

# Research Paper on “Skill Craft’s E-Commerce”

Chokshi Parshwa, Pandya Ishan, Patel Dhruvang, Prof. Ajaykumar T. Shah

<sup>1, 2, 3</sup>Dept of Computer Engineering

<sup>4</sup>Hod, Dept of Computer Engineering

<sup>1, 2, 3, 4</sup>Alpha College of Engineering and Technology

**Abstract-** *Invention of faster internet connectivity and powerful online tools has resulted new commerce arena E-commerce that offers many features. The business to consumer aspect of E-commerce is the most visible business use of the world wide web. Electronic commerce is a technique of doing business through portable computer networks. As per the E-commerce concept and powerful expedient to be in a row of information Technology we are introducing our E-commerce web application SKILLCRAFT’S E-COMMERCE.*

## I. INTRODUCTION

Our main purpose for developing this web application is to make shopping more convenient, comfortable as well as time saving. It will provide platform to localized and trusted social trusts in certain area of Ahmedabad so Customers can easily select products and it must be helpful for handicapped persons.

- 1) There are no national and International Barriers.
- 2) In online shopping the consumers will be in a demanding position and suppliers will not be in a commanding position.
- 3) There is enormous employment opportunities in online shopping.

## II. LITERATURE REVIEW

A. Kuang, Yulan; Li, Qifang; Ning, Wangyun: Cut flower production in Yunnan accounts for 80% nationwide. In order to expand the Yunnan Flower sales channels, the promotion of the development of e-commerce is necessary. In 2012 China's online shopping users reached 247 million people, but e-commerce of fresh flowers lagged behind due to the constraints of preservation facilities and logistics cost. The analysis of the factors restricting the development of floral e-commerce and the proposition of solutions to this problem can promote.

B. Babinetal., (1994) suggest that, “The problem solvers merely shop online in order to acquire a specific product or

service, in which case shopping is considered to be ‘an errand’ or ‘work’.

C. Holbrook (1994) says that, “Their main concern is to purchase products in an efficient and timely manner to achieve their goals with a minimum of irritation of irritation. In contrast the second category sees online shopping as ‘enjoyment’ and seeks for the potential entertainment resulting from the fun and play arising from the Internet shopping experience for its own sake apart from any other consequence”

D. Mathwicketal., (2002) , “If online shopping meets this ideal by enabling the consumer to accomplish the shopping task he or she has set out to perform , then consumers will judge the Internet shopping performance positively.”

E. Childers et al.,(2001) found “ ‘enjoyment’ to be a consistent and strong predictor of attitude towards online shopping. If consumers enjoy their online shopping experience, they have a more likely to adopt the Internet as a shopping medium”.

## III. STUDY FINDINGS

Hypothesis 1: System quality influence user satisfaction of ecommerce website

Hypothesis 2: System quality influence usefulness using ecommerce website

Hypothesis 3: Information quality influence user satisfaction of ecommerce website

Hypothesis 4: information quality influence usefulness using ecommerce website

Hypothesis 5: Service quality influence user satisfaction of ecommerce website

Hypothesis 6: Service quality influence usefulness using ecommerce website

Hypothesis 7: feature facilities influence user satisfaction of ecommerce website

Hypothesis 8: feature facilities influence usefulness using ecommerce website

Hypothesis 9: usefulness influence user satisfaction using ecommerce website

- A. This study has certain limitations.
1. The area of the study covers only Nagercoil town.
  2. Today's findings may not hold true for the future.

#### IV. THE DOs AND DONTs IN ONLINE SHOPPING

- A. Before giving the credit card information, enough time must be taken to research the website. Contact the seller if this is the customer's first purchase. Most reputable sellers will have a toll-free customer service phone number. If site had only an email address and no phone number, start an email or instant message dialogue with the people running the site before buying anything from them.
- B. Pay by credit card or an online payment service. Online Payment service offer some protection as well. For extra degree of protection, credit card is the best. Buy from a website that has encryption. "Encryption is a key to secure Internet purchases. It is a feature that automatically codes the customer's personal data when it is entered".
- C. Use comprehensive computer security software. Make sure the customers have up –to – date, Comprehensive security software such as, MCA fee Internet security or MCA fee Total protection before doing anything with online shopping. This will greatly reduce the risk of contracting virus and will help to avoid theft on dangerous websites.
- D. Do not pay by a debit card, cash or wire transfer. When the customer pay with debit cards , the money comes directly out of the customers amount. Getting the cash back can be difficult, if it not possible. When the people pay by cash or use a wire transfer, the money goes directly to the sellers account. So there is no recourse if something goes wrong.
- E. Do not buy from a websites unless it is certified for safety. People need to feel confident that when people make an online purchase, personal and financial information will not be compromised.

#### V. CONCLUSION

The researcher made a thorough analysis over the Study of customer preference towards online shopping with reference to Nagercoil town. It is of the opinion that , though there are a number of products available in the market , large number of respondents mostly prefer to purchase clothes

through online shopping. Because variety of clothes are available while searching online web stores.

#### VI. ACKNOWLEDGMENT

We express our sincere thanks to Prof. Ajaykumar T. Shah Head of Department of Computer Engineering, Alpha College of Engineering and Technology for their Support and guidance for this project and care taken by them in helping us to complete the project work successfully.

#### REFERENCES

- [1] Albert H., Judd, Rivers, (2006) "Creating a winning E-Business", Wagner Course Technology Thomson Learning, pp. 37-255.
- [2] Alawneh A., and Hattab E, (2007) "E-Business Value Creation: An Exploratory Study, Proceedings of the Seventh International Conference on Electronic Business", Taipei, pp. 181-188..
- [3] Kalakota, R. and Robinson M. (1999), "E-Business: Roadmap for success", Addison-Wesley, 112-149
- [4] Geeks for geeks  
[www.geeksforgeeks.org](http://www.geeksforgeeks.org)
- [5] Youtube  
[www.youtube.com](http://www.youtube.com)
- [6] Google
- [7] [www.google.com](http://www.google.com)
- [8] Wikipedia  
[En.m.wikipedia.org](http://En.m.wikipedia.org)
- [9] Mendo, F. and Fitzgerald, G. (2005), "Theoretical Approaches to Study SMEs E-Business Progression", Journal of Computing and Information Technology, Vol. 13, No. 02, pp. 123-136