Online Shopping System with Targeted Advertisement Using Token and Encrypted Feedback

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Abstract— The objective of this project is to develop a general-purpose online store where the products can be brought from the comfort of home through the internet. This system stores the list of products, price, list of products is organized by category and successful delivery of the product from warehouse the customer will get notification. The customer will get notifications of newly added products and discount offers. Shopping has been a favorite pastime activity for quite some time. We have removed key drawbacks of previously existing solution. Our proposed idea has online booked of the products from the comfort of home through the internet. This system stores the list of products, price, list of products is organized by category and successful delivery of the product from warehouse the customer will get notification, online payment and advertisement. If the admin launches new product, then the client gets the notification and can book their orders.
Keywords-RFID, UPI, GUI, AWS.

I. INTRODUCTION

The online store is a virtual store on internet where customers can browse the catalog and select products they want to buy. The selected item may be selected in a shopping cart. Usually, the customer will be asked to fill or select a shipping address, and the payment information such as credit card number. A notification is sent to the customer as soon as the order is placed. Now a days everything has become online from online booking of parking space, online education, ticket booking and also online marketing. but in some part of country online marketing is not held, still some production factories forwards are maintained the factory registers to an order, balance sheets are not maintained properly. They cannot track orders and there is fraudulent in payments, small spelling mistake in inserting the addressing of the clients can misplace the products related to orders. factories are unable to showcase newly launched products there is difficulty in tracking order s or identifying user lots of miscommunication between the accountant and warehouse employee to conform the orders a behalf of owner. In production factory the enlist all the products in different register related to their categories. they receive orders calls and message, payment received through online are in cash, accountant maintain the records of transaction mode through online system an accounting register.

After receiving payments confirmation from accountant, they dispatch the particular order to customers by hand written address and the package. To resolve fraudulent problem and make all the process easier, we have introduced Online Shopping System with Targeted Advertisement using Token and Encrypted Feedback.

II. LITERATURE SURVEY ON RELATED WORK

New emerging technology has led to astounding inventions. The main objective of this project is to identify the customer satisfaction towards the product. Descriptive research was used in this project. The project was based on the customer satisfaction of the product and performance of the customer to identify the competitors to provide 3suggest and to improve the quality of product. Now a days customers are facing lots of problems like they must go physically to the shop to buy the things and sometimes it gets closed or remain out of stock. So, we are launching this app to satisfaction of customers need.[1] The main purpose of this project is

to demonstrate the incorporation of RFID technology which will not only make the billing easier but will also improve customer experience. The motive of this innovative system is to make shopping more comfortable for the customer. To track the order the customers this web application will provide an order number per order same as the common process of sone online shop. The application has a simple online marketing app for upgrade business level. [2] In this era of internet, e-commerce is growing by leaps and bounds keeping the growth of brick-and-mortar businesses in the dust. In many cases, brick-and-mortar businesses are resorting to having a counterpart which is internet or e-commerce driven. People in the developed world and a growing number of people in the developing world now use ecommerce websites on a daily basis to make their everyday purchases. Still the proliferation of e-commerce in the underdeveloped world is not that great and there is a lot to desire for. This paper outlines different aspects of developing an ecommerce website and the optimum solution to the challenges involved in developing one. It consists of the planning process, which starts with determining the use case, domain modeling and architectural pattern of the web application. The entire development process is primarily divided into two parts: the front-end development and the back-end development. The database design is also discussed with an emphasis on its relational connectivity [3]

In the paper, the job shop on-line scheduling problem with random release date is taken into consideration. For the problem, the discrete event-driven model is set np. On this basis, the simulation expert system is developed on the platform of G2. By dynamically exploiting the dispatching rule according to the state of each machine in the system, the system realizes the job scheduling and the simulation result is given at last.[4] This system gives solution to reduce the shopping time at supermarkets. Every supermarket employs shopping trolley in order to aid customers to select the products which they intend to purchase. At billing counter customer may face many problems like waiting and don't know even they have sufficient money for the products they purchase. The billing process at the counter is a time consuming and also need more human resource in the billing section. To tackle this problem, we have proposed a solution in which a smart shopping cart is used to overcome these problems. It has Barcode scanner and touchscreen display, which can be used to scan the products and display the product information, cost and total bill. The customer can pay the bill through any one of online payment options such as Paytm, UPI, Phone Pay etc. This solution will increase the consumer experience and reduces the shopping time.[5] Human Computer Interaction systems have access to the valuable resource of information that can be collected directly from users of these systems and services. This idea has become a part of the design process for systems that touch users' perceptions - here, in the field of online advertising and marketing. This research paper discusses a revisited design for an adaptive online advertisement system called My Ads. The methodological approach used for proposing a new design was the focus group methodology, due to the fact that it produces concrete ideas that are needed at this stage of the research. The main outcomes of the experiment agreed on using Amazon as a motivational blueprint for the new design and generated a list of requirements from users, in order for their acceptance level of personalized online advertisements to increase.[6] This paper presents the design of a database system for a clothing store using PHP code and MySQL database that performs search functions for selected products. There will be a concentration on the administrator and employee login where they can access specific items in their inventory, and check who signed up for different opportunity the store offers. The system will also give customers a chance to see the clothes and see the sign up for the different opportunities. [7]

III. PROPOSED SYSTEM

This Web Application has been proposed to a Masala Industry to manage its customer's orders. The main purpose of the application is digitalization in marketing. This application will store all the data related to orders and payment. The payment gateway gives security in transactions. The consumers will get notifications of newly launched products and offers. The payment history of wholesalers, retailers and the consumers will be sorted separately. The owner can track the user and orders.

IV. SYSTEM ARCHITECTURE

This system architecture represents Online Shopping System with Targeted Advertisement Using Token and Encrypted Feedback. This architecture consists of main modules client side, admin side, payment gateway, AWS, advertisement module. Client has the rights to view the product list with detail const and can order the product. Admin has right to add the new

product launch with price and give offer season wise. Order is managed in admin side where admin can view (previous orders, pending orders and deliver orders) and maintain order status. We need to run our server to store the data related to product, orders etc.
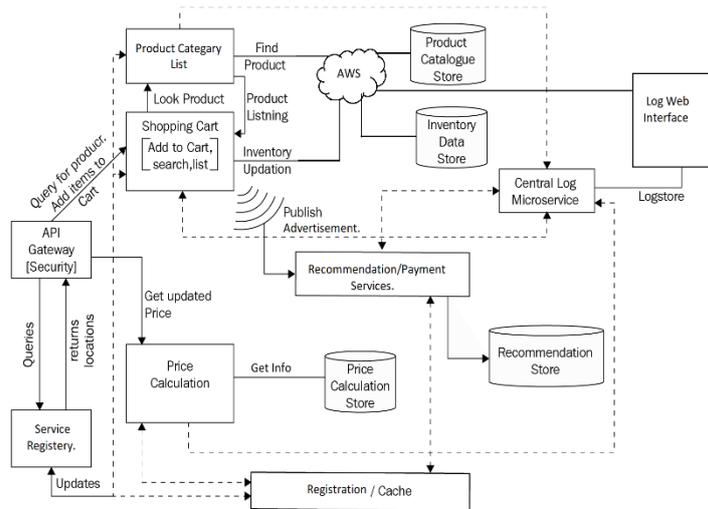
Fig. System Architecture

V. RESULT AND OBSERVATION

The 'Online Application' is designed to provide a web-based application that would make searching, viewing and selection of a product easier. In the search engine the user can easily search the products they want and searching of products is easy and convenient. The engine would refine the products availability and shows the product on the bases of client's input. Then after input they we display the specification of each product. After buying the product they can rate that product and also give their review. The application is easy to use, any person can use that application. All the screens are user friendly.

VI. CONCLUSION

The proposed system reduces the frustration of manual work of the workers in Wearhouse like register-based system. This smart online system increases the service levels in operations like providing online ordering system with providing updates of the newly launched products and token-based advertisement system.

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