, the website will provide student-specific discounts and offers, which will enable students to purchase products at the best possible prices. The website will also have a secure payment gateway that ensures the safety of students' personal and financial information.

Simulations / Experiments/ Testing

Simulations, experiments, and testing are essential components of any e-commerce website design. In the proposed e-commerce website for college students, simulations, experiments, and testing will play a crucial role in ensuring that the website is efficient, secure, and user-friendly.

Simulations will be used to create a virtual environment that mimics the website's real-world use. This will enable the designers to identify potential issues and make necessary changes before the website is launched. Simulations will also help in analyzing the website's performance under different scenarios, such as a high traffic load or an influx of orders.

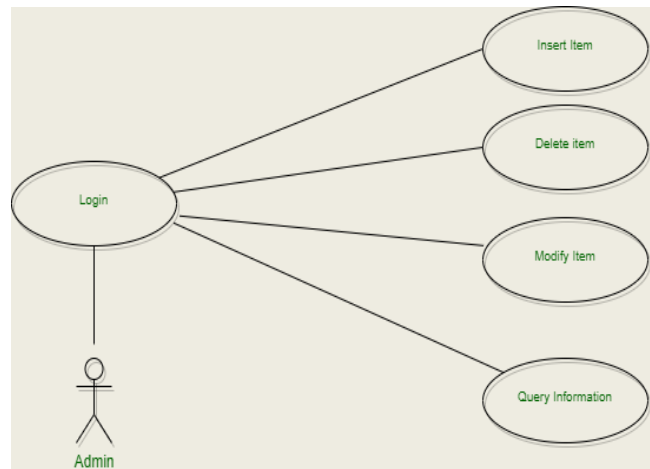
Experiments will be conducted to evaluate the website's user interface, features, and functionality. The experiments will involve a group of college students who will be asked to use the website and provide feedback on its ease of use, efficiency, and overall satisfaction. The feedback from the experiments will be used to make necessary changes to the website's design.

Testing is essential to ensure the website's security, especially when dealing with sensitive information such as student personal and financial information. The website will undergo rigorous testing to ensure that it is secure and complies with industry standards such as the Payment Card Industry Data Security Standards (PCI DSS). The testing will also ensure that the website is compatible with different web browsers and devices.

In conclusion, simulations, experiments, and testing are critical in the design of an e-commerce website for college students. They ensure that the website is efficient, secure, and user-friendly, providing a seamless online shopping experience for college students.

Admin Interface:

1. Admin logs in
2. Admin inserts item
3. Admin removes item
4. Admin modifies item



(Figure-3.1-Admin Interface chart)

Customer Interface:

1. Customer shops for a product
2. Customer changes quantity
3. The customer adds an item to the cart
4. Customer views cart
5. Customer checks out
6. Customer sends order

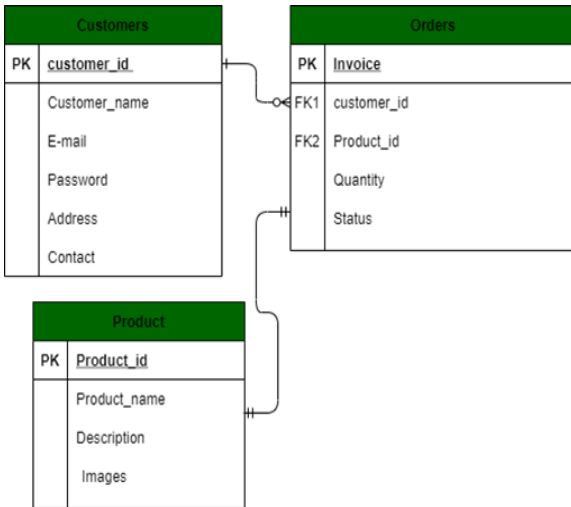
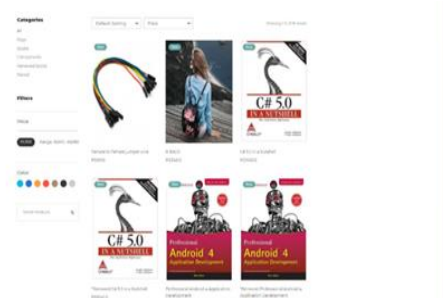


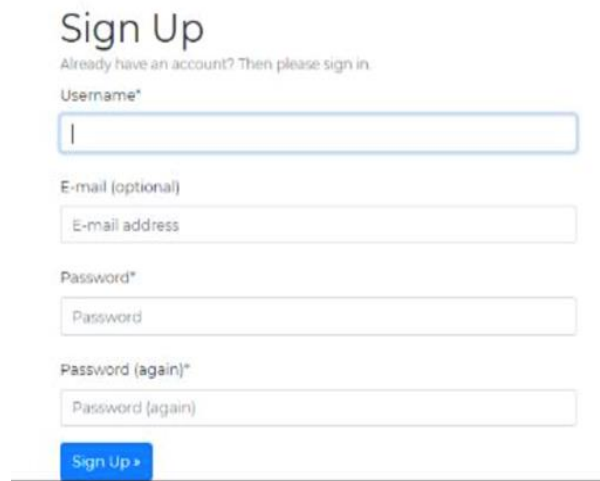
Figure 3.2- Customer Interface tables)



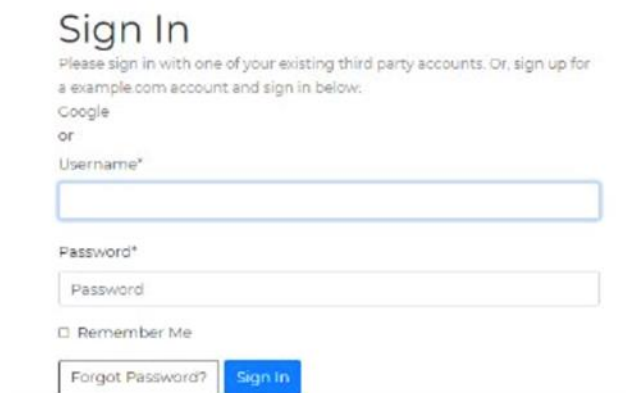
(Figure 3.5-Product catalogue page)

RESULTS AND DISCUSSIONS

SCREENSHOTS OF WEBSITE:



(Figure 3.3-Sign up page)



(Figure 3.4- Sign in page)

1. Convenience: An ecommerce website for students provides a convenient way for them to purchase products and services online. This convenience can save students time and effort in their busy schedules, as they do not need to physically visit a store. The convenience factor can be a significant driver of adoption for ecommerce websites, especially among younger generations who are more accustomed to online shopping.
2. Product range and availability: Another advantage of ecommerce websites for students is the wide range of products and services available. Students can find a variety of products on an ecommerce website, ranging from textbooks, electronics, stationery, gadgets, and more. Additionally, ecommerce websites can provide access to products that might be unavailable in their local area.
3. Cost and discounts: Ecommerce websites for students can be cost-effective, especially when compared to brick-and-mortar stores. Generally ecommerce websites offer competitive pricing, as well as discounts and promotions. This can make it more affordable for students to buy the products they need for their studies and daily life.
4. Trust and security: Trust and security are important considerations for ecommerce websites, particularly for students who may be more vulnerable to online scams or fraud. Ecommerce websites that prioritize trust and security factors, such as secure payment processing and encryption, are more likely to gain students' trust and retain their loyalty.
5. Social connections: Ecommerce websites can also facilitate social connections among students, particularly through the provision of user-generated content and reviews. By sharing their experiences and opinions about products and services, students

can help each other make informed decisions and build social connections online.

FUTURE SCOPE

The proposed e-commerce website for college students has the potential to revolutionize the way students shop for goods and services. To make the website more useful and relevant, the following future scope can be considered:

1. **Integration of a virtual marketplace:** As e-commerce continues to evolve, the integration of virtual marketplaces is becoming more popular. The future scope of the proposed e-commerce website for college students should include the integration of a virtual marketplace. This will enable students to purchase goods and services from a wide range of vendors, thereby enhancing the online shopping experience.
2. **Mobile Application:** With the increased use of smartphones and tablets, the development of a mobile application for the proposed e-commerce website for college students should be considered. A mobile application will provide students with an easy and convenient way to shop and make payments using their mobile devices.
3. **Personalization:** The future scope of the website should include the integration of personalization features. Personalization will enable the website to provide tailored recommendations based on students' purchase history and preferences, enhancing the overall user experience.
4. **Social Media Integration:** social media is a vital aspect of the daily lives of college students. Therefore, the future scope of the proposed e-commerce website for college students should include the integration of social media features. This will allow students to share their shopping experiences with their friends, receive feedback, and make informed purchase decisions.
5. **Student Offer Integration:** Various companies provide special offers to verified college students, integration of these offers will attract a large customer base of students, who are often looking for deals and discounts to save money. So basically, integrating student offers into an e-commerce website can bring several advantages, including increased sales and revenue, customer loyalty and enhanced customer experience for the students.

6. **Augmented Reality:** The integration of augmented reality can be considered as a future scope for the proposed e-commerce website for college students. This technology will allow students to visualize products in real-time, making informed purchase decisions.

CONCLUSION

In conclusion, an ecommerce website for students is an online platform that offers a convenient and accessible way for students to purchase a range of products and services. It can provide benefits such as timesaving, cost-effectiveness, and access to a wider range of products, all of which are highly valued by students who have busy schedules and limited budgets.

However, to ensure a positive experience for students, ecommerce websites must prioritize factors such as trust, security, and user experience. Students may be more vulnerable to online scams and fraud, and therefore it is crucial that ecommerce websites take steps to protect their personal and financial information. Similarly, by providing a positive user experience, ecommerce websites can increase customer satisfaction, loyalty, and positive word-of-mouth recommendations among students.

In addition, ecommerce websites can be an important source of social connections for students, particularly through user-generated content and reviews. By providing a platform for students to share their experiences and opinions, ecommerce websites can help to build a sense of community and trust among student customers.

Overall, an ecommerce website for students can provide numerous benefits, but it is important to prioritize the factors that matter most to students, including convenience, affordability, security, and user experience. By doing so, ecommerce websites can provide a valuable resource for students and help to meet their needs for a range of products and services in a safe and accessible way.

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