

IMPLEMENTATION ON ENHANCING SECURITY OF ECOMMERCE SITE FOR DIGITAL MARKETING

M.DHAVAPRIYA ASSISTANT PROFESSOR
K.SRIHARI, S.AFRA NASHIRIN, STUDENT
PG COMPUTER SCIENCE NALLAMUTHU GOUNDER MAHALINGAM COLLEGE,
POLLACHI : dhavapriyaj@gmail.com

Abstract—The proposed system is far better than the existing e-commerce application. Here we have introduced security at the registration level as well as at transaction time. There is always threat to digital wallet due to hackers. We know that during e-commerce transaction the security threat get increased. So this research is an attempt to make e-commerce system more secure and prevent the unauthentic operations. System would definitely help in securing e-commerce transaction. There may be two cases of online transaction. One is the situation when users pay for product from his bank account. Other situation is when user pays for product from his digital wallet.

Index Terms—E-Commerce, Digital Wallet, Security, Trading Activities.

I.INTRODUCTION

E-commerce enhances efficiency and flexibility of the trading activities. It minimizes the distance issues of trade. It allows user to view catalogs remotely. This system is beneficial for online e-commerce application as well as application for financial institutions. It is not just e-commerce web site that requires security of digital wallet. It is also required by several web applications. These applications may be banking or financial application. This system could be applied on applications running on hand held devices. The demand of online buying is increasing day by day.



Figure 1. E-commerce

II.SECURITY FOR E-COMMERCE

E-commerce Security is a part of Information Security framework and is basically applied to components affecting e-commerce which includes Computer Security, Data security and other wider sphere of Information Security framework.

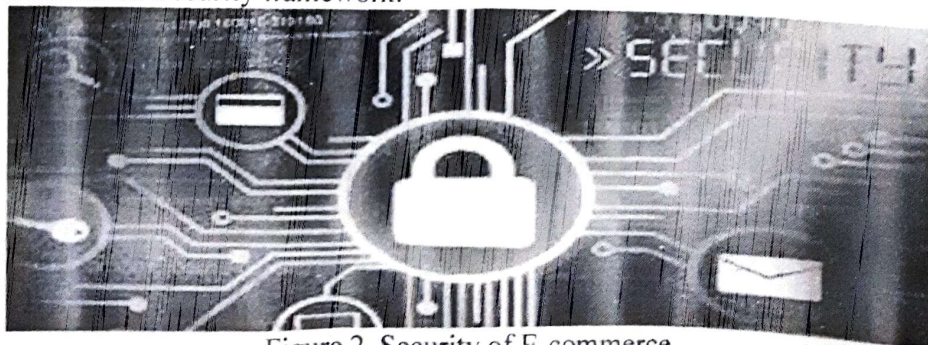


Figure 2. Security of E-commerce