A Hyper Local Multi-Vendor Application

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Abstract- Growth in Internet and mobile phone evolution has changed the retail environment. Large variety of choices, easy comparison, convenience for purchase, and authorized doorstep delivery are major forces for customers using e-commerce platform. Cash-on delivery as well as secure On line Payment and convenient return process has increased the customer trust on e-commerce. This research offers some insights into the links between e-shopping and consumer’s decisions to shop on-line from the Local Market Vendors. This information can help on line marketers and retailers to develop appropriate market strategies, make advancements related to the emerging technology, and make the appropriate marketing decisions in order to retain current customers and attract new customers Locally. Existing applications like Big Basket, Ask Me Grocery, Admire, Mighty Grocery, etc. have a huge impact on the International and National level E-commerce websites and have affected the Local and Small Scale business Vendors in Small cities and towns. This idea is about Promoting the Local Vendors and to increase their Sales and Market in their own Locality.

Keywords: Android, E-Commerce, On-line Shopping, Client, Administrator, Cloud.

I. INTRODUCTION

An expanding count as well as a large range of occupation and organizations are exploiting and creating livelihood moment on the world wide web. With this rapidly growing ground of shopping the interestingness of Vendors is also growing in knowing what really indulges customers to buy products on-line. The aim is to receive a large benefit in a competitive market, merchants need to know customers attitude and way of thinking in the field of ON-LINE SHOPPING. Therefore, it is necessary parameter to search and classify the impact of end users in order to take in the needs of user level shopping on-line. It is very essential for merchants to know what factors alter the customers to shopping on-line. These factors are necessary in the ambitious and vast marketplace. The basic need is to make sure that the products are more adapted. Therefore, the chief fact-finding question is:

Will the application design/feature, be effective and work time preserving and privacy factor have access to the users purchasing drift for online purchasing?

It is clear that E-commerce is a broad term and doesn't have a very clear definition. One way is that, it is a form of handling business act via the Hyperspace. Electronic-commerce or electronic-trade is simply based on the e-processing of information, which includes text, sound, and video in multiple forms. Electronic-commerce is well known in the way of technology to plan and expedite commercial contract on the web. Electronic-commerce can happen in between three simple bunch ie.: Business, Government, and Individuals[3]. E-commerce is not favored to expansion and many various forms for conducting electronic-retail. Many third party portals bestow barter points and information of same products from multiple sites in echo to customers examination have turned to a feasible format of employment. As this method looks to multiple end users passion for a n area where they can do one-stop association and shopping. However, as the way in which a person communicates with the WWW has changed, this change makes up new and finer opportunities for electronic-commerce. There are various upcoming lifestyles that has a right amount of potential to effect and make an impact on e-marketing, Social Media, however, has been selected to be the focus of this survey[7]. Website related electronic-commerce saw its initial growth in the 1990’s[9]. The expansion of businesses hoping to boost the deal in today’s world of e-retail is been historically framed as a shopkeeper selling the products and services to customer through company’s website and app. This kind of frame has been shown with a huge amount of achievements as this method of retailing has now been hugely accepted. For progressing countries like India, electronic-commerce gives many fair shakes. E-commerce today in India is still in its arising stage. It is known that the cheap cost of PC’s, an uplift of Internet usage, & an ever increasing competitive ISP market strategy will help material electronic-retailing uplift in Indian marketing strategies. The very 1st e-retailing website was rediff.com. It was one of the most jammed website for people residing in Indian. The last two years have been a uplift in the companies using electronic-commerce technologies and also the Internet. In India, most websites have too moved to e-commerce rather than depending upon advertising emolument. The web communities that have been built now a days these websites with required data have been...
adequately aimed to sell each thing right from the event and mouse tickets to the grocery products and Electronic gadgets, etc.

II. LITERATURE SURVEY

Nisha Chanana and Sangeeta Goel [2] focuses in their paper that the E-Commerce market is thriving and composed for robust growth in Asia. There are players who had a good start. The success and growth of their market depends on their understanding of the market and they offer various types of features and functions. This paper gives an overview of the future scope of the Electronics-Commerce in Asia and discusses the future growth segments in Asia’s E-Commerce evolution. Also find out various component that would be important for further growth of Indian E-commerce business. And symbolize the various chances for retailers, wholesalers, producers and for public. In this paper it is found that average E-retailing will be pumped up accidentally in future in the rise of market in India. The future of E-Commerce is difficult to foretell. There are variety of domains and sections that would emerge in the future like: Travel and Tourism, electronic appliances, hardware products and clothing and apparel. There are also some important factors which will substantially contribute to expand the Electronics-Commerce and marketing i.e 100% replacement assurance, Mobile E-Commerce services, GPS based services, online multiple payment option, appropriate content, Delivery option, legal requirement of generating bills and accounts for online transactions, timely Services, the product quality should be same as shown on the website and Mobile application. We found various types of chances for retailers, wholesalers/distributors, producers and also for common public. Producers can link them with on-line dealers, by giving appropriate data about their products to the other links in the retailing process and link by having a distinct identity. As plenty of people are getting linked to E-commerce, the demand for center providing web facility is also in boom. People found a number of chances of getting a employment. On behalf of above said reports and experts view showed that the future of e-commerce in India would be vivid in the coming years if all essential factors would be put in use.

Jaegol Yim [4] focuses on sales of mobile devices that are growing drastically, the usage and acceptance of mobile apps for purchasing purposes like shopping portal has also grown exponentially over the past years. This paper introduces design of mobile shopping app for local vendor process. One of the main and essential features of this application is that it makes use of local Internet TV as much as possible. Initially, the Internet TV service provided by the local government is integrated in the app. Then, the shopping and the Internet TV communicated with each other. As mobile devices are increasing day by day, customer demands for m-commerce application is increasing. Therefore, the local government should develop mobile shopping applications with which consumers can buy regional products. This paper introduced a mobile shopping application for regional products.

D. K. Gangeshwer [5] proposed in his paper that the abstract knowledge of search engine marketing or electronic-commerce, literature review, current and future facet of e-commerce in Indian context. Now a days the development will be worthy addition to researchers. Some of the drawbacks of e-Marketing are dependency on technology, Security, privacy issues, Maintenance costs due to constantly growing environment, Higher transparency of costing and increasing monetary value based competition. While considering the above said limitations; advertisers and customers can effectively use this modern platform to make life convenient. In the next coming years, India will have 30 to 80 million Internet users which will be equal, if not outranked, many of the developed countries. Internet economy will then be more defined and significant in India. With the rapid growth of Internet, E-commerce, is set to play a very significant role in the 21st century, the new chances that will be tangled and open, will be accessible to both large corporations and small companies. Karoor (2012) explained that E-commerce enclosed many of the nature of 21st century of India in the whole world. The latent huge and humors and energy of the entrepreneurs in the oblong is impressive. E-commerce in India is destined to grow both in gross and geographic reach. The future research areas in E-commerce are; the quality of sponsored ad text, Search Engine Optimization (SEO), PageRank, yellow pages, etc.

Subhashree Samal and Swarna Prabha Jena [6] expressed in their paper that now a day’s Android operating system are the best and the most popular operating systems for mobile Smartphones. Smartphone consist of innovative features through which user can easily allot applications via online market store available in the cellphone. Usually, customers in retail stores stand in a line to do the generation of the revenue of the products they want to purchase which makes the customers to face inconvenience till the time they reach to the billing counter. As in this modern and absolute world, each moment is valuable for people so, the Mobile Shopping app saves time by making the revenue process faster. This paper is composed of a new mobile Shopping App practiced for an Android operating System based Smartphone, meant for the sales persons of big retail shop. In this Android application, data is stored using SQL which is a type of integrated database and is stored within a single file on a disk. They have presented a Mobile Shop app, developed for Android using SQL, mainly designed for salesman in retail store to change the way people purchase the products. The salesman will be provided with the Android phone and application with shopping application installed in it. They will be roaming all around in the stores. End user who wants to go for payment option after selection of products, he must ask for help from salesman for billing and delivery of products. The sales person will do the billing with the QR code scanner of the phone and generate the receipt of the same. This will help end user to avoid from waiting in a queue for long hours and saves a lot of time and energy. The data storage issue is solved due to Android platform which includes the popular open source SQL embedded database.

Criswanto D. Nugroho and Veronica S. Moertini [8] focuses on E-marketing which is an important part of
electronic-shopping. With mobile device usage trends are growing drastically in the past years, providing e-marketing service for mobile consumers has been becoming business chances. Contempt of these chances, E-marketing system for electronic-commerce has not been studied properly. As mobile phones are private tools, m-marketing systems must be nicely structured such that the systems will be considered by end users. This paper presents the structure and standard of an electronic-commerce m-marketing system resolving user credence criterion, such as data personalization, security and protection, updating content and social media. The proposed system incorporate a market providing website and mobile apps used by vendors. The structure and paradigm are provided for the portal, mobile app and the communication between both systems that provides web services and an online storage service. Prototype testing and rating have been performed to guarantee that the proposed system works properly. For the portal, the method, database and UI must be structured in such a way to provide required functionality for the admin and vendors. As for the mobile app, packages, classes, local database as well as UI must be designed and programmed carefully to meet the mobile services criterion. Then, in designing the communicating between the portal and the mobile app, scenarios and message format must be Built. Web services that can be called by the mobile app are provided in the portal.

III. SOCIAL AND COMMERCIAL IMPACT

The commercial impact as a vendor’s point of view is that the local vendors will be able to increase their business rapidly. It will extend the reach of vendors to customers. Vendors can sell their products and services across larger area in the town or city. Off-line retailers will need to purchase and invest on customer experience. There is a need of uniting online and off-line business to get the most of customer experience. Major force behind this enhanced experience will be consistent flow of information. As on-line business is rich in data but lacks in touch and feel as customers visit it on portals, off-line business is rich in touch and feel but lacks in flow of data and information. Today, when customer or the client buys something off-line and leaves the store, there is no related data available on what products client searched for, what was the clients preference?, which colors the client liked?, which brand client liked?. But when client buys on line, all related information can be tracked and this information can be used to provide intelligent testimonials.

The social impact on customers is their trust on on-line market is increasing, products like pen-drives, smart phones, earphones,electronics,clothing are more being purchased on-line. Customers get look and feel of the commodity at offline market is increasing, products like pen-drives, smart phones, earphones, electronics, clothing are more being purchased online. Customers get look and feel of the commodity at off-line stores and then they prefer to purchase it off-line at cut-rate. Distributors and Suppliers will need to help retailers to meliorate in-store experience of client, making commodity information available to retailers along with client information for smart advice and offerings. Attractive discount and offers have become necessary requirement for retail business after enrolling of e-tailing players i.e online retailing. - Saves time and cost of moving from home to nearby stores. - Access to products, services ,commodities and information of users interest at any time of day. - Can get delivery of the commodity and products as early as possible as it is local area oriented.

IV. METHODOLOGY

The basic idea is that the customers can buy the commodities like vegetables ,fruits ,eatery ,electronics ,medicines from any vendor in their locality . The database will maintain the commodity details. This Online shopping system basically involves two types of users and they are as follows:

- Customer
- Administrator

The customers or the clients can login or logout the System. Client can view product details and buy their product. The customer can simply view the information whereas they could not make changes in the database.

The administrator plays a vital and essential role in the Online shopping system. The administrator controls the entire database of the store commodities. The report of the commodity is generated by the admin itself. The main role of the admin is to protect the database and can add or delete or update the products and their details from the database.

The block diagram of proposed system is depicted in fig1.

**FIG 1. BLOCK DIAGRAM OF PROPOSED SYSTEM**

- Working of the System-

Figure 1 shown above can be understood by the following Steps:

Step 1: The first step taken by the Customer is Register a s a user and login the Portal ot the Application using the same, then browse for the desired Products and Places order.
Step 2: The next step is verification of the products by the Vendor after receiving order by Customer.

Note: Here multiple vendors are involved as the system is a multi-vendor system.

Step 3: The vendors after successful verification updates the Inventory database linked to the Application.

Step 4: Customer Buys the Products and selects the Payment option, either by Cash on Delivery or by Payment Gateways.

Step 5: The Vendors receives the Payment ie by Payment Gateways. If Customers opts for Cash On Delivery, the payment is received later that is after the deployment of respective Product.

Step 6: Shipping and Deployment of product takes place to the Customer. At the same time Cash On Delivery payment is collected by the Courier man.

FLOW DIAGRAM

The functionality of flow diagram is as follows:

The flow starts when the customer initially opens the app’s home screen. The user can browse through the available list of product categories and can choose either to select a category or to directly view the cart. In the category, a user can select or view more information for details about a particular item before deciding to add it to the shopping cart by clicking on the cart icon next to the item. The user can then decide to either continue shopping by clicking the continue shopping button or can check out by clicking on the checkout option. If there are no items in the cart, then the user does not have an option to click checkout. The user can check out after doing the user authentication by logging in with the login id and password. Once the user successfully logsins/registers, the order form, the user can put the correct information to place the orders. After the users successful inputs, and the correct information, placing order is done, and the success message appears on the screen. The additional data for the admin is they can look at the end-user’s activity, the user’s checkout, and the product details by the database even after the user successfully places an order or opts out to shop.

CUSTOMER’S ROLE

1. Login: It is the login session for the customer wherein customer details will be saved and used for further use like name, phone number, address, credit card details, etc.

2. Search Product: User will search for desired commodity or product from various Vendors.

3. Product Details: It contains and is used to view the product details from the database.

4. Shopping cart: Customer’s will add the required products to the cart for further processing.

5. Order Details and Payment: Customer orders the required product and payment will be done on either Cash-On-Delivery or On line Payment.

ADMINISTRATOR’S ROLE

1. Login from Multiple-Vendors: It is the login session for the Administrator and Exit.

2. Add New Products: It is used to add a product into the database and it includes searching a product details and removing a product from database.

3. Updation: It is used to update the product details from the database.

4. Offers and Discounts: The vendors will put up Special offers such as Clearance Sale and Discounts if any.

5. Provide Service: Delivering of product to the End-user within time.
This system provides benefit of on all sorts of products i.e. : Medicines, Fruits, Vegetables, Grocery, Eatery and Electronics that are available on most widely used mobile operating system that is Android.

It is seen that currently, shoppers in metropolitan areas in India are driving Electronic-Commerce: These customers are particularly buying smart phones, electronics, and books online. And even though spending per on-line consumer remains low, some 60 percent of on-line clients in metropolitan India already make purchases on-line market at least once in a month.

Customers in non-metropolitan areas will also help in fuel increment; unlike on-line customers in cities, they are more likely to shop on-line for goods that are not easily available at local stores. Study found that E-Commerce retailers in India are spreading out their offerings to the on-line population outside metropolitan India and are financing heavily in the infrastructure to reinforce these cities. On-line clothing retailer Myntra.com is already in great demand for its products and commodities outside metropolitan India: 50 percent of its gross sales are outside India’s 10 biggest cities.

**INNOVATION**

This on-line shopping system will help many local vendors who want to sell their products on-line and even those who don’t as they can come on line with their commodities to increase their sale and gain popularity. Each vendor will be able to customize and update the items in their item list according to their requirement. So it will help many vendors to sell their product on-line with application and increase their business locally.

**NOVELTY**

In this system the application will provide platform for local vendors to increase their sales and business on-line and locally as existing systems are affecting sales of local vendors.

**BENCHMARKING**

The existing system namely Big Basket, Ask Me Grocery, etc lack few such things: They are restricted to deliver products in metropolitan cities only. They don’t suggest user’s interests. The items are skipped if the they are ordered in bulk. Offers on these sites are not useful as they are not personalized. They have specified amount to proceed for delivery of products.

The objective of this system is to provide effective platform to local vendors. Also provide the appropriate and genuine content to clients and Targeting Clients with related and applicable information is of utmost importance. The goal is to help the local vendors in increasing their gross sales and profit. Also to get delivery of goods to client as early as possible. The main goal is to provide All-in-One products to users. The vendors ensure to provide location based services to customer. Multiple-Vendors offer instant price comparison between the prices of various products for conscious customers. Also ensuring resemblance of product quality same as shown in the application.

The need and significance of the system is as follows: Though there is huge potential in e-tailing that is electronic retailing industry, profits earned by e-tailing industry is still under question. Companies like Flipkart, Jabong, Myntra, Snapdeal, ebay, Craftsvilla are so far to see any profit. Though capitalists are supporting these companies with the hope of getting profit in long run, very thin margin and sub-optimal composition and uneconomical supply chain are raising doubts for scope for long run profit. Many e-commerce companies are coming into light and many of them got succeeded in getting monetary resource. But, it is most likely that only few among them will survive in long run. There are chances of suppliers will lose patience and pull back when they don’t see these companies making any profit even after so many years.

**VI. CONCLUSION**

The idea represents mobile shopping android application for clients that search and lists the desired products with location information. The main motive is to get the products and offers from each local store with in stock information and smartly listed product list. The aim of this system is to overcome the drawbacks of existing systems and also of both type of shopping i.e. online and offline, and fills the gap between physical and virtual world. This application provides safety, security, reliability, efficiency. Smart phones, that have eventually become an important part of everyone’s life in today’s world, have reduced all the efforts that are required for shopping using online shopping application. There are also some essential factors which will significantly contribute to the boom of the E-Commerce industry in India i.e. replacement guarantee, Mobile-Commerce services, location based services, multiple payment option, right and genuine content, shipping options, legal requirement of generating bills for online transactions, quick and reliable Service, the product quality should be same as shown on the portal, dedicated 24/7 customer care center should be there. On line shopping is becoming more popular day by day with the increase in the usage of World Wide Web known as www. Understanding customer’s need for on line selling has become challenge for marketers. Especially understanding the con-
sumer’s purchasing intention about online shopping. Making improvement in the factors that influence consumers to shop on line and working on factors that affect consumers to shop on line will help local vendors to gain the competitive edge over others.

VII. REFERENCES


