Smart Marketing Using QR Code

Adam Pratima[1], Kurapati Namrata[2], Malwade Revati[3], Ganji Vaishnavi[4], Khan Asiya[5]

[1,2,3,4]*Student, Dept of Computer Science & Engineering, BMIT, Solapur, Maharashtra, India*
[5]*Professor, BMIT college of Engineering, Solapur, Maharashtra, India*

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Abstract - *With the recent emergence of social commerce the future of shopping is changing. Web 2.0 has affected e-commerce, resulting in the mergence if a new concept of virtual shopping using smart phones. This paper proposes using adoption theory a conceptual model how virtual shopping using smart phones will emerge in the UAE. The model is tested using a data from random sample of UAE residents. The results show virtual shopping has great demand in the UAE. Consumers find QR (Quick Response) bar code a new way of getting information about the products and services and gain information before they visit the store or purchase online.*

Key Words: Mobile tagging, Quick response (QR) codes, 2D codes, Virtual Shopping, Quick Response, Adoption.

I. INTRODUCTION

Online Shopping Wall is designed to make the shopping experience simpler, faster and more convenient for consumers. Just as barcode technology transformed the efficiency of retail stores in the early 1980s, Scan and Go is set to become retail's next great disruptive technology, improving a range of existing retail practices.

Just as self-checkout machines are more efficient than waiting in line for an assistant to scan items and process your payments, Scan and Go is the next logical step in streamlining and enhancing the in-store experience.

Early deployments of Shopping require shoppers to travel and shop which was a tedious job. However some of these implementations have been flawed and are not without their challenges. Shoppers still need to go to a checkout at the end of the process and retailers lose valuable floor space to make room for storing the handheld scanners. The goal of frictionless shopping has not been fully realized.

But now there's a new generation of Online Wall Shopping technology.

II. LITERATURE REVIEW

Increasing activities of people over Internet has served as a new commercial medium, a new way of approaching business. It is giving an advantage to e-commerce and spread of online sales of product and groceries, which leaded the rise to the concept of virtual shopping. Virtual shopping can be defined as a customer is surfing on internet he looks at an advertisement of any particular brand or product at any website and he clicked on that linked to gain knowledge regarding that product either to purchase or to have general information of that particular item without physically touching the product by himself is termed as virtual shopping. It can be stated as using internet version for shopping which was previously done through catalogues; a person orders the items through rolling over the products he sees on the screen and the one which he finds perfect for himself order it rather than going to shop (Barnatt, 1998).

It is like switching of product sales through electronic means, a shift from shopping physically through store format and seeing catalogues in hard copies but changing it with electronic format and electronic catalogue to a form which constitute via World Wide Web and internet using (Parsons, 2002).

History of Virtual Shopping

With the Internet arrival and its usage as a mean to enhance marketing channel has increased tremendously and has affected the retailing style of the shoppers. In US shopping centres this tool is advancing higher level of marketing relationship between consumers and the related companies (Shen & Khalifa, 2012).

In UK Meadowhall and Oracle shopping centre introduced online portal for shopping owing to the people demand with displaying the associated brand which the consumers are requiring and asking. Evidence suggests that web-shopping activities in Hong Kong are on a wing because of the rapid rise in the e-tailoring business inside the country. The two main super market chains Welcome and Park'N Shop are maintaining a continuous investment policy to improve and nurture their e-tailoring business which is targeting more and more Chinese consumers and increasing the local web selling activity inside (Grunert & Ramus, 2005).

India has a huge growing business for online shopping; there are many online companies like flipkart, ebays, best stylish, home shop 18 which are offering with wide variety of appliances. This list for shopping portal in the country is endless signifying a rapid growth of online shopping in the country.

World's First Virtual Shopping Store

Tesco Home Plus, South Korea's version of Wal-Mart, believes that its customers shouldn't have to take time to go to the store and buy groceries, so they developed a method where the store goes to the people. Tesco constructed virtual grocery stores in subways/metro stations all over Korea. The "virtual stores" are essentially posters on the walls resembling a grocery store with a bar code under it.

III. METHODOLOGY

1. REGISTRATION MODE:

In the registration mode, the customer will first register if he is new, the details of the customer will be send to the cloud server after registration.

The Admin panel will then do the authentication, and the customer data will be stored in database.
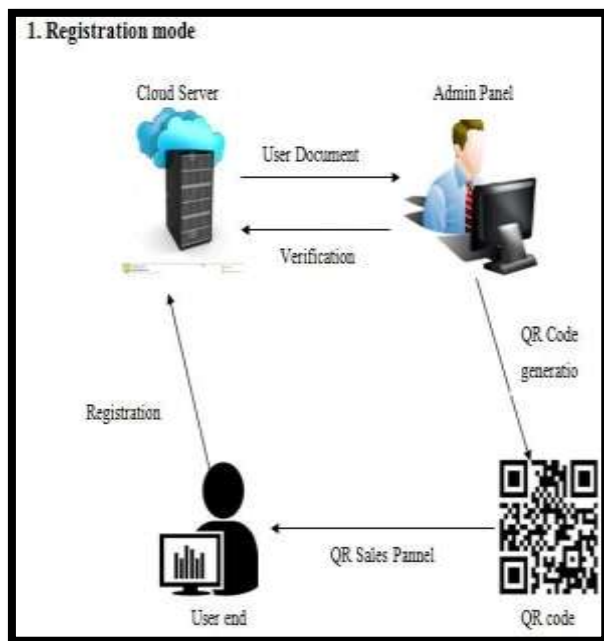

Figure : Flow of QR code generation.

2. IDENTIFICATION MODE:-

In the identification mode, when the customer will scan the QR code of the product, URL request will be sent to the server panel. Then the server panel will verify the password, after the authentication the data will be send to the sales panel.

IV. RESULT

V. CONCLUSIONS

QR code is now being widely used in variety of businesses. Nowadays interest in QR code has grown more rapidly, apps and websites that allow designers to generate codes easily, have gained new users.
 The user can scan the QR code of the item to be purchased and then directly add it into the cart.
There are two advantages of it:

1. First no need to stand in the queue for a long time in malls just for purchasing the item

2. Second there will be no scope for the frauds that happen in mobile shopping.

VI. ACKNOWLEDGEMENT

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