



STUDY OF CONTENT MANAGEMENT SYSTEM (CMS) FOR DEVELOPING E-COMMERCE WEBSITES

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ABSTRACT:

e-commerce become one of the dependable and easy ways to buying goods. It help to allow countless number of businesses to develop their market and take advantage of endless possibilities. People are favoring to buy online rather than going outside in shops. There is a tremendous growth in the percentage of online users in India. To build an e-commerce sites the most preferable way is through content management system. A content management system(CMS) is a software program that marks building and maintaining websites more rapidly and easier. There are several websites which are open-source and can be download from internet. There are many managed e-commerce platform which are developed to make e-commerce websites from their websites by taking nominal fees. This paper discusses about comparative study of most widely used content management system and some managed e-commerce platform which are widely used to make e-commerce websites.

Keywords: Content Management System, Magento, e-Commerce, Wordpress, Shopify, Drupal commerce, Opencart.

INTRODUCTION:

While studying on this topic first question raised up in attention, “What is e-Commerce and CMS ?”

e-Commerce[1]:-

Electronic commerce (e-commerce, or EC) describes the buying, selling, and exchanging of products, services, and information via computer networks, mainly the Internet.

According to Lou Gerstner, IBM’s CEO, “e-business is all about time cycle, speed, globalization, enhanced efficiency, reaching new customers, and sharing knowledge across institutions for competitive advantage.” E-commerce is a very assorted and interdisciplinary topic, with issues ranging from e-technology,

addressed by computer professionals, to consumer behavior, addressed by behavioral scientists and marketing research specialists.

The major different kinds of e-commerce are:

business-to-business(B2B) [4];

business-to-government(B2G) [4];

consumer-to-consumer (C2C) [4]

CMS[2]:-

A content management system (CMS) is a system used to manage the content of a Web site. Typically, a CMS consists of two elements: the content management application (CMA) and the content delivery application

(CDA). The CMA element allows the content manager or author, who may not recognize

Hypertext Markup Language, to manage the creation, modification, and removal of content from a Web site without requiring the expertise of a Webmaster. The CDA element usages and compiles that information to update the Web site. The features of a CMS system vary, but most include Web-based publishing, format management, revision controller, and indexing, search, and retrieval.

MANAGED E-COMMERCE PLATFORMS VS. CONTENT MANAGEMENT SYSTEMS (CMS)

We can design an e-commerce websites by two ways :-Managed e-commerce platforms or Content Management Systems (CMS). The hosted e-commerce platform is hosted on a server which has limited access, in other hand CMS based websites are self-hosted which we have to purchase. Hosted e-commerce platform have their own server and structures thus, we have to pay monthly to the hosted company, while cms is open source. Making an e-commerce websites on CMS is little bit harder than a hosted e-commerce platform.

Benefits of using Hosted e-commerce platforms are:

Lower development and maintenance ;
Better technical support;
Less complex to work with;

Benefits of using Content Management System are:

Better functionality ;
Better customizability;

SOME CONTENT MANAGEMENT SYSTEMS (CMS):-

Magento:-

Magento is one of the fastest growing open-source content management system application for online businesses. If you are looking to build e-Commerce site which can be scalable in future then magento could be best option. This software serves both free version as well as premium version.

Pros:

- Delivers high level of functionality and customizability.
- Unique features , user friendly
- Build to scale.
- Number of plugins and extensions available in the market
- Active community form for assistance.
- We don't have to change platform while scaling our business.

Cons:

- Lack of suitable developers
- Limit to hosting
- Cost prohibitive versions
- Magento is much complicated thus it need a developer thus it is not convenient for small businesses

WooCommerce:

WooCommerce is basically a Wordpress plugin which gives full functionality on wordpress platform.It's free to download and have a better support form . We have to keep in mind that it's just a plugin powered by woocommerce.com. As it is open source woocommerce is completely free. woocommerce is easy to use and it can be the first choice for the start-up businesses.

Pros:

- Easy setup- Wordpress can be learn easily.
- Good Wordpress support community
- There are many low-priced add-ons and themes.
- Requires only the wordpress CMS to run.

Cons:

- It can't be used for middle and big e-commerce business , thus it is not scalable.

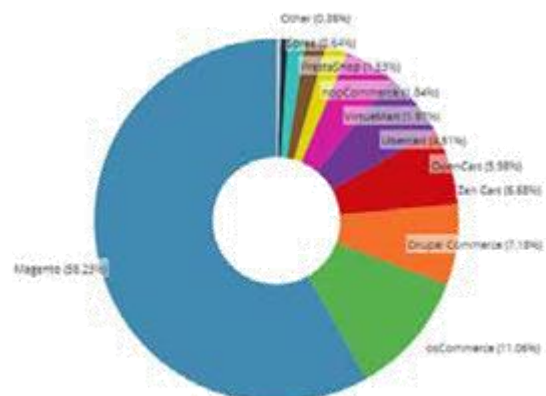


Figure: Top 100,000 e-commerce websites using Open Source technologies[3]

OsCommerce:

osCommerce is a fairly popular content management system platform. osCommerce shares around 11% of top 10000 e-commerce sites. osCommerce is one of the earliest cms platform which were available. It also has a huge support forum.

Pros:

- Good interface
- Can be easy installed
- Active support community
- plugins and add-ons available in large numbers allowing the addition of most functionalities

Cons:

- Some of the plugins and add-ons are outdated

Drupal Commerce:

Drupal is also one of the most-used open source content management system which is available in the market. Drupal commerce is the plugin for the drupal to built an e-commerce site. It has large number of plugins and addons which are available in drupal community website (www.drupal.org). Making blogs are much easier and convenient than other cms platforms.

Pros:

- Drupal CMS framework is one of the best cms for blog integration and content marketing
- Easy for SEO strategy

Cons:

- The support community is not as active as other CMS like magento.

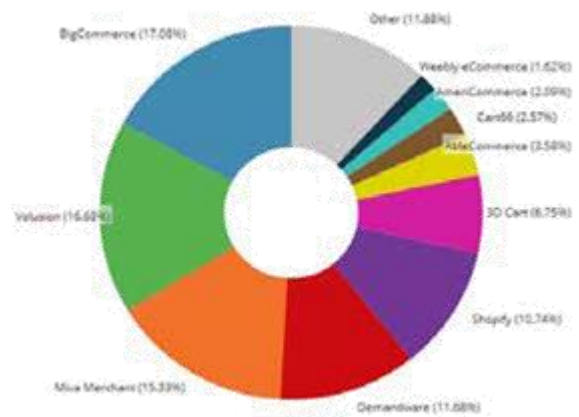


Figure: Top 100,000 e-commerce websites using Hosted Solution technologies[4]

Opencart:

Opencart is another open source CMS for e-commerce. Opencart is developed in MVC framework. Though it has one of the easiest to use backends, its support systems are not as comprehensive as compared to the other platforms listed. Many other cms are available which are better than the opencart.

Pros:

- Easy to use back-end.
- Provides large number of plug-ins.
- CSS and frameworks can be edited from admin panel.

Cons:

- Difficulty in installation of some themes.
- Community support/forum is not so active.
- Managed e-commerce platforms

Shopify:

Shopify is renowned name that comes to mind when one of think of an online managed e-commerce platform. We doesn't need any pre knowledge on coding to make a ecommerce website . Shopify is user friendly and have good customer support.

Pros:

- Large number of themes and professional templates which are not outdated and look beautiful.
- Large number of add-ons and having fresh themes and templates

- 24/7 customer support – phone, online live chat or email.
- SEO friendly.

Cons:

- Bit more expensive as compared to other platforms
- Pricing: Starter - \$14/per month, Basic - \$29/per month, Professional- \$79/per month, Unlimited - \$179/per month.

BigCommerce:

Bigcommerce is another popular managed e-commerce platform, with 18% of the top one-lakh sites using hosted e-commerce solutions; being built on Bigcommerce.

Pros:

- Bigcommerce provide a huge document to learn in form of videos, lectures.
- Easy-to-use interface

Cons:

- Some customer agree that support is not as good as shopify.
- Pricing : Silver - \$29.95/per month, Gold - \$79.95/per month, Platinum - \$199.95/per month

Volusion:

It is also a good choice for managed e-commerce platforms as it has a large share of top 100000 sites which is nearly 17% .

Pros:

- Large variety of features
- Personalized service from account experts
- Good user-interface

Cons:

- Volusion doesn't use approachable design for mobile sites.
- Add-ons store are very less in number.
- Pricing: Mini - \$15/per month, Gold - \$35/per month, Platinum - \$75/per month, Pro - \$135/per month.

CONCLUSIONS

Lastly we can conclude by saying that every CMS has their pros and cons. But at last the one who success which has more pros and less cons. It also depends on your business model and necessities. If you are going for startup businesses or small

scale business then woocommerce can be very supportive for beignners. Magento is the best opensource CMS but seems too be very hard to be run by startup. If you want to learn and then implement for your e-commerce sites then magento is finest option since it provide learning centre and active community portal/forum.

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