

Shopping Cart Technology Can Make or Break Your Online Business and Online Shopping - A Review: with Special Reference to KPK, Pakistan

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Abstract: The purpose of this research paper is to improve online shopping in Pakistan especially in (KPK) Khyber pakhtunkhawa Pakistan. As the traditional method of shopping is very difficult for customers, especially for disable customer and female in these local communities of KPK, More people were using shopping cart method rather than traditional method. When new things come to the market customer check it online very quick and then buy it in a minute time. As this is e-commerce also known as electronic commerce method of shopping where customer can buy and sell their product by electronic method such as internet. In this system the company launch many thing on the website the customer check it and select the products if the customer have ID they will log in first if there is no ID then they have to register first make an ID and then buy the thing by any online payment method. I am sure that such type of research will bring a lot of new changes and will help and advance the peoples of KPK Pakistan in near futures.

Key words: Online shopping • Methods • Consumer • Reception

INTRODUCTION

Overview: The Online Shopping Cart is a website for a company who sell different products. The customer buys the products online. The customer visit this website and select the Products and then add it to the cart if they want to buy more products they can buy the Products and then they provide their details and pay for the products.

Problem Statement: We have assigned a project entitled “WEBSITE DEVELOPMENT FOR ONLINE SHOPPING CART “The purpose of our project is to provide facilities to the customer to buy the products Online without any physical visit to the company.

Why Site For a Shop: Computer technology is used to provide facilities to user to perform their jobs quickly and accurately. That is why computer are used in most organization to maximize the efficiency and performance of the organization. The objective of the latest technology is to speed up the system and to reduce to errors. This very high speed is accompanied by an equally high level of reliability. The basic objective of the analysis is to

develop an optimum system. In this phase the system is thoroughly investigated to develop error free input, as invalid inputs are the main cause of computer mistakes and a computer never makes mistakes of its own by Clemes, Gan & Zhang [1]; Ghaznavi [2]; Chishti [3], Every notion in the world wants to develop the technology excellence to reduce problems and stores its progress in the records, so we as a developing nation should realize this trend and should need to adopt this high speed technology. Computer technology is not only in science and research but it is also applied in all sorts of data processing activities by Clemes et al [4]; Swilley and Goldsmith [5].

We will proceed systematically starting from the input as buying products, going to processing and then ending up in output.

Input Needs: Since I am actually concern with the online shopping system, I shall begin by listing down the important data fields that are required by the organization management to consider the access of a customer to the organization by (To, Liao and Lin [6]. Following are the important fields for the access process.

- Customer name
- Address
- E-Mail
- Mobile no
- Password

Processing Needs: Processing needs refers to the action performed on the data once it is entered into the data tables through the keyboard. However, before the data is entered into the tables, it must be checked for errors to avoid any type mismatch with the data base fields by Sin and Tse [7].

Some of the processing needs that are carried out by the internal system are as follows:

- To ensure that primary and foreign key relationship is not violated.
- To ensure that data is entered in the tables with links mentioned between them.
- Deleting data from the base or main table results in deletion of the related data in all the child tables.
- Updating the data in the base or main table results in updating of data in the entire child table.
- Deleting data from the base or main table result in deletion of the related data from the views.
- Updating in the base or main table results in the automatic update of the related data in the views.

Output Needs: Output needs usually appears in the form of screen displays. The screen display usually shows the

different products that customer view it and then select the Product which they want to buy by Huizingh [8]. The different types of output need are listed below:

Viewing different Categories of Product: The customers visit to the website to buy the products online without any troubles. After viewing the products the customers will select those products as they wish to buy. There are different categories for the products: the customer clicks the choice of their category and view different product along with the description and price. If they want to buy a product simply click an add to cart button by Davis [9]; Ha and Stoel [10].

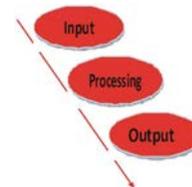


Fig. Flow of data as input, processing and output

Objectives: The objectives of website are:

- To provide facilities to the customer to buy the products online without any physical visit the shopping company.
- To provide more opportunities to earn more money.
- To deduct the load on the seller.
- To introduced the products more vastly.

MATERIALS AND METHODS

The Homepage: This page contains shopping cart introduction and information of their links.



Register Page: This is the customer registration page provide interface to the customers to create account for their self.

The screenshot shows a web page with a purple navigation bar containing links for HOME, CATALOGUE, REGISTER WITH US, LOG-IN, and CONTACT US. The main content area is titled "Register yourself with us." and includes a sub-header "Fill the following to Register yourself." Below this, there are several form fields: Name*, Address*, E-Mail*, Mobile Number*, Password*, and Retype password*. There are also two search sections: "SEARCH BY NAME" with a "Product Name" field and a "Search" button, and "SEARCH BY MODEL" with a "Product Model" field and a "Submit" button. At the bottom of the form area, there are "Register" and "Clear All" buttons. A footer at the very bottom contains copyright information for the University of Malakand.

Log-In Page: This is the log-in page which provide interface to the customer to log-in to their account.

The screenshot shows a web page with a purple navigation bar containing links for HOME, CATALOGUE, REGISTER WITH US, LOG-IN, and CONTACT US. The main content area is titled "Log-in to your account." and includes a sub-header "Provide the following to Access your account." Below this, there are two form fields: E-Mail Address* and Password*. There is a "Log-in" button and a link that says "Not Register? click here to Register". On the left side, there are two search sections: "SEARCH BY NAME" with a "Product Name" field and a "Search" button, and "SEARCH BY MODEL" with a "Product Model" field and a "Search" button. A footer at the very bottom contains copyright information for the University of Malakand.

Categories Page: This is the categories page which contains information about the products categories.

The screenshot shows a web page with a purple navigation bar containing links for HOME, CATALOGUE, REGISTER WITH US, LOG-IN, and CONTACT US. The main content area is titled "Products catalogue." and includes a sub-header "Select from the following category." Below this, there is a list of categories: APPLE LAPTOP (Total 2 Products), ASUS LAPTOP (Total 2 Products), DELL LAPTOP (Total 3 Products), and HP LAPTOP (Total 3 Products). On the left side, there are two search sections: "SEARCH BY NAME" with a "Product Name" field and a "Search" button, and "SEARCH BY MODEL" with a "Product Model" field and a "Submit" button. A footer at the very bottom contains copyright information for the University of Malakand.

Contact Us Page: The contacts us page contain the information to contact the administration



Register Customer Home Page: This home page provide the information about the shopping cart to the register customers



New Orders: The new order page provide interface to register customers to select and buy new products



Quantity Page: The quantity page provides the information to the register customers to specify the products quantity.



My Cart Page: My cart page contains the information about the cart status



Payment: The payment page provides information to customers about the payment methods of the products.



RESULT AND DISCUSSION

As there were many problems in Pakistan for purchasing, the problems like visiting the shops for purchasing. In the present research I am focusing and try to solve these problem for the customers especially in KPK, Pakistan through online shopping cart technology that the people who cannot visit the shop for purchasing and they will be able to purchase these thing through online shopping cart technology easily. Some of the important benefits of my present research are below.

Long Term Saving: User requires that record should be maintained for the long time so that if any one claims the previous record than the user have the required record.

Saving Time: Online shopping saves time of the customers. In traditional system the customer will come to the shopping company by himself for buying and payment products. So that waste his/her time and also times of the customer were wasted while in shop, but in online system the both parties use the website for their aims, which saves times.

Easy Searching: User/customer can easily search the product of their choice.

Updating: Updating requires with the passage of time and then the data must update easily and quickly.

Flixibility: User requires flexibility in case of any changes in the future.

Efficiency: Efficiency is an important feature in designing user interface in efficiency application minimizes the number of steps required to perform in operation and provides users with shortcuts. My system requires minimum option and choices to improve efficiency.

CONCLUSION AND RECOMENDATION

KPK, Pakistan government should take necessary steps to promote different factors like provide awareness, campaign and trainings to literate people and provide guide line to people about internet technology and computer literacy for shopping cart technology.

Some rules and regulations should also be applied for enhancing online transactions like providing information also in their local and regional language. As we know that shopping cart technology and online

transaction industry is new in KPK, Pakistan, because of this there are so many problem like lake of awareness, hurdles and hindrances are in front of shopping cart technology and of the online industry in Pakistan, which can be solved with an increment number of online shopping and transactions that can help to grow for online shopping industry as well as the growth of Pakistani economy.

Online shopping will become popular in KPK, Pakistan like other world. Utilized mostly this technology in the modern generation, this service is extremely suitable. Although online shopping can be very convenient and beneficial there are also some potential problems that can arise. Consumers have been facing different buying problem when shopping online than when they are shopping in a physical store.

This makes it imperative that retailers study the behaviours of consumers and make changes in order to remain profitable and successful. The overall results prove that the respondents have perceived online shopping in a positive manner. This clearly justifies the project growth of online shopping. The results can also be used by various organizations to identify their target customer segments.

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