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AN ONLINE CLOTHING SHOP FOR BAZYKS SUPERSTORES, GWAGWALADA, ABUJA

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Abstract- This project is built on creating a cutting-edge online clothes stores that will benefit both the administrator and its customers technologically. The system makes use of a shopping cart program created with PHP and a MySQL database. A good user interface between a user and its customers is what the developed system aims to provide. It is built into the owners and customers interfaces. The project then delivers the system design analysis and actualizes the design analysis implementation. The application is hosted on the web, and the administrator maintains the database. The system has high accuracy, flexible design, and simple usability as its features. Prospects exist for using this online clothes stores to manage transactions for Bazyks Superstores, Gwagwalada, Abuja.

Keywords: Online Shopping, Bazyks Superstores, Apparel, Internet, Clothing Shop.

I. INTRODUCTION

Since the internet has become so ingrained in our everyday lives, online store owners are aware that using it to shop for clothing can be a useful way to connect with both current and future clients. Online clothing shopping has made significant advancement in the field of information technology and has now become popular, especially with the introduction of new technologies and user interfaces that gives customers the impression that they are physically in a store. Online clothing buying offers the opportunity to browse a variety of products in various stores while also giving one access to a large selection of clothing options. In truth, online clothes retailers offer a plethora of benefits, from variety to price. The number of online retailers has significantly increased over the past few decades, indicating that retailers will increasingly rely on this method of shopping [1]. This is not surprising given that digital tools make it simple for consumers to access information about the cost, packaging, and features of products, and that people are increasingly concerned with how easy it is to shop online [2]. Given the social, interactive, and immediate nature of shopping for clothes online, business owners who want to do so can create an online clothing store by creating a website. Online retailers try to keep up with the needs of the consumers by continuously making improvement and changes to their clothing stores websites layout and usability.

Online apparel stores are a rapidly expanding parts of Nigeria's new technologically advanced method of conducting business. One cannot deny that the popularity of shopping is growing with time, but the biggest

surprise about online shopping is that apparel is one of the most popular categories bought there [3]. Many people thought that clothes stores would never be successful in selling their products online since customers wanted to see, touch, and try on the apparel when the internet was first introduced. Many people nowadays would rather shop and try on clothing in the privacy of their homes than in public changing areas, demonstrating that internet fashion, once viewed as something that will never catch on, has mature. Additionally, the expanded option for clients to shop for their favourite clothing while buying garments online has boosted the industry's competitive advantage. Online clothing purchasing has its advantages, but there are also risks and hazards that customers should be aware of. We may anticipate significant technological advancements from online clothes retailers in the future, enabling a simpler and more realistic purchasing experience.

A. Problem Statement

Online shopping has affected society by enabling a more convenient lifestyle that benefits the consumer greatly. Since clothing is one of man's basic needs and a means of identification and communication with others, it is among the most popular goods sold online. Online clothing stores still have some issues with customers understanding and there are both real and intangible issues with doing so. Several factors influence whether or not online shoppers will return to a website after making a purchase. The main issue is, in the eyes of many, security. A shop with lots of features and a distinct, user-friendly interface that promotes frequent visit would be preferred by many customers. Can the store develop a stable capacity?

This study's purpose is to develop a fully functional system that will address these issues and achieve both the customers desire and business owner's objectives.

B. Aim and Objectives of the Study

The aim of the study is to develop an innovative online clothing shop that is fully-featured, secure, highly sustainable and user-friendly.

The objectives are as follows:

- i. To design a fully functional shopping cart software
- ii. To develop the shopping cart system
- iii. To conduct a performance testing of the system

C. Significance of the Study

The design and development of this innovative clothing shop is significant in the following ways:

- i. It will make purchasing clothing online easier for many local internet users.
- ii. It will make smaller clothing stores to compete against bigger stores
- iii. It will offer customers creative deals and enticing offers.
- iv. It will serve as a starting point for additional research on the subject.
- v. It would be helpful as a reference for the general public and interested parties.

- vi. It may result in fewer employees and/or retail locations, which will lower costs.

D. Description of the Physical Bazyks Superstores

Plot 113, Next to Pilot Science Primary School, Demonstration Road, Gwagwalada, Abuja, Nigeria is where the Bazyks Superstores is located. It deals in a wide range of home goods as well as a significant number of products organized into sections, with the apparel section being one of the store's biggest sections. The clothing section is sub-divided into the ladies section, men's section, and the children's section. Customers family needs and desires are met by the store within the locality.

II. RELATED WORKS

[4] emphasized that, especially among young consumers, there is a rapidly expanding perception of the apparel attributes of clothing retailers in relation to previous and intended purchases from the website. Despite the fact that men are the majority of online shoppers, he noted that research showed that while women were more likely to buy clothing than men, men were more likely to buy electronics. As a result, women make up the majority of internet shoppers for clothing and accessories [4]. [5] pointed out that a customer's attitude on ordering services online depends on how well they know the service provider and how they use the internet. He said that exogenous elements such as customer personality, situational factors, products originality, prior online buying experiences, and confidence in online shopping also had an impact on consumers attitudes towards online shopping in addition to ease of use, utility and enjoyment.

Customer behavior when shopping online is closely related to internet acceptance but nevertheless, [5] continued that consumers options regarding online buying are influenced by perceived ease of use and usefulness; yet, perceived usefulness had little impact on users approval of online shopping models. [6] found that enticing web page designs, simple navigation, assured security, and favourable return policies encourage customers to purchase clothing online, and other research found that convenience, easy comparison shopping, timely delivery, good customer service, and quick e-mail response are some other keys to increasing online sales. [7] stated that the number of users in Nigeria and other African nations is still far lower than the global average, which is roughly 30%. He also clarified that E-commerce operations are growing more quickly in Nigeria, South African and Kenya these days as a result of the availability of quicker internet networks. In Kenya, just 17 – 24% of people with internet access make online purchases, compared to 51% in South Africa, and according to an ITU estimate, 28% of Nigerian's population has access to the internet [7]. [8] perceived privacy protection on the website reduces consumers perceptions of risk associated with online disclosure of personal information, increasing the website's perceived trustworthiness and promoting online transactions as elaborated by [9]. [10] provides proof that the decision-making process for online shopping was offered by contrasting offline and online decision-making, and it was discovered that the factors that motivated customers were the communication process and marketing strategies, which needed to be different in order to influence consumer decisions. [11] showed that customer intentions to look online

for information about clothes product and to make purchases online where stronger, the more favourable their perceptions towards the processing speed of website. [12] studies revealed that website quality is a crucial consideration when it comes to online purchasing since element like colour, graphics, layout, and designs can convey information about the merchant, and have an impact on the client.

III. METHODOLOGY

This work entails supplying the system's specification and designing the system around PHP technology and a MySQL database. The internet, journal articles, and related literatures are used as source for the information. In order for consumers to make educated decisions, the study also emphasizes offering clear and comprehensive user interface information that results in knowing all of the system's usability aspects.

A. Functional Requirements

The system can use several functional modules which include the following:

- **Registration:** A customer must register if they wish to purchase any item. A user who is not registered cannot access the shopping cart.
- **Login:** Customers logs on to the system using a legitimate user name and password for shopping.
- **Changes to Cart:** This indicates that, following login or registration, the consumer may add or remove products from their shopping basket.

- **Payment:** For customers, there are numerous secure billing options that can be logged out using a debit or credit card. The customer will be unlogged from the site after making a purchase or browsing the service once they go offline.
- **Report Generation:** Following each transaction, the system can produce a portable document file (pdf) of which two copies are sent: one to the customer's email address, which is used to compute the monthly transaction.

B. Non Functional Requirements

- **Security:** The system employs SSL (Secured Socket Layer) for all transactions involving sensitive client data. After a certain period of inactivity, the system needs to log off all users automatically. Only authorized administrators shall have access to the system's backend servers. Before being delivered across unsecure links like the internet, sensitive data will be encrypted.
- **Reliability:** The system offers automatic switch over and redundant computers to store all databases. The dependability of the individual components determines the reliability of the program as a whole. The database backup, which is regularly updated to reflect the most changes, is the primary tenant of the system's dependability.
- **Accessibility:** The system should be accessible at all times via web browser, with the only exception being a downtime experienced by the server that hosts it. A substitute page will be displayed in the event of hardware malfunction or database corruption. Additionally, the administrator should extract and store database backups from the

server in the event of hardware failure or database damage before restarting the service. It denotes availability round-the-clock.

- **Maintainability:** The site is maintained by the application server, while the database is maintained by a commercial database. The program will be re-initialized in the event of a failure.
- **Portability:** The program is built on a scripting language. Any machine running a web browser should be able to use the system's functionality, including any current or upcoming hardware platform, as the end user element is completely portable. This system can be used by an end user on any operating system. The system must be compatible with Android phones, laptops, and PCs.
- **Operational Scenario:** The user wishes to purchase an item, and the system displays all products categories to them. If the customer chooses an item, it is listed in the shopping cart for purchase. Credit cards will be used to make the payment. Before the order is shipped, the consumer has the option to cancel it. The buyer report is available to customers in account detail.

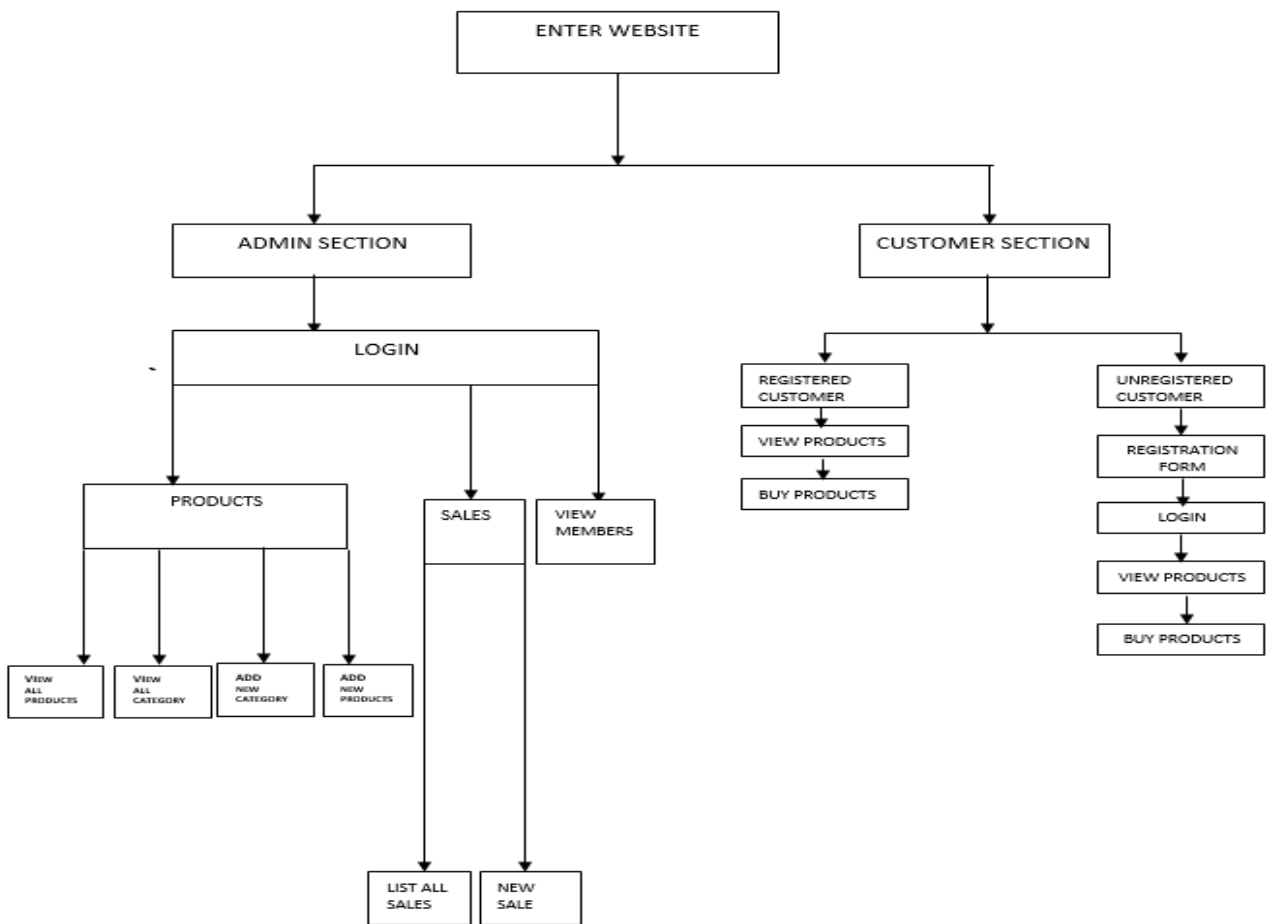


Fig 1 – Structured Chart of the Online Clothing Shop System

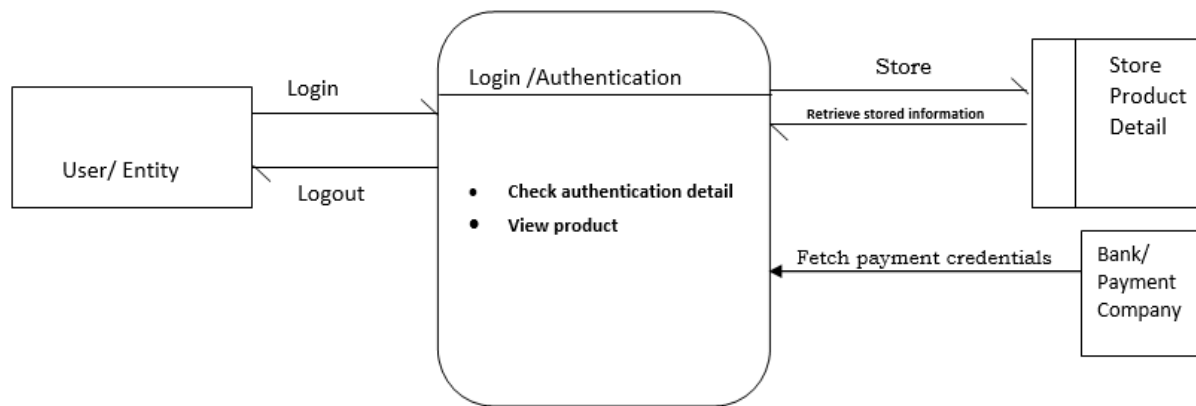


Fig 2 – Data flow Diagram for the Online Clothing Shop

C. Database Design

A thorough explanation of the database file specifications used for storing data and processing information for the new application is provided in the database design system for the clothing shop. PHP codes and a MySQL database are used to generate the database file, which does searches on particular products. The administrators login will be focused on so that it may be checked to see who has signed up for the many opportunities the clothing shop provides and to access specific things in his inventory. Customers will have the opportunity to view the clothing and sign up for other options via the system. Each table that contains records in the database is referred to as record set. Each record on the file has a record key that is specific to that record. As a result, the records are kept on the file in the order of their record key. The sequential index makes it quicker

and simpler to access records by allowing both sequential and random access.

D. Hardware and Software Requirements

- Hardware Requirements: A Monitor, Keyboard and Mouse, UPS (Uninterrupted Power Supply), a Disk Drive, HP Jet Series Printer.
- Software Requirements: Operating Systems (Microsoft windows), Development Tool (PHP), Database (MySQL).

IV. RESULTS AND DISCUSSION

The system's implementation records the actions taken by various parameters in the online clothing environment. During this phase of the system's life cycle, the online system is created, installed, and all pertinent details and requirements are tested before the system is made operational.

A. The Home Page is the first page of the clothing website and often acts as the site's content table. Men's wears, women's wears, children's wears, login, register, Information About Us, Contact Information, General Clothing Collections, and other features are displayed here.

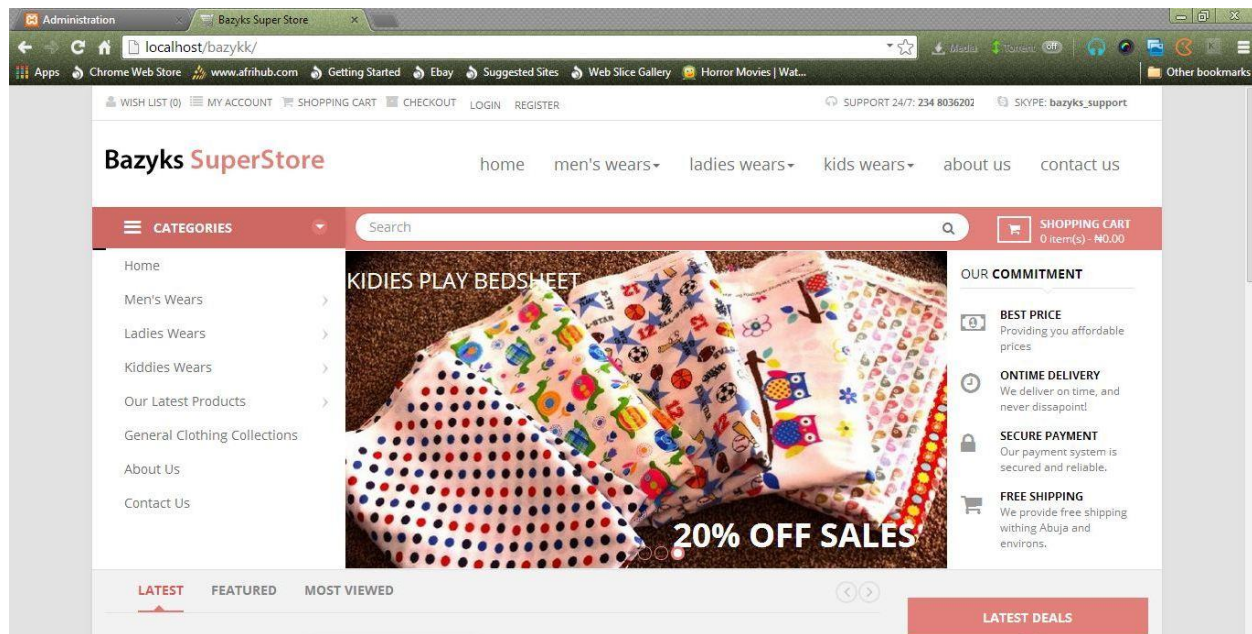


Fig 3 – Home Page of Bazyks Superstores

- B. The Customer Registration Page is the page where users can independently register and gain access to the online clothing shop.

Fig 4 – Customer Registration Page

- C. The Account Acknowledgement Page will appear after a customer account has been created.

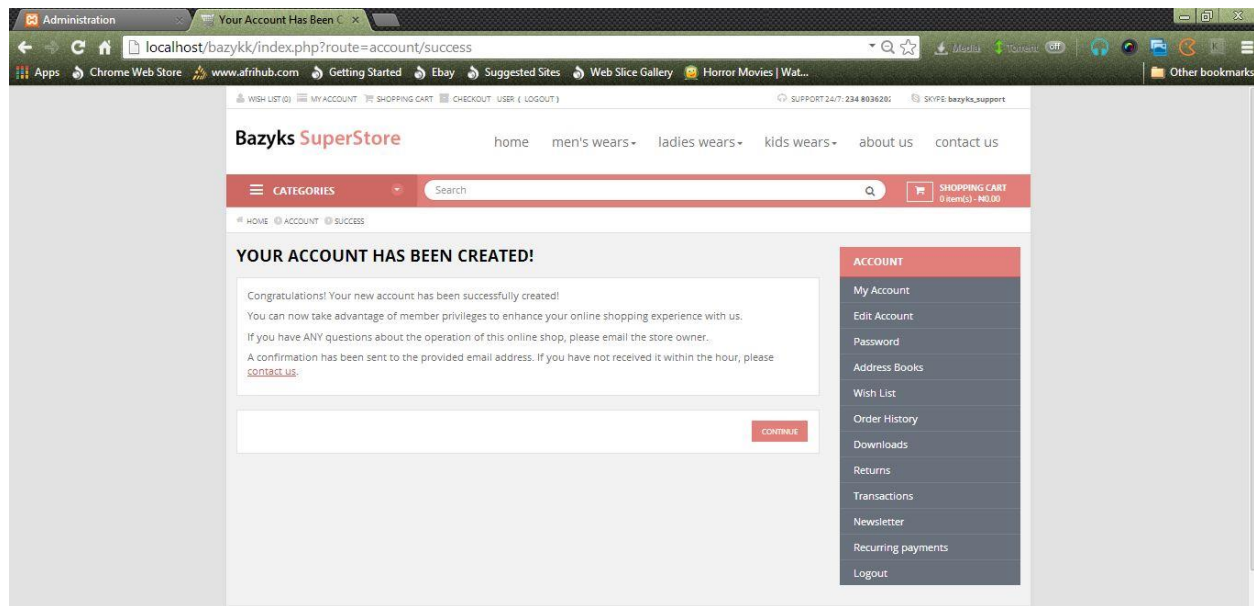


Fig 5 – Accounts Acknowledgement Page

- D. My Account Page is a component that includes the customer's contact details and previous orders.

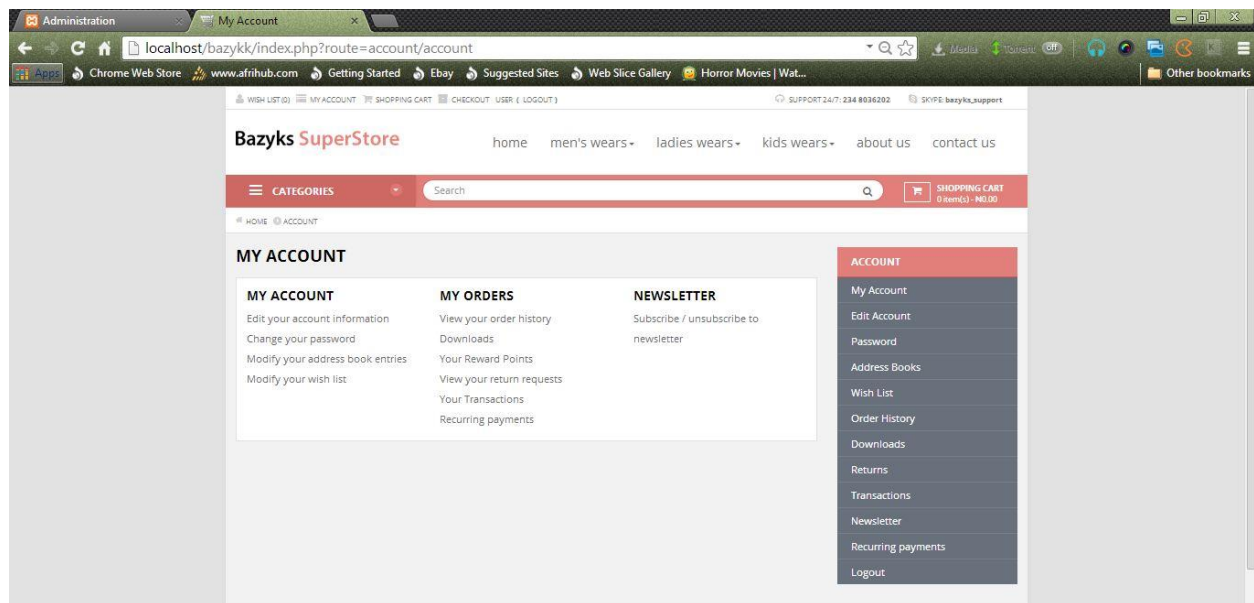


Fig 6 – My Account Page

- E. The General Products View Page is an area where various products are randomly shown for browsing and potential ordering.

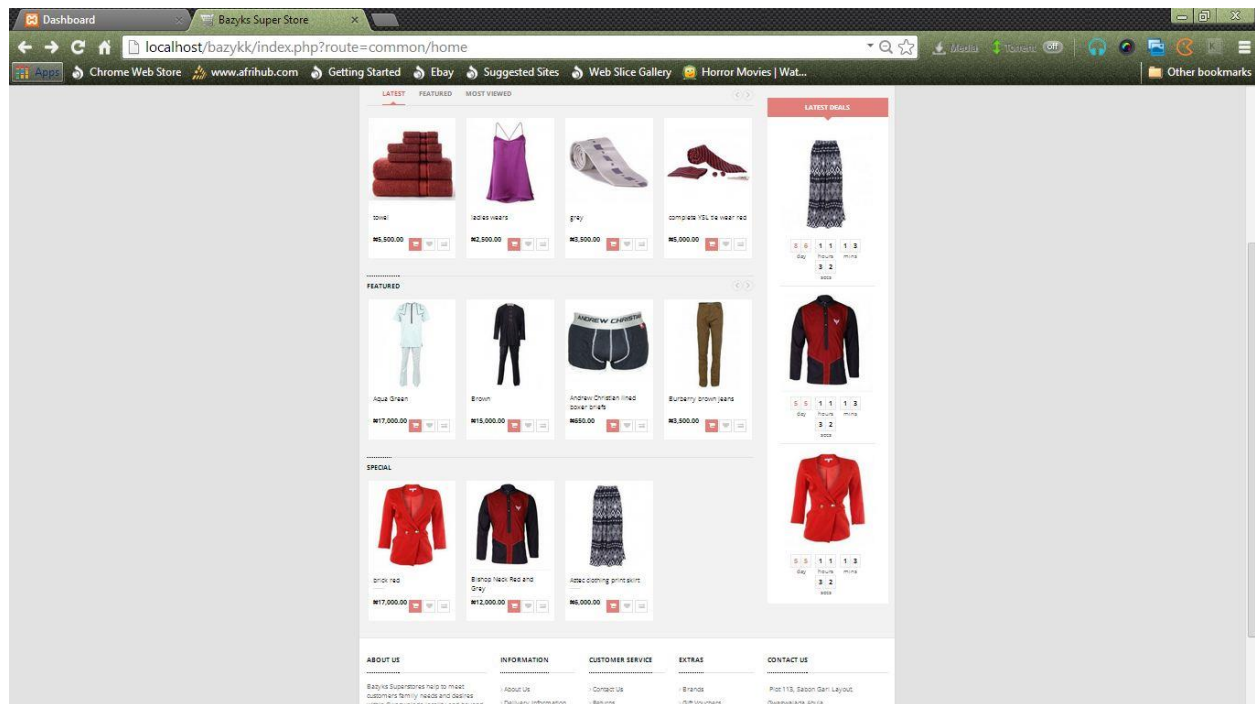


Fig 7 – General Product View Page

- F. One garment is shown at a time on the Product Quick View Page

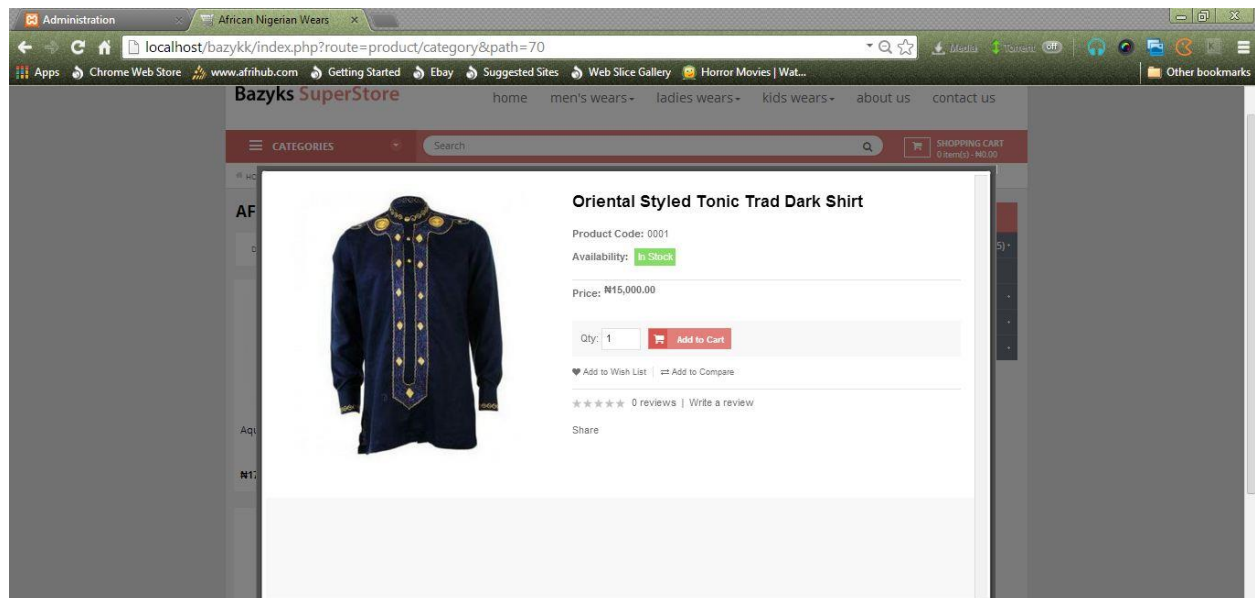


Fig 8 – Product Quick View Page

- G. The Shopping Cart Page contains information about the different clothing images, product names, models, quantities, unit costs, and the overall cost of the purchased clothing.

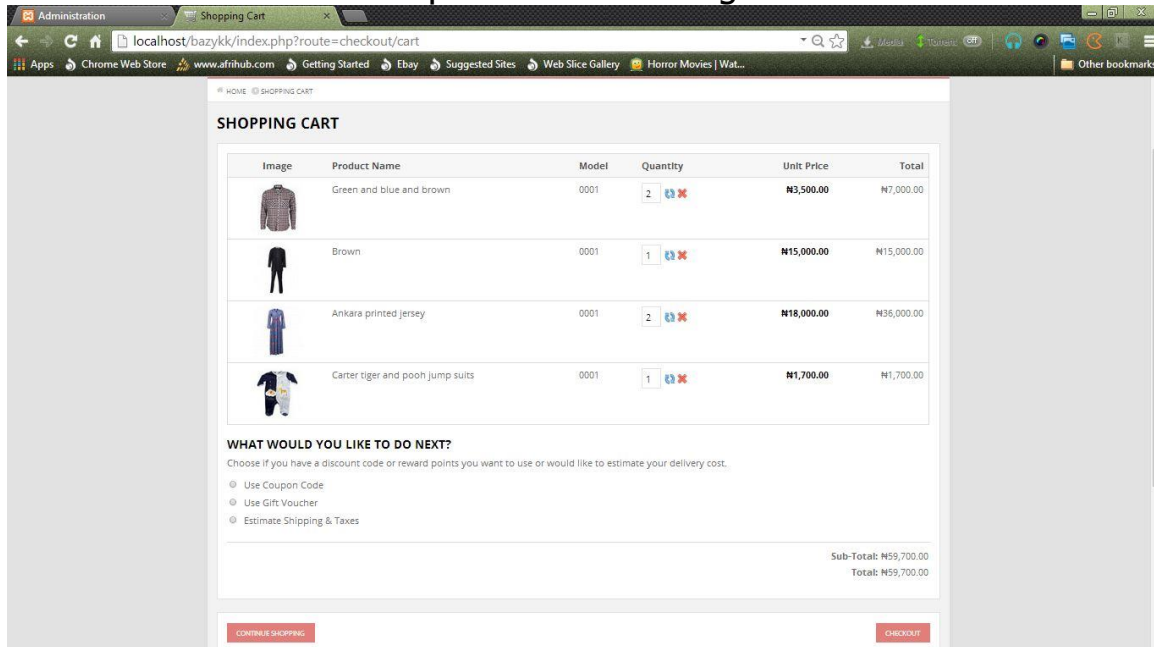


Fig 9 – Shopping Cart Page

- H. The series of steps a customer takes to purchase clothing items in the online clothing shop's slopping cart is known as the checkout process, and eventually leading to the checkout page.

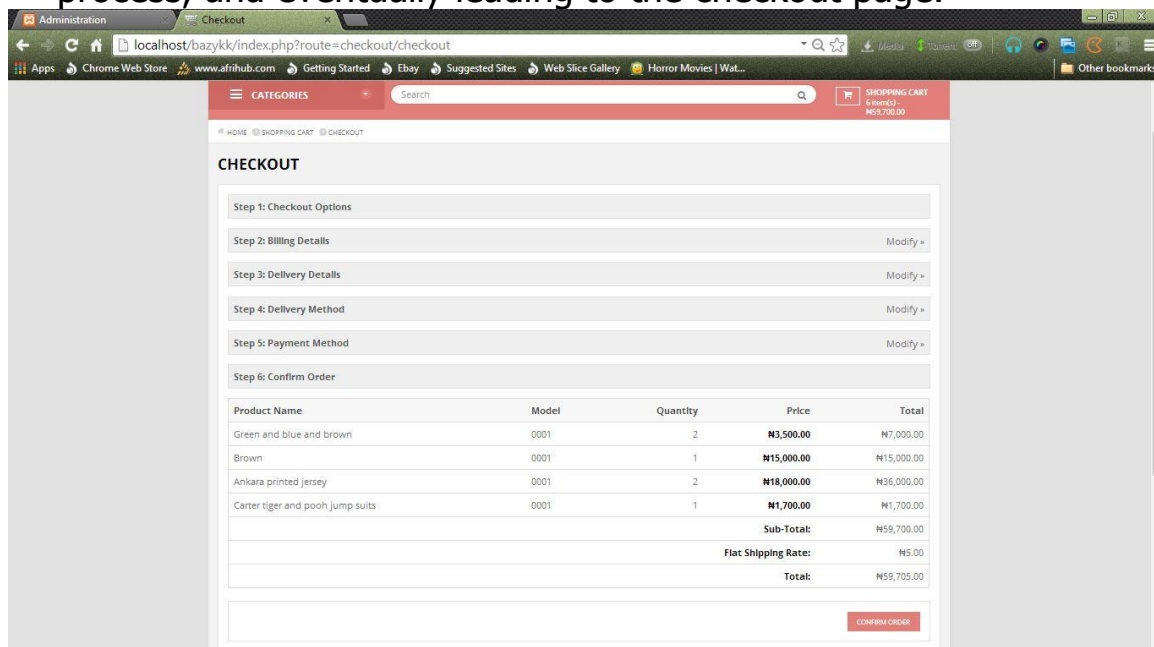


Fig 10 – Checkout Page

- I. Customers can view the list of apparel products they chose to purchase on the Order Confirm Page within the online store, as well as check to see if their order has been processed.

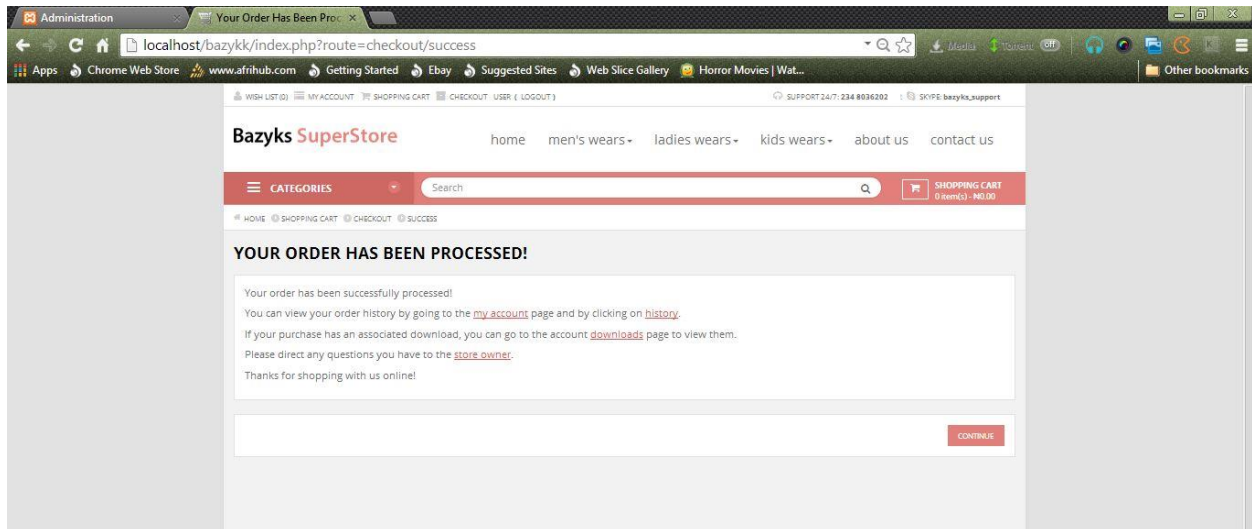


Fig 11 – Order Confirm Page

- J. The administrator can make system changes that will have impact on other customers of the clothing store in the part known as the Admin Login Page.

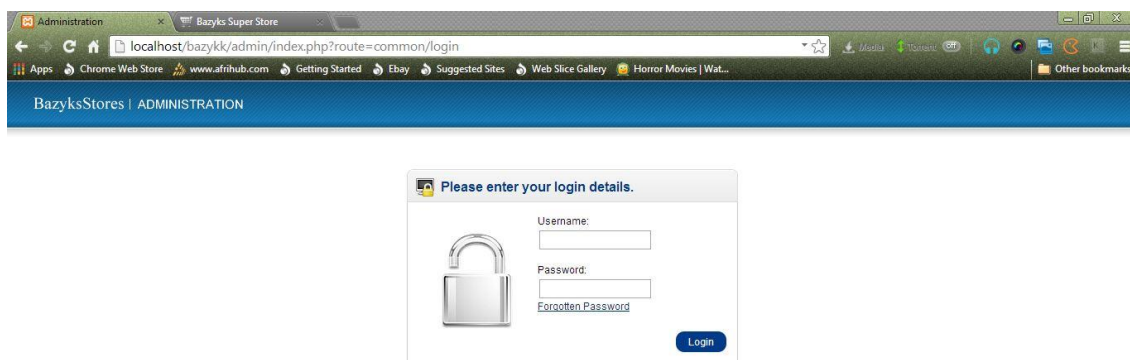
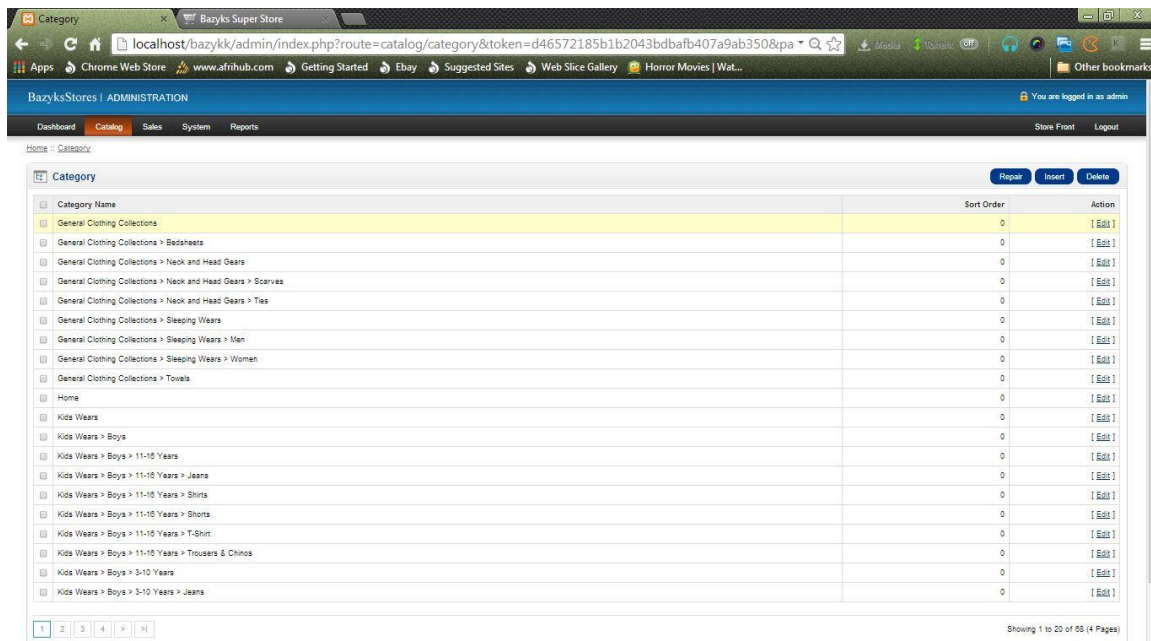


Fig 12 – Admin Login Page

K. The available categories of apparel are shown on the Administrator Category Page.



Category Name	Sort Order	Action
General Clothing Collections	0	[Edit]
General Clothing Collections > Bedsheets	0	[Edit]
General Clothing Collections > Neck and Head Gears	0	[Edit]
General Clothing Collections > Neck and Head Gears > Scarves	0	[Edit]
General Clothing Collections > Neck and Head Gears > Ties	0	[Edit]
General Clothing Collections > Sleeping Wears	0	[Edit]
General Clothing Collections > Sleeping Wears > Men	0	[Edit]
General Clothing Collections > Sleeping Wears > Women	0	[Edit]
General Clothing Collections > Towels	0	[Edit]
Home	0	[Edit]
Kids Wears	0	[Edit]
Kids Wears > Boys	0	[Edit]
Kids Wears > Boys > 11-10 Years	0	[Edit]
Kids Wears > Boys > 11-10 Years > Jeans	0	[Edit]
Kids Wears > Boys > 11-10 Years > Shirts	0	[Edit]
Kids Wears > Boys > 11-10 Years > Shorts	0	[Edit]
Kids Wears > Boys > 11-10 Years > T-Shirt	0	[Edit]
Kids Wears > Boys > 11-10 Years > Trousers & Chinos	0	[Edit]
Kids Wears > Boys > 3-10 Years	0	[Edit]
Kids Wears > Boys > 3-10 Years > Jeans	0	[Edit]

Fig 13 – Administrative Category Page

V. CONCLUSION

The clothing website was created with the aid of programming language (PHP and MySQL), logical decisions and flow chartings, based on the study's findings. The website's buttons and links are very clear and easy to use, and user information is properly protected. The study used the following standards for evaluation: reliability, security, user friendliness, accessibility, and functionality. The developed software was found to be user friendly, dependable, secure and maintainable. Based on a thorough plan that was in place, the technologies used were successfully implemented. For the purposes of delivering the functions necessary to support the goals of the online clothes store, the administrator, end users and functional requirements were satisfied.

VI. RECOMMENDATIONS

The performance analysis was generally pretty positive, although there is still room for improvement in terms of effectiveness. As a result of the conclusions drawn from this study, it is necessary to give a few recommendations that would help with the process of choosing designs that are dependable, affordable, effective and highly sustainable. Some of the recommendations are:

- i. Constantly updating and changing the design of the clothing store website.
- ii. Making sure the website is designed with guaranteed security to prevent fraud.
- iii. Analyzing consumer behavior and implementing changes to maintain profitability and success.
- iv. Generating fresher concepts to revamp the apparel store.
- v. Consumer ease of navigation should come first.
- vi. More research should be done on how to create enticing web page designs that will draw in more customers.

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