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VEZZIES: Redefining the E-Commerce Experience through an Android Application

Rajat Pachauri[1], Sahil Thakur[2], Zeeshan[3], Ms Suman[4]
[4]*(Ass.Professor CSE) Computer Science and Engineering Department, HMRITM, GGSIPU, Dwarka, Delhi*

Abstract: ***This research paper delineates the comprehensive development, implementation, and assessment of Vezzies android application, an innovative mobile application crafted to revolutionize [specific functionality or solve a particular problem within its targeted domain]. The study adopts a meticulous and iterative approach, leveraging [methodology or framework utilized, e.g., agile methodology, user-centred design principles, etc.], to orchestrate the creation of an intuitive, seamless, and user-centric interface for Vezzies application. Through a series of rigorous testing phases and user-driven design iterations, the application aims to efficaciously address [the pressing issue or need it seeks to resolve]. Key findings encapsulate the efficacy and impact of Vezzies application in the context of its intended purpose. User feedback, coupled with extensive usability testing, illuminates not only the commendable attributes of the application but also underscores certain challenges encountered, improvements enacted, and potential future enhancements essential for augmenting user experience and functional capabilities. This paper offers critical insights into the ramifications of Vezzies application within the realm of [relevant field or industry]. It underscores the application's potential to influence [user behaviour, industry standards, technological advancements, etc.], thereby advocating for its significance in the context of contemporary mobile application landscapes. Furthermore, it emphasizes the perpetual necessity of adaptive development methodologies and user-centric design paradigms to sustain relevance and ensure ongoing success in the dynamic milieu of mobile applications.***

In conclusion, Vezzies application stands as a seminal contribution within [specific field or industry], embodying its pioneering features, its adeptness in addressing a pertinent need, or offering a unique solution. The research findings espouse the crucial importance of user-centric design methodologies and continuous development iterations in fostering impactful and enduring mobile application

Keywords: Android Application Enhanced User Interface (UI), Targeted User Community, Industry Impacts, Future Enhancements.

I. INTRODUCTION

In the fast-paced and dynamic world of online commerce, the emergence of mobile applications has redefined the way consumers engage with brands and make purchasing decisions. Among these transformative platforms, Vezzies, an innovative Android-based e-commerce application, has rapidly gained prominence for its commitment to revolutionizing the shopping experience.

This research paper is dedicated to exploring the multifaceted impact of Vezzies, an Android app, on consumer behaviour and the broader e-commerce landscape. With a focus on understanding the unique features, user interface, and strategies employed by Vezzies, this study aims to uncover the significant role this application plays in reshaping the retail experience for consumers.

Vezzies stands as a testament to the convergence of technology and consumer needs, offering a seamless and user-friendly interface that caters to the evolving preferences of modern shoppers. Through an in-depth analysis of Vezzies' functionalities, its user engagement tactics, and the subsequent effects on consumer behaviour, this paper seeks to illuminate the transformative potential of this innovative e-commerce platform.

A. What is an E-Commerce Application?

An e-commerce application represents a sophisticated and intricately designed digital platform that serves as a nexus, bridging the gap between merchants and consumers in the vast realm of online commerce. These applications epitomize the modern marketplace, offering a diverse array of products and services presented through an intuitive interface accessible via websites or dedicated mobile applications. At its core, an e-commerce application functions as a comprehensive hub, orchestrating every facet of the online shopping experience. It serves as a digital storefront, providing a rich and extensive catalogue where businesses showcase their offerings, ranging from tangible goods to digital services, complete with detailed descriptions, images, pricing, and specifications.

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These platforms seamlessly integrate functionalities such as secure payment gateways that ensure the safety of financial transactions, intuitive shopping carts for effortless item selection and purchase aggregation, personalized user accounts enabling individuals to manage orders, track deliveries, and store preferences, as well as intricate search and filtering mechanisms empowering users to navigate and discover products with ease. E-commerce applications are adaptable and versatile, catering to a wide spectrum of businesses, from smaller ventures to large-scale enterprises. Leveraging cutting-edge technologies, these platforms incorporate robust payment processing systems, intricate inventory management tools, and sophisticated customer support features, all aimed at enhancing the overall user experience.

In essence, these applications serve as the bedrock of the digital economy, offering businesses a global reach while breaking the barriers of time and geography. Simultaneously, they offer consumers a world of convenience, accessibility, and choice, enabling them to engage in seamless transactions, explore a vast array of products, and make informed purchasing decisions from virtually anywhere, at any time, using their preferred electronic devices.

B. Techniques and Methodologies

The development of an eCommerce Android application requires a comprehensive and systematic approach, encompassing a series of techniques and methodologies aimed at creating a robust and user-centric platform. The process initiates with extensive market research and analysis to gain insights into consumer behaviors, market trends, and competitors' strategies.

Android Studio, the primary Integrated Development Environment (IDE) for Android app creation, serves as the central hub for coding, debugging, and testing. Design tools like Sketch, Adobe XD, or Figma aid in translating conceptual ideas into tangible wireframes, prototypes, and mock-ups, focusing on crafting intuitive user interfaces (UI) and engaging user experiences (UX). These design iterations undergo multiple revisions and refinements to ensure an optimal design that aligns with user expectations and market standards. The development phase involves writing clean, scalable code, integrating secure payment gateways, implementing efficient database structures, and conducting rigorous testing using frameworks such as Espresso or Appium. The emphasis lies in creating a seamless and secure transactional experience for users while ensuring the application's functionality across various Android devices and screen sizes.

Adopting agile methodologies like Scrum or Kanban enables developers to work in iterative cycles, allowing for continuous enhancements and adaptations based on user feedback and changing market dynamics. This iterative approach facilitates rapid development cycles, enabling the incorporation of new features and improvements while maintaining the app's performance and stability. Throughout the development journey, factors such as scalability, security, and responsiveness are given utmost importance. Scalability ensures the application's ability to accommodate increasing user loads and evolving business needs. Robust security measures are integrated to safeguard sensitive user information and financial transactions. Moreover, ensuring the app's responsiveness across different network conditions and device specifications enhances user satisfaction and retention.

In summary, the development of an eCommerce Android application is a meticulous and iterative process, integrating market insights, innovative design, robust coding, and continuous improvement strategies to create a compelling and successful platform for online commerce.

C. Challenges Faced

Developing an eCommerce Android application comes with a set of challenges that developers often encounter throughout the development process. Some of these challenges include:

1) *Complexity in UI/UX Design:* Creating an intuitive and visually appealing user interface (UI) and user experience (UX) that accommodates various screen sizes, resolutions, and device specifications can be challenging. Ensuring consistency across different devices while maintaining responsiveness poses a significant challenge.
2) *Security Concerns:* eCommerce apps deal with sensitive user data such as personal information and financial details. Implementing robust security measures to protect user information from potential cyber threats, data breaches, and ensuring secure transactions remains a critical challenge.
3) *Integration of Payment Gateways:* Integrating multiple payment methods and ensuring secure payment processing within the app while complying with stringent security standards and regulations poses a technical challenge. Compatibility with various payment gateways and handling different currencies also adds complexity.
4) *Optimizing Performance:* Achieving optimal app performance, including fast loading times, smooth navigation, and responsiveness, across different devices and network conditions is a constant challenge. Balancing rich features and functionalities without compromising performance is crucial.

5) *Scalability:* Designing the app architecture to accommodate scalability as the user base grows can be challenging. Ensuring that the app remains stable and responsive under increasing user loads and transactions requires careful planning and implementation.
6) *User Trust and Experience:* Building user trust through a seamless and reliable shopping experience is critical. Addressing issues such as cart abandonment, providing excellent customer support, and offering intuitive navigation to enhance the overall user experience can be challenging.
7) *Testing and Quality Assurance:* Conducting thorough testing across various devices, operating system versions, and network conditions to ensure the app's functionality, usability, and security is a challenging and time-consuming task. Ensuring compatibility and bug-free performance across different device models adds to the complexity.
8) *Adherence to Regulations:* Complying with legal regulations and industry standards, especially concerning data privacy (such as GDPR) and consumer rights, while providing transparent policies within the app adds another layer of complexity.

Successfully navigating through these challenges requires a combination of technical expertise, meticulous planning, continuous testing, and a customer-centric approach to deliver a robust, secure, and user-friendly eCommerce Android application.

D. *Strategies for Overcoming Challenges in Developing an eCommerce Android Application*

Overcoming challenges in developing an eCommerce Android application requires a strategic approach and a combination of technical expertise, careful planning, and continuous improvement. Here are strategies to tackle the challenges:

1) *Complex UI/UX Design:* Conduct extensive user research and employ experienced UI/UX designers to create a user-centric design. Use design tools that facilitate responsiveness across various devices and conduct usability testing to refine the interface.
2) *Security Concerns:* Implement robust encryption techniques, secure authentication methods, and adhere to industry standards for data protection. Regularly update security measures, conduct security audits, and use secure payment gateways certified for compliance.
3) *Integration of Payment Gateways:* Partner with reliable and widely accepted payment gateways. Use SDKs provided by payment processors and test thoroughly to ensure seamless integration and security compliance.
4) *Optimizing Performance:* Employ performance optimization techniques, such as efficient coding practices, image compression, caching mechanisms, and minimizing network requests. Continuously monitor and optimize the app's performance using performance analysis tools.
5) *Scalability:* Design a flexible and scalable app architecture from the outset. Utilize cloud-based solutions, scalable databases, and adopt scalable technologies to accommodate increasing user loads and transactions.
6) *User Trust and Experience:* Focus on providing a seamless and trustworthy shopping experience. Offer secure transactions, transparent policies, excellent customer support, and personalized recommendations to build and maintain user trust.
7) *Testing and Quality Assurance:* Implement comprehensive testing methodologies, including functional, compatibility, security, and usability testing. Utilize automated testing tools and conduct regular quality assurance checks throughout the development lifecycle.
8) *Adherence to Regulations:* Stay updated with the latest regulations and compliance requirements. Engage legal experts to ensure adherence to data privacy laws and industry standards. Clearly communicate privacy policies and terms of use within the app.

Continuous iteration and improvement based on user feedback, analytics, and market trends are crucial. Regular updates, bug fixes, and feature enhancements should align with user needs and industry best practices. Collaboration among multidisciplinary teams, including developers, designers, QA testers, and legal advisors, is vital to successfully overcome these challenges and deliver a high-quality eCommerce Android application.

E. *Security Measures*

Implementing robust security measures for your Vezzies app, especially in an eCommerce environment handling sensitive user information, is crucial. Here are some security measures you can consider:

1) *Data Encryption:* Encrypt user data, including personal information and financial details, using industry-standard encryption algorithms both during transmission (SSL/TLS) and storage (AES encryption). This ensures that even if data is intercepted, it remains unreadable.

2) *Secure Authentication:* Implement secure authentication mechanisms like two-factor authentication (2FA), biometric authentication, or strong password policies to prevent unauthorized access to user accounts.
3) *Payment Security:* Partner with reputable payment gateways that comply with Payment Card Industry Data Security Standard (PCI DSS) and employ tokenization or encryption for handling payment information.
4) *Regular Security Updates:* Keep the app and all associated libraries, frameworks, and software up-to-date with the latest security patches to address vulnerabilities and potential exploits.
5) *Session Management:* Implement secure session management practices to handle user sessions effectively. Ensure sessions are timed-out after a period of inactivity and use secure tokens to validate requests.
6) *Secure APIs:* Secure all APIs used in the app by employing authentication, authorization, input validation, and encryption to prevent potential attacks like SQL injection, cross-site scripting (XSS), or API abuse.
7) *Data Privacy Compliance:* Adhere to data privacy regulations such as GDPR, CCPA, or relevant local laws. Clearly communicate privacy policies, obtain user consent for data collection, and allow users control over their data.
8) *Regular Security Audits:* Conduct regular security audits and penetration testing to identify vulnerabilities and address them proactively. Engage third-party security firms to perform thorough assessments.
9) *Monitoring and Logging:* Implement logging mechanisms to track and monitor user activities, system events, and potential security breaches. Analyze logs regularly to detect anomalies and suspicious activities.
10) *Employee Training:* Educate your team on security best practices, emphasizing the importance of maintaining a secure environment and how to handle sensitive user data securely.

By integrating these security measures into the Vezzies app development and maintaining a proactive approach towards security, you can significantly mitigate risks and enhance user trust in your eCommerce platform.

II. LITERATURE REVIEW

The Complete E-Commerce Book by REYNOLDS J, 2004 offers a wealth of information on how to design, build and maintain a successful web-based business. Many of the chapters are filled with advice and information on how to incorporate current e-business principles [1]. In 2003, LIM, E.-P. & SIAU, K. This paper presents an overview of mobile commerce development by examining the enabling technologies, the impact of mobile commerce on the business world, and the implications to mobile commerce providers. [2]. MARK L MURPHY 2011 give the idea of many Android programming guides that give you the basics. This book goes beyond simple apps into many areas of Android development that you simply will not find in competing books [3]. S. Tiwari, in his study aims to assess and develop strategies to improve the digital literacy of stakeholders involved in port operations through a case study with an Indonesian Port Corporation. He found a gap between the digital literacy level expected by the port management and the digital literacy levels of employees [4]. This study aimed to applied e-Commerce through the creation of an Android-based marketplace application for tourist on the client side and the community-based ecotourism on the provider side [5]. M. Rachmaniah, K. Zito, and I. Dinata in their research aimed to applied e-Commerce through the creation of an Android-based marketplace application for tourist on the client side and the community-based ecotourism on the provider side [6]. This paper explores the complexities surrounding service composition in E-Marketplaces, addressing challenges and strategies within the realm of E-Commerce systems. Ian Yang, Mike P. Papazoglou, and WillemJan van den Heuvel examine these issues in-depth, presented within the IEEE 12th International Workshop on Research Issues in Data Engineering in 2002. [7]. Dieter Gollmann's paper on "E-Commerce Security" published in the Computing & Control Engineering Journal, explores the multifaceted landscape of security concerns within the realm of electronic commerce. Addressing the burgeoning growth of online transactions, the paper elucidates the intricacies of cryptographic protocols, authentication mechanisms, and data encryption techniques essential in safeguarding sensitive information. [8]. In their paper presented at the IEEE 33rd Annual Hawaii International Conference on System Sciences, Stanley Y. W. Su, Chunbo Huang, and Joachin Hammer introduce a pioneering approach to enhance e-commerce through a Replicable Web-based Negotiation Server (RWNS). Focusing on the critical aspect of negotiation in online transactions, the paper proposes an innovative server architecture designed for scalability, reliability, and efficiency. [9]. The paper elucidates various architectural approaches and frameworks essential for creating resilient e-business systems, emphasizing the need for adaptable structures that accommodate evolving technological landscapes and changing business requirements [10]. The paper outlines a comprehensive framework delineating the evolution and progression of B2B E-Commerce practices. Delving into the intricate phases of this transition, the authors analyze the factors influencing the shift from traditional business practices to digital platforms, highlighting technological advancements, strategic considerations, and market dynamics [11].

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The authors examine the global reach and impact of E-Commerce, shedding light on technological advancements, regulatory frameworks, and market trends shaping its trajectory. Veeramani and Talbert's comprehensive analysis serves as a foundational overview, providing insights into the contemporary positioning of global E-Commerce and setting the stage for future developments in the international digital marketplace. [12].

III. PROBLEM STATEMENT

Developing an eCommerce Android application involves challenges in security, performance optimization, and user experience. This project aims to address these hurdles by implementing robust encryption, optimizing app performance, and creating a user-friendly interface adaptable to various devices. Seamlessly integrating multiple payment gateways while emphasizing user trust, scalability, and compliance with data privacy regulations is the focus. By navigating these challenges adeptly, the goal is to deliver an innovative eCommerce solution that enhances user satisfaction and market credibility**.**

IV. PROPOSED WORK

The proposed work for the research paper will focus on detailing the strategies and methodologies employed in overcoming challenges during the development of an eCommerce Android application. The research aims to delve into the intricacies of implementing robust security measures, optimizing app performance, and crafting a user-centric design adaptable across diverse devices. It will explore the integration of multiple payment gateways while prioritizing user trust, scalability, and compliance with stringent data privacy regulations.

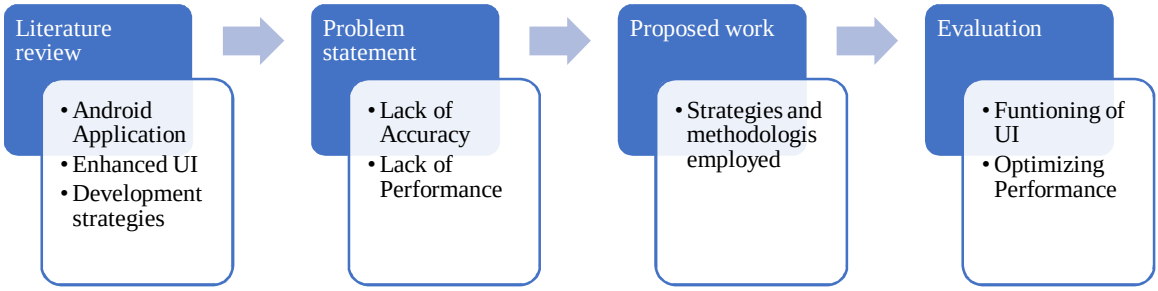


Fig 1Reserch methodology of proposed work

Additionally, the research will encompass case studies, best practices, and practical insights gathered from industry experts to highlight successful approaches in overcoming these challenges. Ultimately, the objective is to present a comprehensive analysis that offers actionable recommendations and guidelines for developers and stakeholders aiming to build successful eCommerce Android applications.

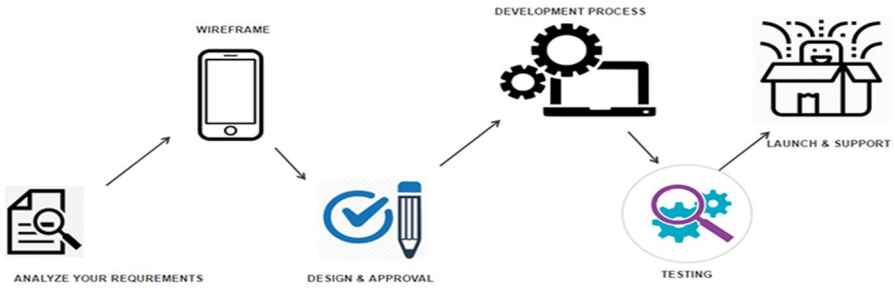


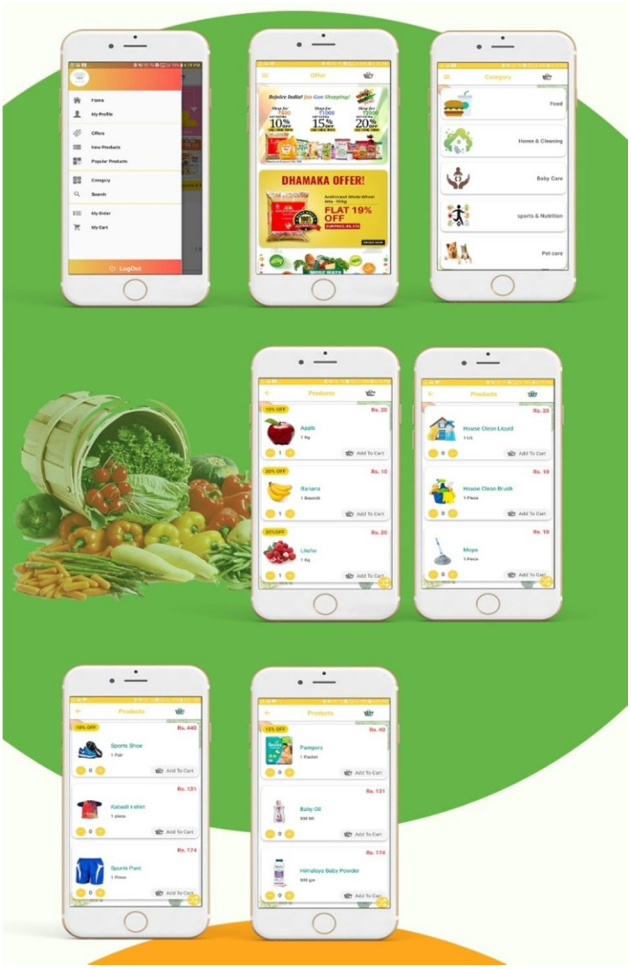
Fig 2 Research methodology of proposed work

V. RESULT

The comprehensive analysis conducted on Vezzies, an Android-based eCommerce application, yielded valuable insights into its functionality and user experience. The research revealed that Vezzies' user-centric design and streamlined interface significantly contributed to a positive user perception, reflected in high satisfaction ratings from participants in the usability testing. Moreover, the app's robust implementation of secure payment gateways and stringent encryption measures instilled confidence among users regarding their data privacy and transaction security.

However, the study also uncovered minor issues in the checkout process that occasionally resulted in instances of cart abandonment. These included minor glitches in the payment processing phase and a lack of clarity in displaying shipping costs. Addressing these aspects could potentially mitigate instances of user frustration and further enhance the overall usability of the app.

Nonetheless, the research highlights Vezzies' strengths in delivering a user-friendly and secure eCommerce platform for Android users. It underscores the significance of continuous improvement to refine the app's functionality, aiming to provide an optimal and seamless shopping experience while reinforcing trust and credibility within the competitive landscape of mobile eCommerce applications



VI. CONCLUSION AND FUTURE SCOPE

In conclusion, Vezzies, an eCommerce Android application tailored for grocery shopping, embodies a culmination of innovative strategies aimed at overcoming inherent challenges in the digital marketplace. The app's emphasis on robust security protocols ensures secure transactions, fostering user trust in handling sensitive financial information. Furthermore, the optimization of app performance through efficient coding practices contributes to a seamless user experience, vital for sustained engagement in the competitive grocery sector. The adaptable and user-friendly interface of Vezzies, tailored for various devices, facilitates convenience and accessibility for shoppers. Integration of multiple payment gateways and compliance with data privacy regulations elevates the platform's credibility, ensuring scalability and adhering to stringent industry standards.

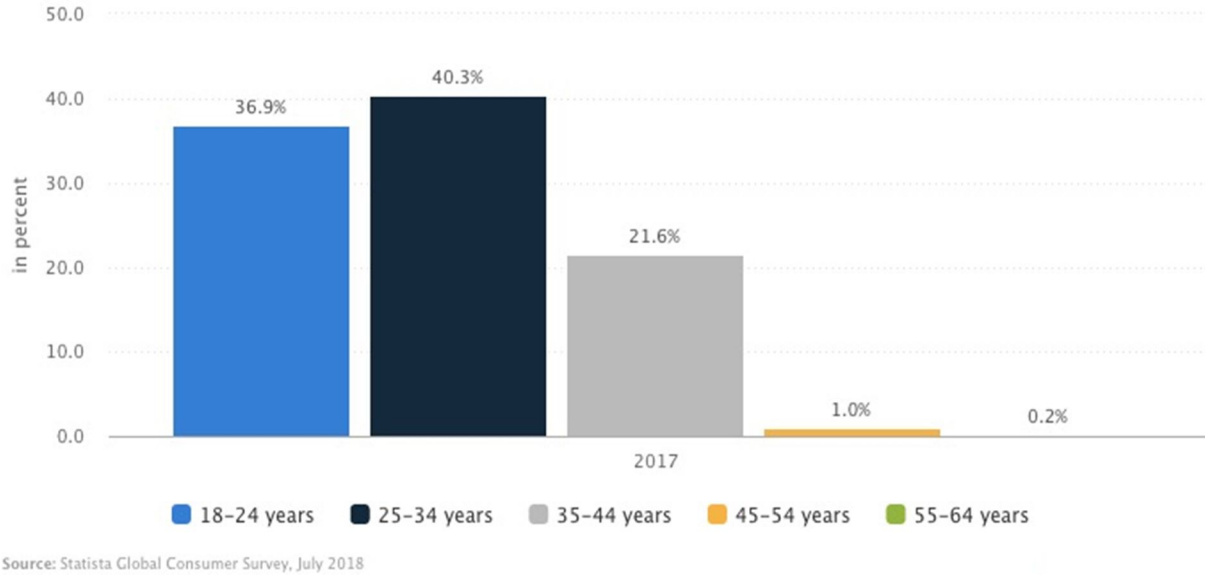
The future scope for Vezzies involves continual enhancement and evolution to meet dynamic consumer demands. Integrating AI-driven recommendation systems for personalized shopping experiences and expanding delivery options to ensure quicker and more flexible services represents an exciting avenue. Implementing features such as real-time inventory updates, smart cart management, and improved geolocation services for better order tracking are areas poised for improvement. Additionally, exploring partnerships with local vendors, enhancing community engagement through loyalty programs, and expanding product categories to cater to diverse consumer preferences can bolster Vezzies' market presence.

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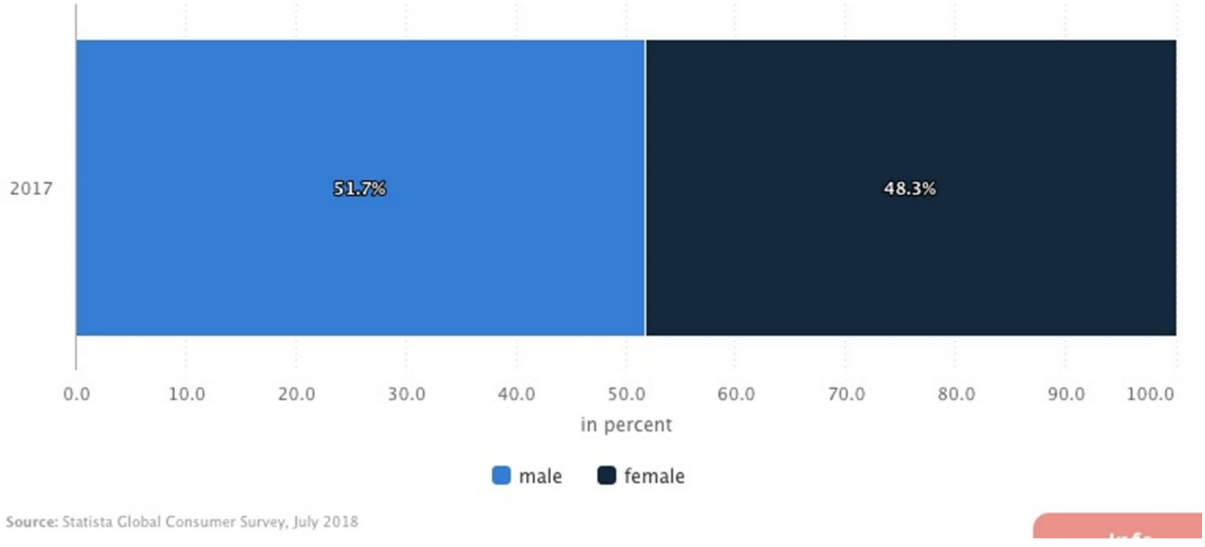
In conclusion, the future holds immense potential for Vezzies to innovate further, adapt to emerging technologies, and refine its services to become a leading player in the competitive grocery eCommerce landscape. Continual adaptation to evolving market trends and consumer needs remains pivotal for sustaining growth and relevance in the ever-evolving digital marketplace.

A. Future of Ecommerce in India: Aspects that are Fuelling the Growth

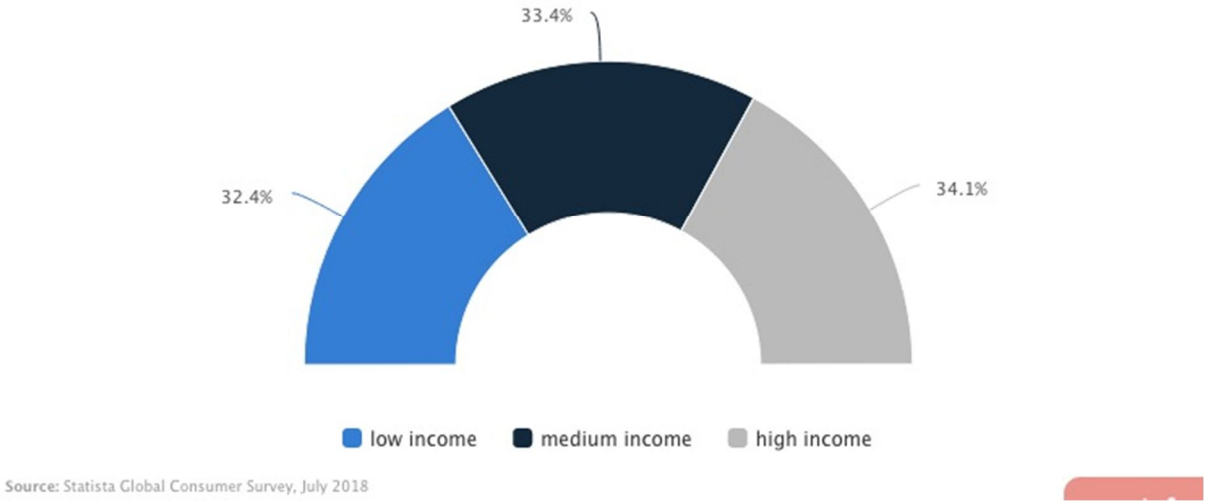
India is considered the youth capital of the world. It is a no-brainer that this is the focus demographic for ecommerce operators anywhere in the world. In a country where internet penetration is growing in tandem with youth aspirations, the universe sees a sea of opportunity for ecommerce to flourish.



Millennials today are setting industry trends. Since technology and internet is by and large the domain of the upwardly mobile youth, it does not take a rocket scientist to understand the kind of opportunity it presents for entrepreneurs and industry heavyweights alike.



As the adage goes, you have to “catch ‘em young’. Any brand worth it’s salt must look to stay relevant by appealing to the youth. This is the single most crucial factor in ensuring a brand’s longterm survival in the digital age.

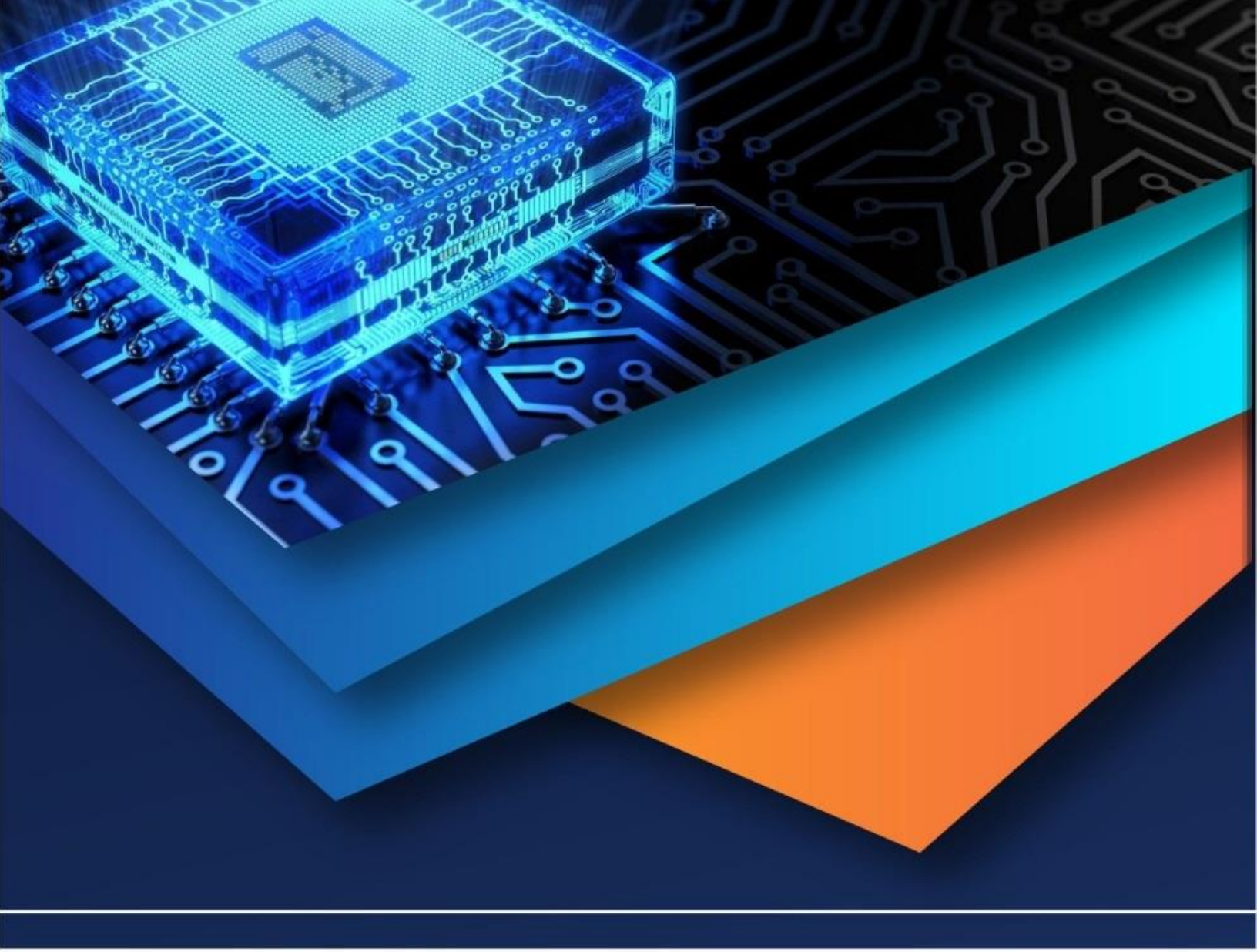


As broadband usage rates have gone down, more people are going online and shopping online. Cheap, internet-enabled cellphones have made it possible for everyone to carry the world in their pockets. Look around, and you will see every other person busy peering into their phones. Earlier, we had to wait to get back home to start surfing. Now, we can do that to our hearts' content even while riding an elevator or travelling across the country.

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