

E-Commerce Site and Its Development

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Abstract - The business-to-consumer aspect of electronic commerce (e-commerce) is the most visible business use of the World Wide Web. The primary goal of an e-commerce site is to sell goods and services online. Since the emergence of e-Commerce, the world of business has witnessed a radical shift in the way business activities are conducted. However, the emergence of m-Commerce has further pushed the boundaries of virtual commerce revolution. As a result, there seems to be a growing blur in the distinction between eCommerce and m-Commerce. In addition, existing definitions for both forms of commerce highlight characteristics (e.g. type of device and activity conducted) that may be applicable to both concepts. The aim of this paper is to identify the characteristics that help define and delineate between e- and m- Commerce. The paper concludes that characteristics of mobility, ubiquity and immediacy provide a clearer and simpler template to distinguish between e-Commerce and mCommerce.

KeyWords: E-Commerce, m-commerce, wordpress, woocommerce, payment gateways.

1. INTRODUCTION

1.1 INTRODUCTION TO E-COMMERCE

Electronic Commerce is a technique of doing business through portable computer networks. A person sitting on his chair prior to a portable computer can access all the facilities of the net to buy for or sell the merchandise. Not like ancient commerce that's dispensed physically with effort of an individual to travel & get merchandise, e-commerce has created it easier for human to cut back physical work and to avoid wasting time. E-Commerce that was started in early 1990's has taken a good leap within the world of computers, however the very fact that has hindered the expansion of e-commerce is security. Security is that the challenge facing e-commerce these days & there's still plenty of advancement created within the field of security.

1.2 CHALLENGES

E-Commerce, in spite of the opportunities it presents together has posed bound challenges that are usually associated in Nursing excessive quantity of to handle for start-ups:

A. E-Infrastructural Issues: web is that the backbone of e-commerce. Sadly, in country web penetration is to the current purpose dismally low at zero.5 per cent of the population, penetration of personal computer (PC) as low as 3.5 per thousand of population and penetration of phone exclusively 2.1 per cent of population, e-commerce is not merely accessible remains to the person.

B. Stigmatization & Marketing; Marketing: to urge of us to come on Associate in Nursing e-Commerce web site and build a buying deal involves important value because of stigmatisation and marketing. This value is essential and could be brought all the approach right down to value per shopper, if the volumes permit to do to do so. Consultants say that the common figure for this metric among the present e-commerce theme is between workplace 5 hundred - one thousand shopper, that isn't property for even medium sized firms, and early stage ones.

C. Declining Margins: With the introduction of Associate in Nursing oversized vary of players among the already competitive e-commerce market, the shopper is soft by providing massive discounts, offers, taking returns etc. leading to less margins.

D. Supplying & Offer Chain; Supply Chain: Supplying failure in any area will mean detrimental hurt to a startup's future and should hurt the entire overall. Augment this the necessity for a secured come policy. Getting this right might be a challenge.

E. Tax connected issues: Rate system of Bharatn market is another issue for lesser rate of growth of E-Commerce in India as compared to completely different developed countries like USA and GB. In those countries, rate is uniform for all sectors whereas tax structure of Bharat varies from sector to sector. This issue creates accounting problems for the Indian on-line business firms.

F. bit and Feel: Indian customers unit easier in buying product physically. firms managing product like apparel, handicrafts, jewelry ought to face challenges to sell their product as a result of the patrons ought to envision and bit before they get these stuffs.

1.2 BENEFITS

The invention of faster internet connectivity and powerful online tools has resulted in a new commerce arena – Ecommerce. Ecommerce offered many advantages to companies and customers.

- Faster buying/selling procedure, as well as easy to find products.
- Buying/selling 24/7.
- More reach to customers, there is no theoretical geographic limitations.
- Low operational costs and better quality of services.
- No need of physical company set-ups.
- Easy to start and manage a business.
- Customers can easily select products from different providers without moving around physically.
- E-Commerce reduces large amount of paper works.
- E-commerce improves the brand image of the company.

1.3 ANALYSIS

Standing Of The Worldwide E-Commerce Industry:

According to a report by the Interactive Media in Retail cluster (IMRG), a U.K. on-line retail trade organization, world business-to-consumer e-commerce sales can pass the US\$ one,250 billion mark by 2013, and also the total variety of net users can increase to roughly three.5 billion. Around ninetieth of the worldwide e-commerce transactions ar within the nature of B2B, going meager 100 percent as B2C e-commerce. Maintaining the Integrity of the Specifications The biggest e-commerce markets ar U.S.A. followed by U.K. and Japan. In Asia, China, Republic of India and state ar the quickest growing e-commerce markets. Major world e-Commerce firms ar Alibaba.com, Amazon.com, Walmart, Apple, Dell, e-bay, Mercadolibre Iraqi National Congress., Rakuten Iraqi National Congress., Crate & Barrel, Symantec, Autozone, Microsoft, Gap, Nike, film maker stores, HP, ASOS PLC, Blue Nile Iraqi National Congress. Etc.

B. standing of the E-commerce trade in India:

E-commerce is predicted to grow in Asia Pacific within the returning years. the quantity of digital consumers in Asia Pacific is projected to pass the one billion mark for the primary time in 2018, which is able to account for sixty % of all net users within the region. Moreover, the share of total retail sales in Asia Pacific is forecast to double between 2015 and 2019. In line with the regional growth, India, a invasive rising Asian market, shows optimistic

projections for the e-commerce trade. near 240 million folks ar forecast to shop for product and services on-line in Republic of India by 2019. this suggests that regarding

Country	Sales in \$ Billion	
	2012	2016
India	1.6	8.8
Australia	23.2	35.4
Japan	63.9	97.6
China	169.4	356.1

Source: Forrester

seventy.7 % of net users in

Fig 1 incresein internet user in india.

Republic of India can have purchased merchandise on-line by then. the bulk of digital shoppers in Republic of India ar male. This growth in volume of digital consumers features a reflection on revenue in addition. Retail e-commerce sales in Republic of India ar forecast to grow hugely, with projections to leap from around sixteen billion U.S. bucks in 2016 to merely over forty five billion U.S. bucks in 2021. According to the most recent analysis by Forrester, a number one world analysis and consolatory firm, the e-commerce market in Republic of India is about to grow the quickest.

2. Litersture Survey

Priscilla Omonedo, Paul Bocij[1]: Since the emergence of e-Commerce, the world of business has witnessed a radical shift in the way business activities are conducted. However, the emergence of m-Commerce has further pushed the boundaries of virtual commerce revolution. As a result, there seems to be a growing blur in the distinction between e-Commerce and m-Commerce.

Ms.Vaishnavi.J.Deshmukh[2]: The research strategy shows the importance of the e-commerce in developing countries for business applications. Electronic commerce or ecommerce is a term for any type of business, or commercial transaction, that involves the transfer of information across the Internet.

Himani Grewal, Shivani[3]: The web environment is quite different from that of the traditional brick and mortar businesses. The very nature of ebusiness necessitates the need for things to be viewed from a different perspective. An important contemplation is whether ethics needs to be considered, and if so, the

development and implementation of policies that would support that need should be explored. The rapid spread of e-commerce has created tremendous opportunities for economic efficiency and customer choice. **Daniel A. Menascé[4]:** As a way to structure the analysis of and discussions about ecommerce systems, I propose a reference model for e-commerce. I've used this model to develop a proposal for a graduate program in e-commerce that will help students meet the challenges of e-commerce.

3. PROPOSED METHODOLOGY

Flow chart

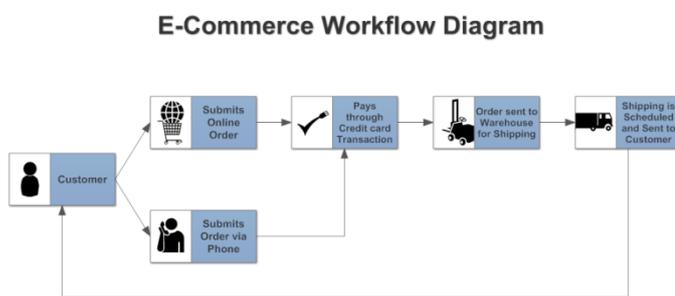


Fig 2.workflow diagram of e-commerce.

CONTENT MANAGEMENT SYSTEM (CMS): A content management system (CMS) is a computer application that supports the creation and modification of digital content. It is often used to support multiple users working in a collaborative environment. CMS features vary widely. Most CMSs include Web-based publishing, format management, history editing and version control, indexing, search, and retrieval. By their nature, content management systems support the separation of content and presentation. A web content management system (WCM or WCMS) is a CMS designed to support the management of the content of Web pages. Most popular CMSs are also WCMSs. Web content includes text and embedded graphics, photos, video, audio, maps, and program code (e.g., for applications) that displays content or interacts with the user.

Wordpress: WordPress is a free and open source Content management system (CMS) based on PHP and MySQL. WordPress is installed on a web server that is either part of an Internet hosting service or a network host in its own right. The first case may be a servicelike WordPress.com, for example, and the second case could be a computer running the software package WordPress.org. A local computer may be used for single-user testing and learning purposes. Features include a plugin architecture and a template system. WordPress was used by more than 27.5% of the top 10 million websites as of February 2017. WordPress is reportedly the most popular website management or blogging system in use on the Web, supporting more than 60 million websites. There are really 3 components that make a “regular” website an “

ecommerce” website - product pages, shopping cart, and a checkout process. User can add the ecommerce functionality to WordPress with a plugin. Plugins are separate pieces of software that you install and activate into WordPress that basically adds to what it can do. In this case, we need a plugin that will create custom product pages, that will have a shopping cart functionality allowing individual visitors to add products to a cart throughout the time they are on the site, and that will sync up with a payments system to accept payments, and match those payments up with the visitors’ products purchased. There are a lot of plugin options to turn an WordPress site into an ecommerce site, but by far and away the leader is WooCommerce by WooThemes.

WooCommerce :WooCommerce is the best way to turn your WordPress website into a fully functional e-commerce store. Here are the specifics:

- Technically speaking, WooCommerce is a WordPress plugin. It needs to be installed and activated just like any other plugins in order to function.
- It s free and open source - just like WordPress - you don’t need any licenses, things don’ t expire, no one comes asking for money at any point.
- It’ s the most popular e-commerce plugin for WordPress out there..
- It’ s (arguably) the most feature-rich such plugin too.
- You can set it up and configure it by yourself.
- The setup is fast. Usually just a matter of an afternoon.

4. EXPERIMENTAL SETUP:

1. Get a domain name and web hosting.
 - A domain name is your store’ s unique address on the web. Something like YOURSTORE.com.
 - Hosting is basically a remote computer that stores website and then serves it up to whoever wants to visit it.
2. Install WordPress.The next step officially marks the start of development adventure with WordPress – user has to install WordPress on there hosting account.
3. Installing WooCommerce : Install and activate the WooCommerce plugin.
 - Go through the WooCommerce setup wizard, paying close attention to:
 - Getting the four required pages created (Shop, Cart, Checkout, My Account).
 - Setting up the store locale.
 - Setting up sales tax and shipping.

- Picking initial payment methods.

4. Products : Add most (or all) products or product categories to the store.

5. Design

- Select the right WordPress theme for your ecommerce

store. Go either with your existing theme, or browse through the other possibilities. Review the rules of e-commerce store design when doing so.

- Adjust your Shop page.
- Adjust individual product pages.
- Adjust the Cart page.
- Adjust the Checkout page.

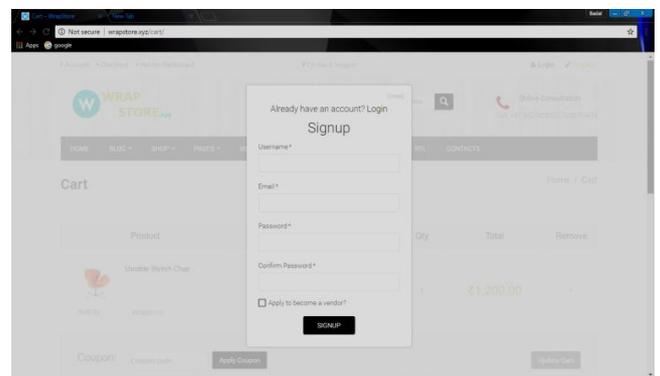
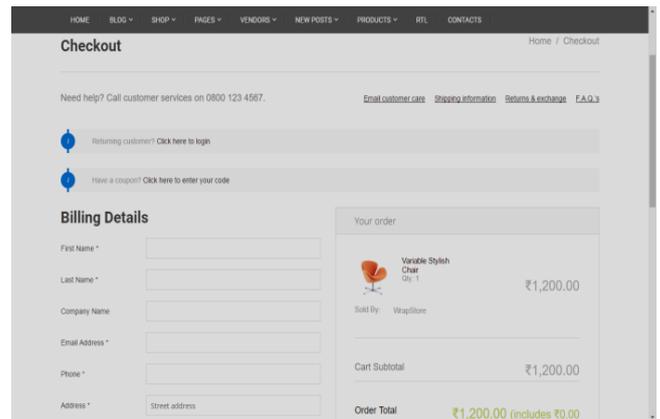
6. Extensions

- Install the payment gateways that you want to use.
- Consider some of the shipping extensions.
- Consider an accounting extension.
- Browse through other extensions, and also the free category.

7. Plugins

- Consider installing all of the plugins that will supercharge a e-commerce store:

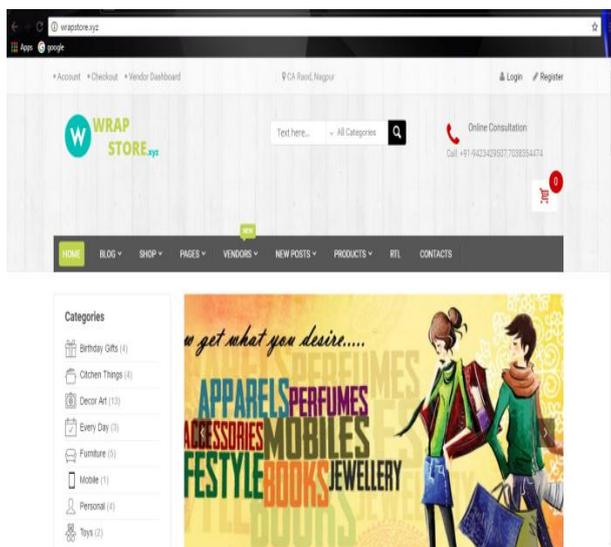
Yoast SEO, Yoast WooCommerce SEO, WooCommerce Multilingual, Contact Form 7, UpdraftPlus, Social Share Buttons by GetSocial, MonsterInsights, iThemes Security, W3 Total Cache.



6. CONCLUSIONS

The future of E-Commerce is difficult to predict. There are various segments that would grow in the future like: Travel and Tourism, electronic appliances, hardware products and apparel. There are also some essential factors which will significantly contribute to the boom of the Ecommerce industry in India i.e. replacement guarantee, M-Commerce services, 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, dedicated 24/7 customer care centre should be there. We found various types of opportunities for retailers, wholesalers/distributors, producers and also for people. Retailers meet electronic orders and should be in touch with the consumers all the time. Wholesalers can take advantage of ECommerce who are capable of establishing contractors with reputed producers and linking their business with the on-line. Producers can also linking themselves with on-line, by giving better information about their products to the other links in the business chain and by having a brand identity.

As more people are getting linked with E-commerce, the demand for centre providing internet facility or cyber cafe



is also increasing. Hence, the people who wish International Journal of Computing & Business to take advantage of it can establish cyber and have their benefits. People could found various opportunities of employment. On the behalf of above said reports and experts view showed that the future of ecommerce in India would be bright in the upcoming years if all essential factors would be implemented.

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