An Interactive E-Commerce Website for the Beauty Industry in Sri Lanka

GVDIK Perera[#], W Gunatilake and WAAM Wanniarachchi

Faculty of Computing, General Sir John Kotelawala Defence University, Ratmalana, Sri Lanka

[#]35-se-0029@kdu.ac.lk

The beauty industry has been gaining popularity for past few years, due to increasing social media trends in "self-care" with the use of beauty products. As a result, sales generated by the beauty industry spiked creating competition among vendors and sellers in the industry. With the COVID-19 pandemic, the traditional way of shopping for beauty products halted, creating a requirement to introduce customers with new methodologies to sell beauty products, which are similar in experience to traditional shopping. One such solution can be considered as e-commerce websites. E-commerce websites currently operating in Sri Lanka and are part of the beauty industry are dedicated to a singular brand or product line, not a marketplace with multiple brands. Also, considering the products sold, current e-commerce applications do not provide sufficient information regarding standards or ingredients used in the development of the product. This paper investigates an e-commerce solution to the beauty industry that allows customers to shop for safe beauty products that are suggested according to their personal preference by a variety of sellers.

Keywords: *e-commerce in beauty industry, e-commerce website, beauty industry*