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EasifyMart: An E-Commerce Platform

Kaustubh Bhargava

kaustubhbhargava210638@acropolis.in

Acropolis Institute of Technology and Research, Indore,
Madhya Pradesh

Krishnansh Vyas

krishnanshvyas210057@acropolis.in

Acropolis Institute of Technology and Research, Indore,
Madhya Pradesh

Santosh Varshney

santoshvarshney@acropolis.in

Acropolis Institute of Technology and Research, Indore, Madhya Pradesh

Abstract

This paper looks at different aspects of online shopping, such as new trends and areas that need more research. It uses information from six other research papers about online shopping in India and Bangladesh. The study finds important areas to explore further, like personalizing shopping experiences, using new technology like blockchain and voice shopping, and making sure online shopping is ethical and sustainable. The paper aims to help people understand how online shopping is changing and suggest ideas for future research.

Keywords—Component, Formatting, Style, Styling, Insert

INTRODUCTION

Online shopping has become very popular and has changed the way businesses and people buy things. We know some things about online shopping, but there are still some things we don't know much about. This paper wants to fill in those gaps by looking at all the information we have and finding new trends and ideas for online shopping. We'll look at things like personalized shopping, using technology like blockchain and augmented reality, being fair and honest in business, buying things from other countries, using mobile devices to shop, online shopping in new markets, different ways to pay for things, and using artificial intelligence. This study wants to help us understand online shopping better and figure out what to study next.

OBJECTIVE

This paper wants to learn about new things in online shopping, like things that people haven't studied before. It will look at what other people have already written about and combine different ideas to understand how online shopping is changing. By studying this, the paper hopes to help researchers, people who work in online shopping, and people who make the rules for online shopping.

REVIEW OF LITERATURE

Online shopping has become really important for countries like Bangladesh and India. People are buying and selling things on the internet, which is helping their economies grow. People have studied this and found some important things to know about online shopping, like the good things it brings and the difficult things that can happen.

E-commerce in Bangladesh

A study looked at how online shopping is changing in Bangladesh because of technology. It found that while online shopping can make businesses more competitive, there are also problems like keeping information safe, people being nervous about spending money online, differences in how people think about buying things, and not having good enough technology. The study says we need to learn more about how safe people feel when they shop online in countries like Bangladesh, how people's cultures affect how they shop online, and how smaller businesses use online shopping.

E-commerce in Europe

Regulatory Complexity: A lot of businesses in Europe are finding it difficult to follow the rules about protecting people's personal information when they sell things online. It can cost small and medium-sized businesses a lot of money to make sure they are following these rules.

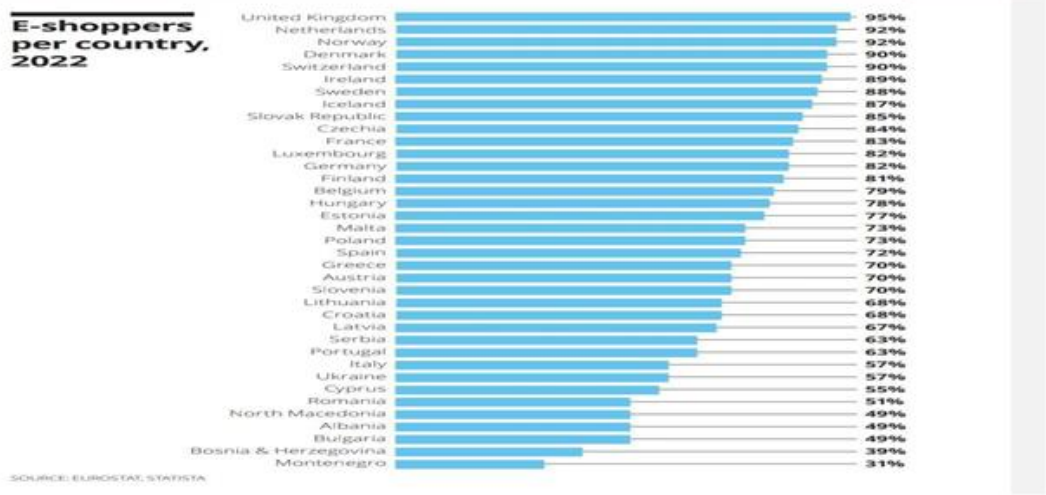
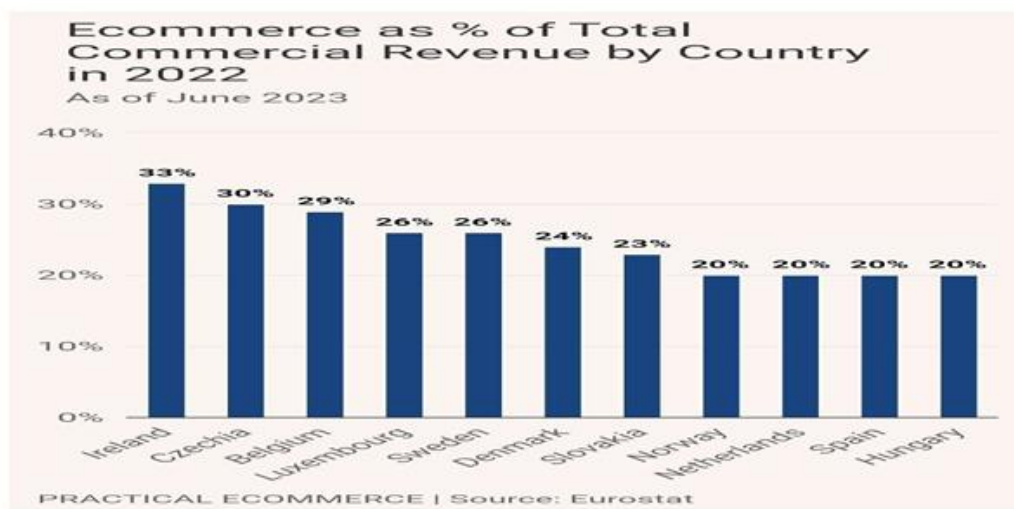
Cross-Border Logistics

A report about people buying things online in Europe said that only a small number of people buy things from other countries in Europe. One of the reasons for this is because it costs a lot to send things from one country to another. A survey also found that almost half of the people who wanted to buy things from other countries changed their minds because the delivery charges were too high.

Competition from Brick-and-Mortar Retailers: In 2020, most people still bought things in stores instead of online in Europe. This makes it hard for online stores to compete with regular stores.

Cultural and Linguistic Diversity: The European Union has 24 different languages and lots of different cultures, which can make it hard for businesses that sell things online. They have to spend a lot of time and money to make sure their advertisements and customer service are in the right language and understand what people from different cultures like.

Consumer Privacy Concerns: In 2020, a study found that 81% of people in the EU who use the internet were worried that their personal information might be used in the wrong way online. This shows that it's really important for businesses that sell things online to follow the rules about how they use people's information and make sure it's kept safe. This study also showed that there are lots of different things that can make it hard for online stores to be successful in Europe, like following the rules, getting things delivered, dealing with other stores, and making sure people feel safe using their website.



E-commerce in India

Some papers have been written about how people buy things online in India. They study things like how people act, what technology is used, and how the market is changing. One paper talk about how 3D printing and online shopping are changing things, but there are still things we don't know. We need to learn more about how culture and ethics effect online shopping in India, and how people in rural area scan use online shopping. We also need to understand how people use their phones to shop online. Another paper talks about how online shopping is growing in India. It talks about the good things and the challenges. But there are still things we don't know. We need to understand how online shopping affects traditional stores, and how it affects the environment. We also need to know how traditional stores can change to keep up with online shopping. Another study looks at how online shopping affects the textile industry in India. It talks about the good and bad things. But there are still things we don't know. We need to understand how online shopping affects small businesses in rural areas, and how education can help people in rural areas use online shopping. Lastly, research on online shopping in India talks about things like technology and security . But there is more we need to learn. We need to know how the government can help with online shopping, and how we can make sure everyone can use online shopping. We also need to find better ways to make sure online shopping is good for everyone.

Personalization and Customization

Personalization and customization are important for online shopping. It means that businesses can use special technology to understand what you like and show you things you might want to buy. This makes shopping more fun and helps companies keep you as a customer. They can also make the website look special just for you and give you special prices. This makes you happy and makes the company more successful.

Blockchain and Crypto currency:

Blockchain technology and cryptocurrencies are new ways to make online shopping safer and more trustworthy. Blockchain keeps a record of transactions that can't be changed, reducing the risk of fraud. Cryptocurrencies like Bitcoin and Ethereum make it easier to pay for things online quickly and securely. Smart contracts can also help automate transactions. But there are still some problems to work out, like how to handle a lot of transactions at once and regulations. Overall, using blockchain and cryptocurrencies in online shopping can make it more secure, efficient, and trustworthy.

Voice Commerce

Voice commerce, enabled by virtual assistants such as Amazon's Alexa and Google Assistant, represents a burgeoning trend in e-commerce, offering consumers convenience and a hands-free shopping experience. Voice-activated shopping allows users to place orders, track shipments and access product information using natural language commands, eliminating the need for traditional user interfaces. However, challenges such as accuracy, privacy concerns and limited product discovery capabilities hinder widespread adoption. Additionally, optimizing voice commerce experiences requires companies to develop voice-enabled applications that seamlessly integrate with existing e-commerce platforms and backend systems. Despite these challenges, the potential opportunities associated with voice commerce are enormous, including increased accessibility for visually impaired users, improved customer loyalty, and new revenue streams through voice-enabled advertising and promotions. As voice technology evolves, e-commerce companies must adapt their strategies to capitalize on this emerging trend and meet the changing needs of consumers.

Augmented Reality (AR)and Virtual Reality (VR)

Augmented Reality (AR) and Virtual Reality (VR) technologies hold immense potential for transforming Thee-commerce shopping experience, offering immersive and interactive ways for consumers to engage with products.AR allows users to overlay digital information, such as product specifications or virtual Try-on simulations, on to the real-world environment through mobile devices or smart glasses. VR, on the other hand, creates fully immersive virtual environments that users can navigate and interact with using Specialized headsets. By integrating AR and VR into e-commerce platforms, businesses can enable Customers to visualize products in their physical space, virtually try before they buy, and explore virtual Showrooms or product demonstrations. However, challenges such as hardware limitations, content Creation costs, and user adoption barriers need to be addressed to unlock the full potential of AR and VR In e-commerce. Nevertheless, as technology continues to advance and become more accessible, AR and VR are poised to revolutionize the way consumers shop online, offering unparalleled levels of Engagement and personalization.

Methodology or Development:

In the development of Easify Mart, several techniques and methodologies were employed to ensure a robust and efficient system that aligns with modern web Development practices. These techniques not only contributed to the project's Success but also made it adaptable to changing requirements and market Dynamics. The key techniques used in this project are as follows:

Agile Development Methodology

Agile development is a software construction paradigm that emphasizes adaptability, collaboration, and iterative improvement. This approach plays a key role in the development of e-commerce platforms, allowing project teams to respond to changing requirements, integrate user feedback, and prioritize the delivery of customer-centric experiences. became. By following agile principles, the project remained agile, responsive, and aligned with its goals throughout the development process.

Front-End Development

HTML5: Utilize HTML5 to structure the content of web pages, providing a standardized and versatile markup language.

CSS3: Leverage CSS3 for styling and layout, enabling the creation of Visually appealing and responsive user interfaces.

JavaScript: Use JavaScript to enhance interactivity, enable dynamic content updates, real-time features, and an intuitive user experience.

React.js or Vue.js: Choose a modern front-end library or framework such as React.js or Vue.js to build dynamic, modular, and interactive user interfaces.

Black-End Development

Node.js: Adopt Node.js as the server-side runtime environment, leveraging its event-driven architecture for high scalability and real-time capabilities.

Express.js: Use Express.js, the simple Node.js framework, to simplify the development of powerful, scalable server-side applications.

Conclusion

In conclusion, this paper provides a comprehensive overview of the evolving landscape of e-commerce, Addressing both established research gaps and emerging trends. By exploring untouched frontiers such as personalization techniques, blockchain applications, voice commerce, augmented reality, ethical Practices, cross-border trade, mobile innovations, e-commerce in emerging markets, subscription Models, and AI integration, this study offers valuable insights for future research and practice in the field of e-commerce. By leveraging these insights, stakeholders can better navigate the dynamic e-commerce Landscape and drive innovation and growth in the digital marketplace.

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