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Research Paper**E-COMMERCE PLATFORM WITH CART, AUTH, PAYMENT
INTEGRATION**

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ABSTRACT

The Project aimed to develop a user- friendly e-commerce platform for businesses, addressing the growing need for online presence and efficient sales processes. Utilizing key technologies like React, Node.js Python/Django and MySQL, the project employed a modular approach for scalability and flexibility. The system architecture ensured high availability, security, and optimal performance. Rigorous testing procedures ensured system reliability. Future extensions include advanced analytics, AI- driven personalization, and enhanced mobile accessibility. The project successfully delivered a fully functional website, improving customer engagement and streamlined business operations.

KEYWORDS: *Ecommerce, Web Development, System architecture, User experience, Secure payment, Scalability, Customer Engagement, High availability.*

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I. INTRODUCTION

In recent years, the e-commerce industry has grown rapidly, changing how consumers and firms conduct business. Online transactions have increased due to the widespread availability of internet connection and the growing use of mobile devices. Because of this change, it is now crucial for companies in a variety of industries to have a strong and efficient online presence. E-commerce is frequently the main means to reach clients and increase revenue; it is no longer only an alternate sales channel. The main goal of this project is to create a complete e-commerce website that can adapt to the changing demands of consumers and businesses in the online marketplace. The project aims to deliver a platform that is not only functional but also user-friendly, secure, and scalable, acknowledging the potential

and challenges that come with the e-commerce industry. A virtual marketplace where companies may display their goods, consumers can peruse and buy products, and transactions can be safely completed is offered by an e-commerce platform. In contrast to actual storefronts, internet platforms are open around-the-clock, circumventing time and location restrictions. This adaptability helps firms grow rapidly while fostering a more user-centric buying experience.

II. LITERATURE SURVEY

A literature survey is a critical analysis of current applications, technology, and research on the topic. Knowing how online marketplaces have changed over time, what advantages contemporary platforms offer, and what obstacles still need to be overcome are all helpful when discussing e-commerce

platforms. In order for the planned project to successfully address the strengths, limits, and research gaps in the current systems, this survey aims to identify them. Jeffrey F. Rayport completed the e-commerce platform with auth cart and platform integration between 1995 and 2000. Clive Humby finished between 1995 and 2005. Samuel Fosso Wamba finished between 2019 and 2021. They are useful. In order to achieve scalability and flexibility, the project used a modular approach, utilizing important technologies such as React, Node.js, Python/Django, and MySQL. High availability, security, and optimal performance were guaranteed by the system architecture. Strict testing protocols guaranteed the dependability of the system. Advanced analytics, AI-powered personalization, and improved mobile accessibility are examples of future extensions. The project successfully delivered a fully functional website, enhancing customer engagement and improved business procedures.

III. RELATED WORK

E-commerce systems have been developed and improved by a number of organizations and scholars. The relevant work falls into two categories: academic/technical research contribution and currently available commercial platforms. Large-scale, secure, and AI-driven platforms are offered by Amazon and Flipkart, but they are also complicated and resource-intensive for small enterprises. Shopify and WooCommerce provide SMEs with simple, adaptable options, but more sophisticated features are frequently more expensive. Magento is very scalable and versatile for businesses, but it also demands a lot of technical know-how and upkeep. Secure payment gateways, such as Stripe and PayPal, have been extensively studied and put into place to guarantee dependable and secure online transactions. AI/ML-based personalization in recommendation systems increases user engagement and revenue. Cloud-based

e-commerce improves performance, scalability, and dependability to manage high traffic volumes. Since smartphones are used for the majority of transactions, mobile-first designs are crucial for contemporary e-commerce.

IV. EXISTING SYSTEM

Features like product catalogs, safe payments, order tracking, and tailored suggestions are available on modern e-commerce systems like Amazon, Flipkart, Shopify, and Magento. But for small and medium-sized firms, they are frequently expensive, complicated, and less adaptable, creating a gap that the suggested approach seeks to fill. Customers may order products that are out of stock since many current systems do not update stock levels promptly. Delays and discontent are the outcomes of this. Due to their lack of mobile optimization, older e-commerce systems make it harder for smartphone users to navigate and are less accessible. Many systems are difficult to scale to meet increasing needs, and small firms find it difficult to afford the substantial initial expenditure required to put up an e-commerce site.

PROPOSED SYSTEM

By addressing the drawbacks of current systems, the proposed e-commerce platform seeks to offer a safe, scalable, and intuitive online marketplace. In contrast to sophisticated and costly alternatives like Amazon, Magento, or Shopify, the suggested system concentrates on providing a platform that is both affordable and customizable, especially for small and medium-sized businesses (SMEs). Real-time inventory management keeps customers from ordering out-of-stock items and guarantees accurate availability by automatically updating stock levels following each purchase. Users can explore and shop with ease from any device without any navigational problems because to the mobile-responsive design, which is optimized for smartphones and tablets. Multi-Payment Integration: Offers customers flexibility and lowers cart abandonment by

supporting a variety of payment methods, such as UPI, debit/credit cards, and wallets.

SYSTEM ARCHITECTURE



Fig:1 Architecture of e-commerce platform

METHODOLOGY DESCRIPTION

A Service-Oriented Architecture (SOA) or Microservices-based approach to creating a unified enterprise technology stack is described in this diagram. Integration- Driven Business Process Management is the main methodology, which supports end- to-end business activities by facilitating smooth communication between distinct, specialized systems.

1. **Fundamental Approach:** Business Process Management Driven by Integration
2. **Omnichannel Retailing:** Whether a customer is purchasing online, in-store, or on a mobile device, the CRM & POS and Salesforce components collaborate to deliver a consistent customer experience.
3. **Data-Driven Decision Making:** All operational systems provide integrated data to the Business Intelligence layer, enabling thorough analytics and strategic reporting.
4. **Customer Centricity:** Marketing, sales, and service all have a common understanding of the customer thanks to the integration of Salesforce, CRM, and MDM.

V. RESULTS AND DISCUSSION

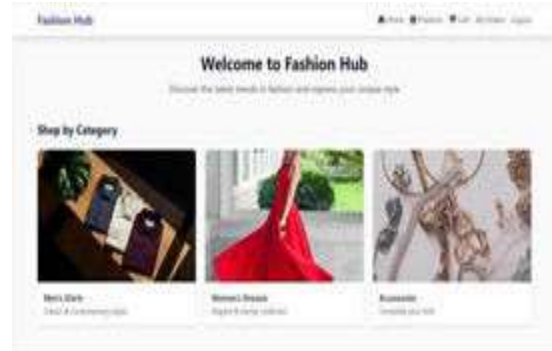


Fig :2 Dashboard

The implementation and testing of the e-commerce platform produced positive results, validating the system’s objectives and requirements.



Fig :3 Create Account

Customer login is one of the most essential features of any e-commerce platform. It allows registered customers to access their personalized accounts where they can browse products, manage their cart, place orders, and track deliveries.



Fig :4 Shopping Cart

The Place Order functionality is one of the core features of an e-commerce platform. It allows customers to finalize their purchase by confirming the selected products in their cart and proceeding with the checkout process. This feature ensures smooth order processing and provides both customers and sellers with a secure and reliable transaction mechanism.

VI. CONCLUSION

The development and implementation of e-commerce platforms have revolutionized the way businesses operate and customers engage

in purchasing activities. By removing geographical and time constraints, e-commerce enables organizations to reach a global customer base while offering users enhanced convenience and personalized shopping experiences. This digital transformation not only increases operational efficiency but also provides valuable insights into consumer behavior through data analytics. As technology continues to evolve, e-commerce platforms will further integrate artificial intelligence, automation, and secure payment systems, shaping the future of global trade and customer satisfaction.

FUTURE SCOPE

The future of e-commerce is poised for continuous innovation driven by rapid technological advancement and changing consumer expectations. Artificial Intelligence (AI) and Machine Learning (ML) will enable platforms to offer personalized product recommendations, predictive purchasing insights, and intelligent customer support through chatbots. Integration of Augmented Reality (AR) and Virtual Reality (VR) will allow customers to experience products virtually before buying, improving decision-making and satisfaction. Blockchain technology will enhance transaction security and transparency, while the growth of mobile commerce (m-commerce) will make online shopping even more accessible through smartphones. The adoption of voice-based search, smart payment gateways, and same-day delivery logistics will further enhance user convenience. In the coming years, sustainable packaging, eco-friendly operations, and global digital marketplaces will redefine how companies interact with consumers, ensuring that e-commerce continues to grow as a major driver of the digital economy.

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