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# Business-to-Customer (B2C) Ecommerce Website using Python Django

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**ABSTRACT:** Electronic commerce is process of doing business through computer networks . A person sitting on his chair in front of computer can access all the facilities of the internet to buy and sell the product E-commerce means electronic commerce. Ecommerce involves buying and selling of products and services, or the transmitting of funds or data, over an system, predominantly the net. E-commerce could be a paradigm shift influencing both marketers and also the customers. Rather e-commerce is quite just differently to spice up the prevailing business practices. It's leading to a whole change in the traditional way of doing business. This significant change in business model is witnessing an amazing growth round the globe and India isn't an exception. A large internet penetration has added to growth of E-commerce and more particularly start-ups are increasingly using this selection as a differentiating business model. It is the currently one of the most important aspect of the internet to emerge.

**KEYWORDS:** Shopping Card, Ecommerce Website, Online Store, Online Business.

## I. INTRODUCTION

The term ecommerce was coined back in 1960. The term e-commerce was coined back in the 1960s, with the rise of electronic commerce – the buying and selling of goods through the transmission of data – which was made possible by the introduction of the electronic data interchange.

E-Commerce is the process of doing business online through computer networks. The first goal of an ecommerce site is to sell goods and services online. Online shopping may be a type of electronic shopping store where the customer is directly online to the seller's computer usually via the net. An individual sitting on his chair before of a computer can access all the facilities of the net to shop for or sell the products. Online Shopping System helps in buying of products, products and services online by choosing the listed products from website (ECommerce site). The go-cart is especially useful for who haven't time to travel to shopping. Go-cart may be a important feature employed in e-commerce to help people making purchases online. Buy and sale process is completed electronically or cash on delivery. User can login into eCommerce website, once he logged in then automatically one go-cart are going to be created, once user select an item it'll increase cart. Just in case user thinks the chosen item isn't useful for him, then he can delete that item from the cart. Report generation feature is provided using Crystal Reports to come up with different styles of reports like bar graphs, pie charts and table type charts etc. The proposed system helps in building an internet site to shop for, sell products or goods online using internet connection

Unlike traditional commerce that's distributed physically with effort of an individual to travel and find products, E-commerce has made it easier for human to scale back physical work and to avoid wasting time. The fundamental concept of the applying is to permit the customer to buy virtually using the net and permit customers to shop for the things and articles of their desire from the shop. E-commerce is fast gaining ground as an accepted and used business paradigm. Ecommerce has evolved to make product easier to discover and purchase to online marketplaces.

## II. LITERATURE SURVEY

I observed E-Commerce web/ application there are so many E-Commerce Websites available on the internet offline as well as online. In the E-Commerce Websites I observed all are made in old technology and not have more user friendly UI and not affordable for Normal product manufacturers for India . I made an website using latest technology called as Django python framework Some already created e-commerce websites

The benefits to companies that achieve Business-to-Customer (B2C) e-Commerce are compelling. Effective B2C e-Commerce implementations can help organizations realize substantial cost savings, increase revenue, provide faster delivery, reduce administration costs, and improve customer service. Thus, e-Commerce might be a major area for research thanks to its novelty and exploding growth. Extensive research in E-Commerce implementation studies indicates that the definition of implementation has been argued and confusing for researchers. Development of E-commerce is done by B2B and B2C and help the customer to full fill the requirement

### III. METHODOLOGY

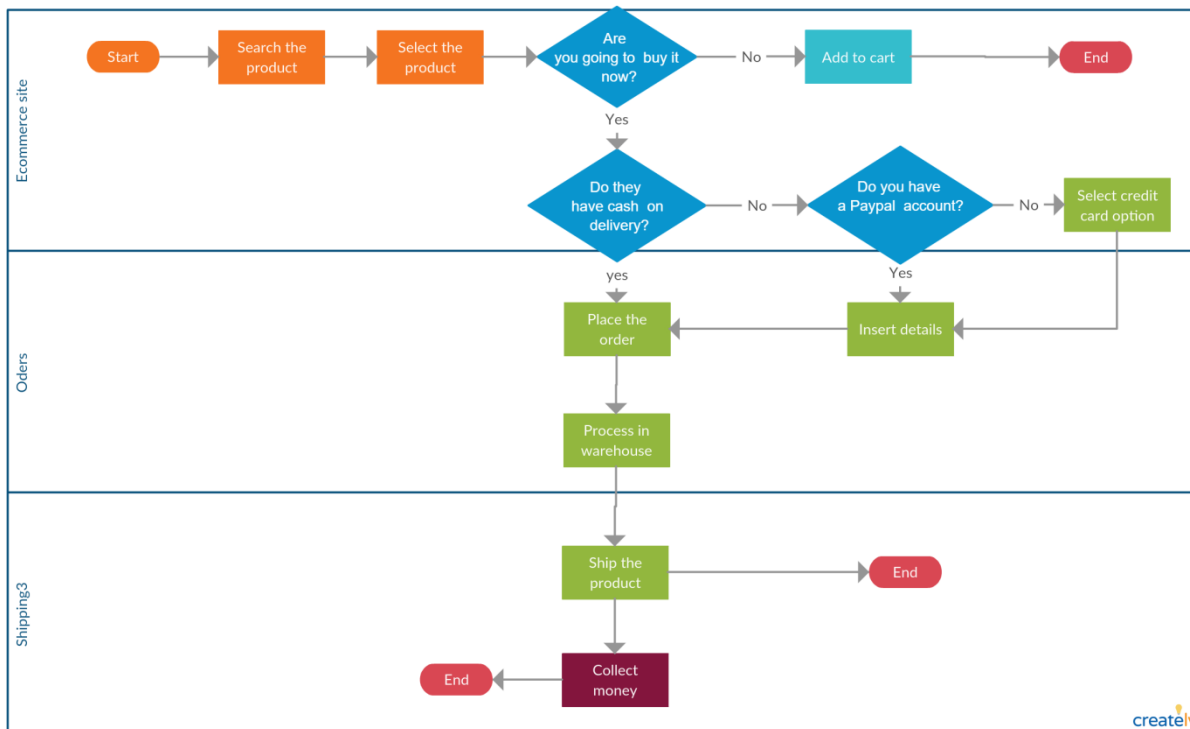


Figure 1: flowchart of e-commerce website

The following is an illustrative flow chart of the **E-commerce shopping cart structure**. Shopping Cart will efficiently process and charge buyer online orders - with highly versatile functionality and numerous features not found in most web shopping carts. The process begins with the cart's Front Page, created for easy and convenient shopping. Customer purchase products on Merchant's e-commerce website. Ecommerce website send the info (products code & amount to payment gateway service provider Payment gateway process the payment with the card Association with customer's bank account After settle the payment, the merchant will get the funds transfer from Payment Gateway.

Customer places an order in your eCommerce system Order details are extracted from your eCommerce system and entered into your business software Order is passed to the warehouse to be processed Order is placed for fulfilment Sales order details are manually extracted from your eCommerce system. Information includes customer information, description and ID of product ordered, payment details and transaction ID Employee manually checks sales order data for a correlation with your business rules e.g. full address, contact details, products ordered Employee manually enters order and customer details into your business software Employee manually creates and sends an order received notification to the customer If an employee identifies any anomalies they will need to contact the customer to resolve the issue If an issue cannot be resolved the employee may have to manually cancel the order. Order is passed to warehouse for processing Employee notifies warehouse of an order that needs to be processed Employee manually checks the order against pick list criteria

EX:- stock availability, item location in warehouse etc. Employee creates and prints pick list If products are in stock and available, the order is picked and packed Order is now ready for the shipping process Employee enters package data, such as weight, size and destination into your courier provider system Employee prints shipping labels and delivery notes Shipping confirmation sent to customer Employee may or may not update your business software with tracking numbers Order handed over to courier for fulfilment..

### Implementation

Here are a few snapshot of project implementation.

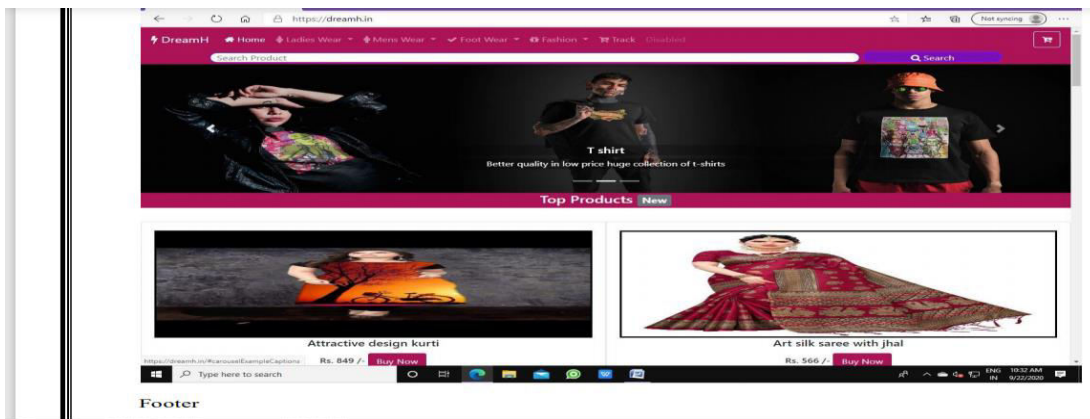


Figure2: Homepage of ecommerce website

This is our homepage of ecommerce website The homepage should immediately give visitors a clear idea of the site's value proposition and competitive advantage .In our homepage there are many category of products and their details like price , discount colour etc.

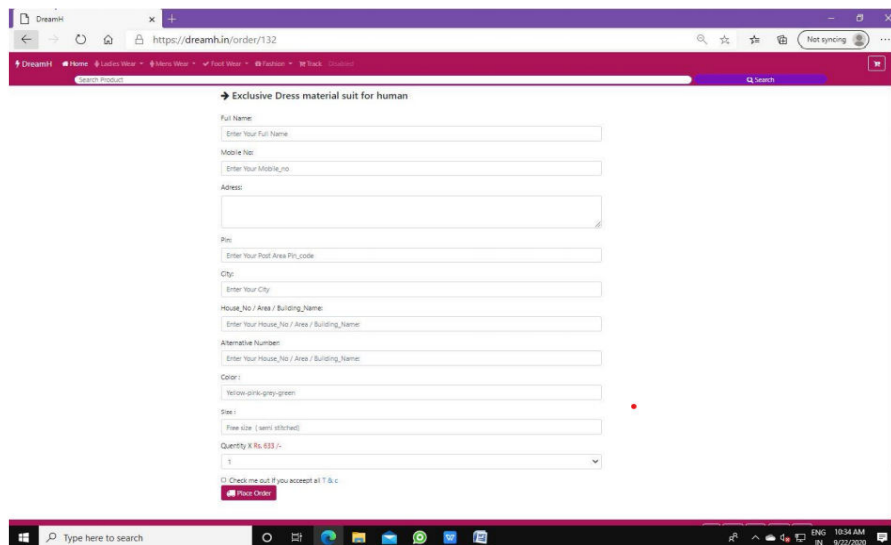
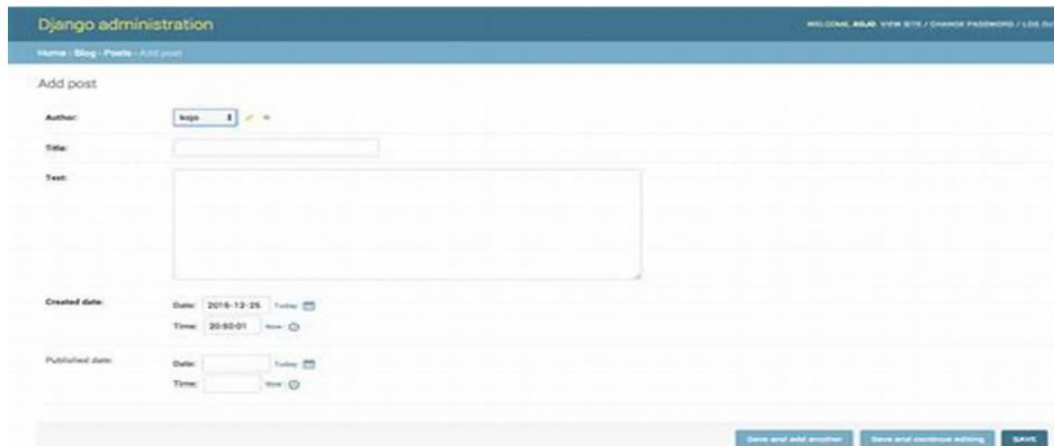


Figure 3: customer data of ecommerce website



Here we will look at things from a visitor's point of view. We'll start at the very beginning, when the user visits an eCommerce website, and work through to the very end, when that user places an order. In customer detail when customer place the order they have compulsory write their own information like their name, address, phone no, their city pin no, city , house no, colony , permanent address ,their product colour, size or etc about their product. Then customer track their order.

### Admin Pannel



**Figure No 4:**Admin panel of ecommerce website

Ecommerce Admin Panel helps you to Manage everything on your Ecommerce Store. Use a single dashboard to manage orders, shipping, and payments anywhere you go. Admin is the role with the highest level of access to your website. Admins can add content on all pages and access all items in the Admin Toolbar. This means that Admins can control site-wide settings like the design of your website and the homepage layout.

## IV. RESULTS AND DISCUSSION

We used the 'Python Django' Framework in our project so it will be safer than others. Speed is due to its light weight and simple design. Is hosting. The virtual private server for hosting is the server itself. So you do not depend on another. It's free for everyone. We can also provide services to small shopkeepers near you or even to manufacturing that other sites do not offer. From the admin panel, there is a table with the name of the user. We would create the user and then add the username and the shopkeeper would add it to it. The shopkeeper will receive notification after order get placed and he is ready to deliver product to customer.

## V. CONCLUSION

After careful observation, it has come to my conclusion that e-commerce has undeniably become an important part of our society. The world wide web is and will have a large part in our daily lives. It is therefore critical that small businesses have their own to keep in competition with the larger websites.

E-commerce is continuously progressing and is becoming more and more important to businesses as technology continues to advance and is something that should be taken advantage of and implemented.

This research paper provides insight into the development of e-commerce of website. While understanding the nittygritties of its different aspects with special emphasis on B2C e-commerce. Which has shown tremendous growth in



the recent years because of increased consumer awareness, investor trust and technological proliferation. The study has also produced certain trends and factors which shall propel further growth within the e-commerce market in India.

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