IJARSCT



International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)

Volume 2, Issue 2, April 2022

Car Dealer Website

Aditya A Anande¹, Yash D Dahiwal², Kshitij P Mhatre³, Shobhana Gaikwad⁴

Students, Department of Computer Technology^{1,2,3}
Lecturer, Department of Computer Technology⁴
Bharati Vidyapeeth Institute of Technology, Navi Mumbai, Maharashtra, India

Abstract: In this digital age, everything is becoming online and accessible anywhere. From ordering foods, groceries, clothes, shoes, to fast-moving consumer good people use internet for this. The car buyers also make the use of internet in their car purchasing journey. The Car dealer portal helps the user in this process. It allows them to view cars, specifications, images. And many more. They can also get in touch with the dealer through this portal. The customers can book test drive of the car from their home. And also, the user can register their interest in a car by giving their contact number. It saves the customer's time. The car dealership also gets more customers due to online presence. We have used PHP, JavaScript, JQuery and HTML technologies in developing our website. And MySQL for database.

Keywords: Car Dealer, Used Cars, Website, Vehicles

REFERENCES

- [1]. Google Auto Gearshift India 2020
- [2]. Gurumurthy, Sasikumar. (2016). Design and Implementation of Computerizing the Dealership Management Software. Journal of Information Technology And Sciences.2.
- [3]. Ogunrinde, Mutiat & Azeez, Raheem & Jimoh, Maryam. (2014). Trends in an Online Automobile Market. International Journal of Innovative and Applied Research. 2. 61-66.
- [4]. Ramachandran, Vandana & Viswanathan, Siva & Gosain, Sanjay. (2007). The Impact of Online Information on the Purchase of Certified Used Cars. NET Institute, Working Papers.
- [5]. Rekha Dahiya & Gayatri (2018) A Research Paper on Digital Marketing Communication and Consumer Buying Decision Process: An Empirical Study in the Indian Passenger Car Market, Journal of Global Marketing, 31:2, 73-95, DOI: 10.1080/08911762.2017.1365991
- [6]. Sonika Singh, Brian T. Ratchford, Ashutosh Prasad, Offline and Online Search in Used Durables Markets, Journal of Retailing, Volume 90, Issue 3, 2014, Pages 301-320, ISSN 0022-4359

DOI: 10.48175/568