



## Under the Prevalence of E-Commerce: Online Bookstore System

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# Under the prevalence of e-commerce: online bookstore system

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**Abstract:** Under the rapid development of the Internet, the rise of e-commerce, more and more people trade goods through the network. The rapid development of the network needs more and more people in the current society, so the types of online shopping malls are therefore more colorful. Online bookstores are one of them. At home or abroad, there are a lot of mature large online bookstores, which can expand the scale and influence of businesses, reduce operating costs and improve work efficiency. The network bookstore system is based on B / S structure, which can register users, search and purchase and other functions. The operation that can be carried out in physical stores can also be completed on the network, and online shopping is realized without the restriction of time and place. In order to distinguish them from traditional bookstores, there are also a series of award evaluation activities launched, where users can pay attention to each other, and also launched the module of published works to better achieve cloud interaction.

**Key words:** e-commerce, online shopping, big data analysis

## I. Introduction

with the rapid development of information technology, more and more novel technologies are excavated and developed, and they all facilitate consumers and operators. E-commerce is also one of the fastest growing models, allowing buyers and sellers to conduct activities like online shopping, online transactions, and online payment without having to meet. Therefore, businesses all choose to set up a shopping mall online, and online shopping is also popular.

The rapid development of the network needs more and more people in the current society, so the types of online shopping malls are therefore more colorful. Online bookstores are one of them, both home or abroad, there are many mature large online bookstores, which expand the scale and influence of merchants, but also reduces operating costs and improve work efficiency. Online bookstores that can be completed in physical stores can be conducted, and are free of time and location restrictions, providing consumers with another different way to read. With such a convenient and fast advantage, it soon won the favor of the vast majority of the people.

In this special period, the epidemic has trapped the pace of consumers going out, so in this aspect, online bookstores are more important. You can enjoy the reading experience of outside bookstores without leaving home, and can also communicate with other readers.

## II. SWOT analysis

### A. Advantage

1. More number of books, more complete variety.

In addition to new books, old books and even ancient books can appear.

2. Break the space-time limit.

No longer limited to one place, procurement is available all over the country and abroad. And now the rapid development of the network logistics industry, the purchase of books can be carried out anytime and anywhere.

3. Provide value-added services.

Books, reviews, charts, etc., the recommendations are based on readers' interest.

4. Convenient retrieval method.

You can search separately or separately based on the title, the author name, date, book type, country, and so on.

5. price moderate.

Online bookstores are not affected by the shop rent, labor, etc., regular promotional activities are very normal.

6. No limitations.

Online bookstores are open 24 hours a day, meeting the fast pace of modern consumption.

7. Advanced operation and management concept.

With the development of The Times, readers are no longer only deepening understanding and understanding new information through bookstores in the past, but understand the latest information through media, media, network, so a single physical bookstore books cannot timely track the latest trends of the market, and it is difficult to meet modern people's thirst for knowledge and information.[7] Therefore, online bookstores are more consistent with our needs.

### B. Inferior strength or position

1. The brand effect is relatively weak.

In contrast, brick-and-mortar bookstores have a long history and have left a deep impression on readers and has a brand effect.

2. Insufficient book content innovation ability.

Most traditional online bookstores obtain book resources through publishing houses, and cannot expand the industrial chain to reading terminals.

3. Can not understand the content in detail.

Readers can only understand some of the profiles posted by the bookstore, while in the physical store, readers can slowly read it and open it to see if they are interested in the content.

4. Restricted transportation conditions.

In the transportation process will inevitably occur by accident to the written damage, the Angle folding and other problems. Delivery companies are not delivered all over the country, inaccessible in some remote areas.

5. Imperfect sales network system.

In the sales system of brick-and-mortar bookstores, the payment process is very secure, group buying and retail is in parallel, textbooks and reference books are equally important, and the group buying and the textbook camp cannot effectively penetrate into online bookstores in a short period of time.

6. There is a gap in the professional talent team.

With the rapid development of the network era, the relevant practitioners of network bookstores should not only master the basic management knowledge, but also respond to the challenges of the digital publishing era and understand some advanced technologies. However, there is a large gap of such compound talents.

7. Poor atmosphere for buying books.

Online bookstores cannot experience the warm atmosphere generated by the contact between physical bookstores and books, so as to promote the cultural exchanges between readers, let alone stimulate consumption, and offline activities cannot be held online.

### C. Favourable circumstances

The market potential of e-commerce is very large, which is beneficial to the development of online bookstores. We can cooperate with well-known entity bookstores to develop new business models, gain a firm foothold early, and obtain fixed customer resources as soon as possible. At present, the popularity of the Internet, the rapid development of the logistics industry, network bookstores can further optimize their own distribution, procurement and other steps, and strive to reduce costs as much as possible, speed up the logistics speed. At present, the government opens the distribution market, the capacity of the market will become larger, so the advantage of e-commerce sales is very large. With the support of the company group, it is easy to play their own brand awareness and lay the foundation for the chain goals of cultural

companies and the company to the world.

*D.Throw down the gauntlet*

At present, one of the major characteristics of the network environment is fast change, fast learning, easy to imitate, the market owners have a short advantage. And people do not pay attention to intellectual property rights, leading to many pirated books. Nowadays, people prefer fragmented and simple reading methods, and the rise of TikTok and Weibo makes people no longer willing to spend the time reading. The rise of e-books has impacted paper books to some extent.

*E.Total knot*

Through the SWOT analysis, we can see that although there are still some problems and challenges in the construction of the online bookstore system, as long as the merchants can overcome these difficulties, people will soon feel the convenient experience that the online bookstores bring to them. I believe that in the future, network bookstores can form their own characteristics and bloom their own shinkin points in this changeable and complex era.

III. System feasibility analysis

*A. Technical feasibility analysis of the [2]*

The language of the system is developed is Java, which is based on B / S structure [6]. The front desk uses vue framework, css style, html static modified web page, and the background is developed using maven project, mybatis framework and springboot integration.The back end connection mysql database access data to the front end [4] is eventually displayed on the client page.

*B. Economic feasibility analysis*

Because it is related information and software obtained on the Internet, so the project does not need development funds, the expenses appear in manpower, equipment and other aspects.

*C. Feasibility analysis of risk factor control*

The books of the system can be viewed by all users, the introduction modification and book increase can only be carried out by the administrator, user information can only be modified by the user himself, the administrator can only query, increase and delete the users, and it is not put on the market, so there are no other social risks.

IV.Functional analysis

The online bookstore system is a website that requires users to register their account to log in for operation. Users can edit their personal data, evaluate books, buy books, and users can also pay attention to each other. Background administrator can manage user book information, order comments, etc.

In order to enrich users' reading or purchase experience, a series of award evaluation activities has been launched. In the aspect of satisfying users who like writing, the module of publishing works has been added in order to better achieve cloud interaction.

The system has two main types of roles: user and

administrator. On the user side, users can mainly carry out related operations, such as buying books, checking books, making comments, paying attention to users, checking orders and others[1] . On the administrator side, administrators can view, delete, and edit users, books, orders, comments, and article information.The specific interface is shown in Figure 4.1

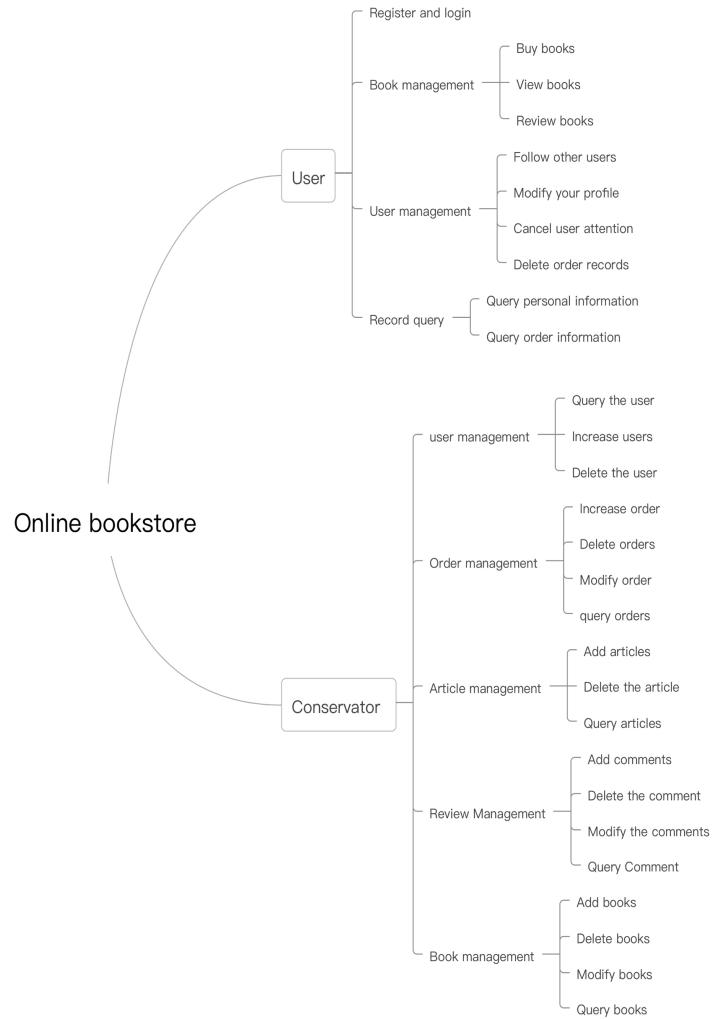


Figure 4.1 System function module diagram

*A. User module function modeling*

1. User registration page

Analyzed the needs of customers, analyzed the information that customers fill in when the customer wants to register, and designed the user registration page. The user only needs to register the account according to the prompt information. The specific interface is shown in Figure 4.2



Figure 4.2 User Registration

2. User login page

When the user logs in, the user needs to fill in the user's

name, password and verification code, transfer the data filled in by the user to the background to determine whether the information is correct, if correct, the login is successful, and the corresponding prompt error prompt will be prompted to the user. The specific interface is shown in Figure 4.3



Figure 4.3 The User Login page

### 3. Views the book page

After users log in, they can view the book list on the book page, and the search box in the top left corner can be checked through the keyword of the book name. Specific interface is shown in Figure 4.4



Figure4.4 View the book interface diagram

### 4. Follow the user page

After logging in, users can click on the book to see the details, and they can comment on the book. After the comments, they can view the comments of other users, choose the users who want to pay attention to, and can not pay attention to themselves. If you pay attention to themselves, the words "Can't pay attention to yourself!" will appear. Then go to the personal center to check the attention information and cancel the attention operation. The specific interface is shown in Figure 4.5



Figure 4.5 Follow the user interface diagram

### 5. Buy book pages

After users log in, they can choose books to join the shopping cart on the book page. After adding the shopping cart, the default number of books is 1. They can modify the number through the add or decrease button, or you can manually modify the number. The specific interface is shown in Figure 4.6



Figure4.6 Purchase diagram of the book interface diagram

### 6. Publish the article page

After users log in, they can publish the text on the post page, or view the post records of other users. The specific interface is shown in Figure 4.7



Figure 4.7 Article Interface Fig

## B. Background module

### 1. User management page

Administrators can add, delete, and query users, which is a fuzzy query according to the user's name. The specific interface is shown in Figure 4.8



Figure 4.8 User management interface diagram

## 2. Book management page

The administrator views all the book information through the book management, can query keywords, delete books, add books, modify the basic information of the book, such as the book name, preview picture, price, etc., or click the details button to modify the introduction. The specific interface is shown in Fig 4.9

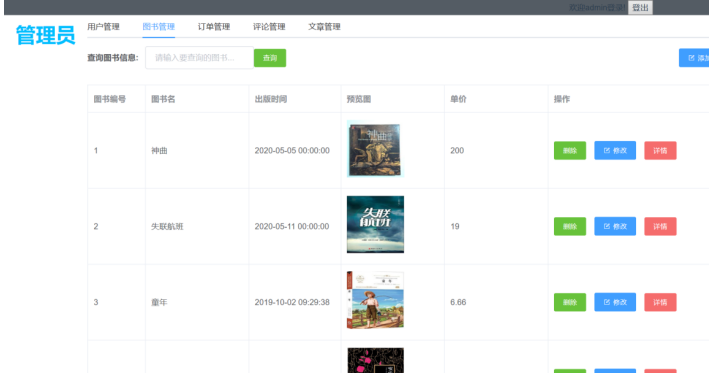


Figure 4.9 Book management interface diagram

## 3. Order management page

The administrator can review the order information, audit can modify the order information, or increase the order, the default single person is a d m in, fuzzy query of the order through the order name, you can also delete the order. The specific interface is shown in Fig 4.10



Figure 4.10 Order management interface

## 4. Review management page

The administrator can add, delete, and modify the comment information, or vaguely query the title of the comment. The specific interface is shown in Fig 4.11



Figure 4.11 Comments Management Interface

## 5. Article Management Page

The administrator can add and delete the article information, or vaguely query the article according to the content of the article. When adding the article, the user name is the default a d m in and cannot be changed. The added article is the announcement displayed on the home page, and the number is 2, which can be updated by increase and deletion. The specific interface is shown in Fig 4.12



Figure 4.12 Article management interface

## V. Conclusion

In this era of rapid economic development, the sales of books are no longer the dominant situation of brick-and-mortar bookstores, and it cannot no longer maintain its status. With the powerful promotion of major e-commerce platforms, the development of online bookstores has been accelerated.[5] But online bookstores need a lot of effort to continue in today's market. Hope in the new economic era, network bookstore can form its own characteristics, not content with the status quo, on the basis, continue to study e-commerce itself, or covers various technical framework of electronic commerce, hope can open up different way of operation, create belongs to the individual innovation advantage, in this changeable and complex era blooms their own shining point.

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