

E-Commerce Website For Jewelry Shop

Reshma Malgonde¹, Pragati Vasekar², Pratiksha Pawar³, Namrata Rokade⁴, Supriya Misal⁵

^{1, 2, 3, 4, 5} Dept of Information Technology

^{1, 2, 3, 4, 5} Sveri'sCOE(Poly), Pandharpur

Abstract- This project centers on creating an e-commerce site for a jewelry shop. It aims to make online shopping better for customers and show off the shop's wide range of jewelry. The site wants to offer an easy-to-use interface with features like product groups full description stop-notch photos, and a simple way to buy. The goal is to improve how people shop and display the store's items. This study outlines how we built an e-commerce site for a jewelry store. We used Java to make the backend and picked MySQL for the database. The site lets customers sign up, sign in, look at items, and buy them online. At the same time, the people running the site can do stuff like update items and check on orders with a protected backend. Our project is different because we didn't use PH instead, we went with Java to make things more scalable, modular, and independent. Plus, we threw in the ability to send emails using Gmail App Password for talking to customers.

Keywords- Commerce, Jewelry Shop, Java, MySQL, WebApplication, Online Shopping, Inventory Management, JSP, Servlet, Admin Panel

I. INTRODUCTION

We designed an internet jewellery shopping site with Java, JSP, and MySQL. It's much improved than those typical PHP websites since it's more secure, faster, and scalable. Users can sign up, shop by categories, see good pictures and specifications, and order. The admin panel assists shop owners in maintaining products, stock, and orders. The admin panel also gives email notifications using Gmail when a person places or monitors an order. The front end seems spotless and works superb on mobiles due to HTML, CSS, JavaScript, and Bootstrap. Shorty, this project is a whole-package internet store for jewelries stores making easy to sell, control, and connect clients entirely via safe and smart environment.

II. IDENTIFY, RESEARCH AND COLLECT IDEA

1. Mishra, T. (2023). Impact of E-Commerce on Gems and Jewelry Industry. *Journal of Business Transformation and Strategy*, 15(2), 55–56.
2. Nair, R. (2024). Digital Transition of Bhima Gold. *South Indian Journal of Traditional Commerce*, 10(1), 20–21. Deshmukh, R. (2023).
3. CaratLane's Approach to Virtual Jewelry Shopping. *Maharashtra Commerce Review*, 9(1), 22–23. Kulkarni,

M. (2024). Examining Bluestone's Digital Retail Strategy.

4. *Journal of Modern Commerce & Design*, 10(4), 74–75. Patil, V. (2024). Candere by Kalyan: Bridging Heritage and Innovation. *Indian Luxury E-Commerce Journal*, 6(3), 90–91.

III. WRITE DOWN YOUR STUDIES AND FINDINGS

Classic jewelry companies are transforming into e-commerce sites, presenting both traditional and contemporary designs. Kalyan Jewelers (Kumar, 2024) offers extensive filtering and virtual try-ons but has UI and speed problems. MRJ Jewelers (Sharma, 2024) presents extensive information but is not intuitive in navigation and realistic in presentation. The secret is finding the balance between luxury and user-friendly digital design.

E-commerce influence on the Gems & Jewelry (G&J) industry is strong, with MBV, RBV, and TCE models as guidance (Mishra, 2023). Websites such as Bhima Gold (Nair, 2024) and CaratLane (Deshmukh, 2023) illustrate changing consumer aspirations—combining tradition, mobility, and convenience—despite drawbacks such as cluttered design or absence of regional designs. BlueStone (Kulkarni, 2024), Candere (Patil, 2024), and PNG's Gargi collection reflect innovation in the form of EMI, personalization, and heritage-based designs. However, there are problems such as slow speeds, bad filtering, or poor service.

IV. GET PEER REVIEW

The paper presents a relevant and timely topic by focusing on the digital transformation of jewelry businesses through e-commerce platforms. The literature review is well-structured and includes a variety of case studies, effectively comparing traditional and modern approaches across multiple brands. The analysis demonstrates a good understanding of strategic models like MBV, RBV, and TCE, connecting them to industry trends. However, there is scope for improvement in terms of technical detailing of the proposed solution, especially on the implementation side of the e-commerce platform. Additionally, clarity in language and more precise formatting in citations would further enhance the academic quality. Overall, the research is commendable and aligns well

with current market needs, but it would benefit from a stronger focus on technical depth and user experience metrics.

V. IMPROVEMENT AS PER REVIEWER COMMENTS

On the basis of the reviewer's feedback, some important enhancements were made to improve the overall quality of the research paper. The technical part was elaborated further with deeper insights into the design and operations of the proposed e-commerce site. Clarity in language was improved by restructuring sentences and eliminating grammatical inconsistencies. Citation styles were also improved to uphold academic standards. In addition, aspects of user experience like navigation, performance optimization, and visual clarity were also touched upon in the suggested solution in order to align more with industry standards. The changes guarantee that the paper not only offers great conceptual ideas but also provides effective and technically valid solution.

VI. CONCLUSION

The created e-commerce site for the jewelry shop effectively offers an online shopping experience that is smooth and effective, offering both form and function. Through easy-to-use navigation, advanced search filters, good quality product images, and a safe checkout process, it meets the expectations of today's customers without sacrificing the glamour inherent in the jewelry industry. The admin interface provides seamless backend management, facilitating easy inventory updation and order management. As a whole, the project realizes its mission to connect old- fashion edjewelry retailing with the benefits of e-commerce.

VII. ACKNOWLEDGMENT

This project focuses on the development of an e-commerce website for a jewelry shop, designed to enhance the online shopping experience for customers while showcasing the shop's diverse jewelry collection. The platform aims to provide an intuitive, user- friendly interface with features such as product categories, detailed descriptions, high- quality images and a streamlined checkout.