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Teze bakalářské práce

Comparison of available open-source shopping cart software

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Against the backdrop of continuous development in internet technology, the e-commerce market is showing rapid growth. The mobile e-commerce market is becoming an indispensable part of the e-commerce industry with the widespread adoption of mobile devices and smartphones. Furthermore, the global pandemic has accelerated the development of online shopping and the e-commerce market. In this context, shopping cart software is one of the core components of an e-commerce website and has a significant impact on user experience and business profitability. [6]According to Statista, the global e-commerce market had a total revenue of approximately \$4.28 trillion in 2020, and it is projected to reach \$5.4 trillion by 2022. China is the largest market in the global e-commerce market, with e-commerce retail sales reaching \$1.1 trillion in 2020.

In addition, with the rise of new e-commerce forms such as social media and live shopping, more and more consumers are starting to purchase products through social media platforms. According to a report from global market research company Technavio, the global social media e-commerce market had a total revenue of approximately \$47.4 billion in 2020 and is projected to reach \$122.8 billion by 2025.

Furthermore, with the application of artificial intelligence and big data technology, intelligent e-commerce has also become a development trend. According to data from the international market research firm IDC, the total revenue of the global intelligent e-commerce market was approximately \$36.7 billion in 2020 and is projected to reach \$99.4 billion by 2024.

With the continuous progress and improvement of internet technology, reliable shopping cart software is necessary for managing user shopping and payments on e-commerce websites. Shopping cart software is an essential component of e-commerce websites as it helps users browse products, add them to the cart, and complete checkout and payment processes. The functionality and features of shopping cart software are crucial for the successful operation of e-commerce websites. They should have advantages in terms of ease of use, security, scalability, customization, reliability, and performance. Additionally, shopping cart software should be able to seamlessly integrate with other e-commerce applications, allowing users to quickly and easily browse products and purchase items.

In the market, there are many open-source shopping cart software options available for selection, such as Abante Cart, CE Phoenix, Open Cart, Presta Shop, OS Commerce, Pimcore, and Zen Cart. Therefore, selecting appropriate shopping cart software has become increasingly complex and challenging. Shopping cart software is an indispensable part of e-commerce websites, and it plays a significant role in user experience and business profitability. A high-quality shopping cart software for e-commerce websites requires not only usability and reliability but also security and stability to ensure user privacy and payment information safety. Moreover, the scalability and customization of shopping cart software are also crucial to meet the needs of different merchants and users.

In the current e-commerce market, there is a wide range of shopping cart software options available, including commercial and open-source software.

This chapter presents a summary of the results obtained in the previous chapters and discusses the applicability and operability of the analyzed open-source shopping cart software options. Additionally, this chapter highlights the limitations of the research and suggests future research in this field.

The chapter begins by reviewing and summarizing the key findings from the Result Analysis chapter. This includes a comprehensive evaluation and ranking of seven open-source shopping cart software options based on various factors such as user-friendliness, security, scalability, convenience of use, reliability, and performance. By comparing and analyzing these software options, we have identified their strengths and weaknesses, providing businesses with the necessary information to make informed decisions.

Next, we analyze the applicability and operability of these open-source shopping cart software options. This includes an examination of the suitability of each software option for businesses of different sizes and industries. We also evaluate the ease of installation, configuration, and customization of each software option, considering their compatibility with various operating systems and database management systems. By analyzing the applicability and operability of these software options, we provide businesses with practical recommendations for choosing the most suitable shopping cart software for their e-commerce website.

However, this research has its limitations. The analysis is limited to the technical and practical aspects of the open-source shopping cart software options and does not consider users' subjective preferences and experiences. Additionally, the study is limited to a specific time frame and may not reflect the latest developments in the field.

Therefore, future research could focus on the subjective evaluation of these software options, including user experience and satisfaction. Additionally, future studies could evaluate the effectiveness of the open-source shopping cart software options in enhancing the overall performance and profitability of e-commerce websites.

Overall, this chapter provides businesses with a comprehensive overview of the analyzed open-source shopping cart software options, their strengths and weaknesses, and their applicability and operability. By offering practical recommendations and highlighting the limitations of the research, this chapter aims to assist businesses in making informed decisions and optimizing their e-commerce websites.