ListNShop

(AN ANDROID APPLICATION CONNECTING CONSUMERS WITH THE NATIVE RETAILERS)
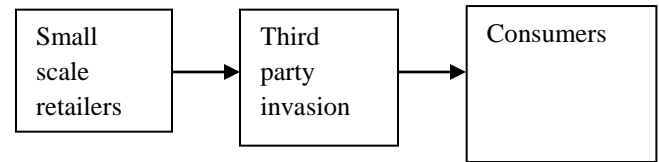
T.S.Padma Bharathi[1], Pothuri Reddy Prasanna[2], Pradhiksha R.S[3] – Guided By G. Amudha[4]

*[1,2,3]Student(B.E), CSE Department, R.M.D Engineering College, Kavaraipettai, Chennai-601 206,
Tamil Nadu, India.*

---***---
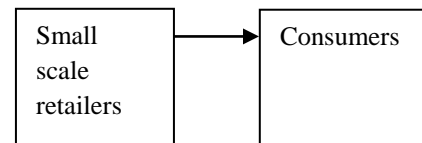
1. ABSTRACT

Buying groceries in online web apps has become the trend of the era. From fruits & vegetables to Beverages, from personal care to laundry products and other household items, people buy everything online. ListNshop is the mobile application that enables direct trading between the vendors or small retail shop owners and the public. It aims at eliminating the traditional procedure of making a grocery list using pen and paper and thus the manual work is being reduced. It is a simple to use and time conservative initiative which can drastically enhance the possibilities of business development using the m-commerce platform .In this paper, we shall discuss the feasibility of this mobile android application in detail.

2. INTRODUCTION

With the growing popularity of e-commerce, consumers are now familiar with buying goods and services through the Internet. It has become a widespread practice to sell products both online and offline. Many trades and retailers have adopted this online business due to its huge benefits and increased sales rates. But these trading and e-commerce involves a third party retailer in between the source retailers and the consumers which has many impacts on the profit margins of the source retailers. The profit is being reduced or shared as the product or good reaches the consumer. But that doesn't mean one should not take his business into the ecommerce platform. If you are running a physical store, it will be limited by the geographical area that you can service, but with an e-Commerce website, you can sell your products and services across the world. The entire world is your playground, where you can sell your complete range of products without any geographical limits. Moreover, the remaining limitation of geography has dissolved by m-commerce that is also known as mobile commerce. Thus a path should be constructed between the native, small scale retailers and the consumers which are beneficial to both the people.

(Flow chart of an e-commerce activity)

(Flow chart of ListNshop app)

2. A. BENEFITS OF SWITCHING INTO M-COMMERCE

There lies a huge bundle of benefits for a small scale, native retailers to switch to ListNShop. Few are as listed below. [1]

Decrease Costs:

One of the most positive things about ecommerce is that you can decrease the costs of your business. Below are some of the costs that you can reduce by opting for ecommerce:

Advertising & Marketing Cost: If you opt for ecommerce, you don't have to spend your money on advertising and marketing. However, organic search engine traffic, social media traffic and pay-per-click are some of the advertising channels that are cost-effective.

Personnel: A complete automation of check-out, billing, inventory management, payments and other type of operational costs lower the total number of employees that you require to run your ecommerce business.

Eliminate Travel Cost: Now, customers do not have to travel long distances to reach their desired stores as ecommerce allows them to visit the e-store anytime without traveling. With few mouse clicks, customers can

make their purchase and have wonderful shopping experience.
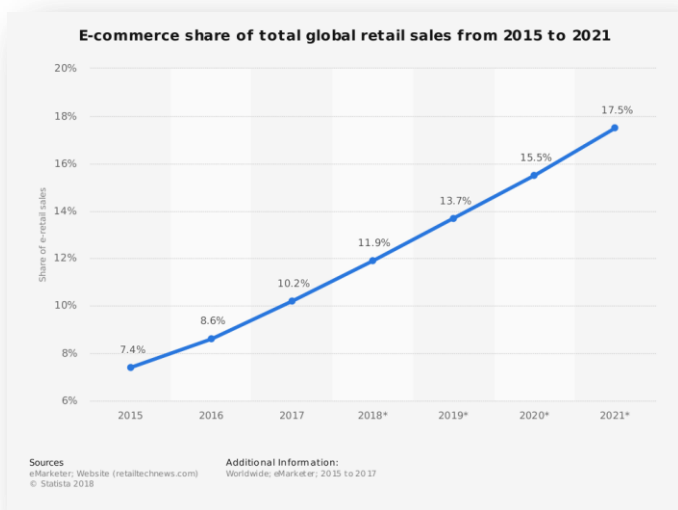
(Graph representing the growth of e-commerce over a period of 5 years [2])

3. RELATED WORKS

Rama Venkatachalam and ArwahMadan(2012) in their have highlighted on level of prices ,quality of fresh groceries & availability of exotic fruits and vegetables, display & cleanliness and hygiene, home delivery & credit facility provided by both the organized and unorganized retailer. Change in customer preference has been noticed while shopping fresh grocery from unorganized or organized retailers. The author has also mentioned that organized retailing is doing the right things to sustain, survive and grow.[3]

According to R.K. Srivastava (2013) retail in India and retail in South Africa has been compared in the study. The finding suggests that branding of the retail store is actively followed in South Africa but in India retailers perceives it as a part of business. Security system on purchase & prevention of theft is good in South Africa than Indian system and it has to be developed as a prime concern. The segmentation strategy for both the countries retailers are somewhat matching which are on the basis of income and age.[4]

Dr. SangeetaMohanty (2012) in their study drivers of retail shopping has focused more on consumer attitude towards big bazaar and shopping malls, has also studied the age wise preference to the said stores. The study is also putting some light on store choice behavior based on product offered and locational conveniences on gender basis.[5]

R. Sathya and Dr. S. Sheela Rani (2012) have done their research on private labels (retailer's own brand). Grocery and food retailers are able to popularize their private labels brands, which have attracted consumers and have created keen interest in making purchase decision of these brands. Private label brand is emerging due to the growth of organized retailers.[6]

KarthikeyanSundarraj (2011) has done a study of apparel consumers on wide range of their choices on apparel buying. Social responsibility and green fashion has also taken into consideration while studying.[7]

AnujaShukla, AnkurShukla (2013) the authors have focused on shifting preference of customer from traditional retail to emerging new retail formats. Value of customer to be treated as a king can be seen today because of the competition. The shopping experience of increasing due to increase in the share of organized retailing.[8]

4. EXISTING MODELS

Our application involves purchases that are made directly from the suppliers and these products are primarily stored in their own warehouse. When the orders are placed time-based deliveries are done to the customers in different cities/areas. The most popular leading player in this business is Big Basket. Main disadvantage of this big basket is out of 10items user intend to purchase in the website he miss at least 3. The issue with this is ultimately user don't have any other option than going to the nearby shop to buy these missing items. Even though online shopping to the user is an excitement finally that leads to disappoint if he doesn't get an item that he/she needed. User can very much go and get everything that he requires immediately from the nearby store. Big basket is not only the online website that leads to this kind of problems every e-commerce online grocery store is facing the same problem (egg Pinkcitykirana, Grofers, Pepper Tap, ZopNow, Localbanya, Aaramshop)

5. APPROACH INVLOVED

Users and shop owners initially register and login into our app User and retail shop owner details get stored in our database. Once user login into our app all the retail shops nearer to the user will be visible to them in their dashboard. User can make monthly needed list of items using note pad in their dashboard Finally these lists can be sent to the specified shops listed on the app and the goods will be delivered at your door step. Payment methods include e-transactions (like paytm, gpay) and cash on delivery.

Toolkit: Android studio and Android developer tools is used to develop app and debug it. 000webhost is used as a database to store details of the user and admin. Java and php are the languages used in the app construction.

6. OBJECTIVES AND EXPECTED RESULTS

Language plays a crucial role as it comes to e-commerce. Many people are comfortable with their native languages than English. For example, in order to search any grocery a user must be aware of its equivalent English term. Thus the retrieval process becomes more complicated and time consuming. Non-Native English speakers would not be aware of the names of certain goods in English. Some names of products (egg, cereals) are called differently in different language or regions. It thus, becomes difficult for them to search for, in such websites. List making allows users to transcript or use native languages, unlike selecting displayed products from the existing e-commerce websites. Items can be added as and when the customer remembers. Once added, they are auto saved. Thus it eases the process of making lists and also doesn't involve high English proficiency.

7. DISCUSSION

There are a lot of future improvements possible for the project. A lot of retail shops can be linked once the app gets popular. The tracking of orders can be implemented via GPS, so that the customer can find when the items will be delivered to them precisely. Many features can be added while the customer makes a list (for example, sending voice messages to retail shops). The future versions can be made with more appealing, user friendly and more easy to use user interfaces.
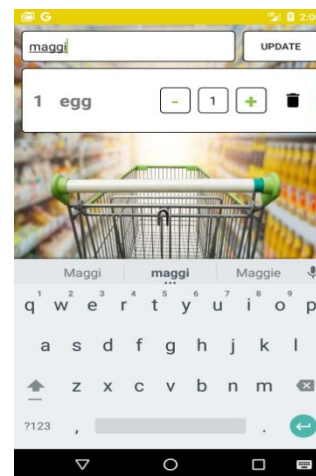
SAMPLE SCREENSHOTS

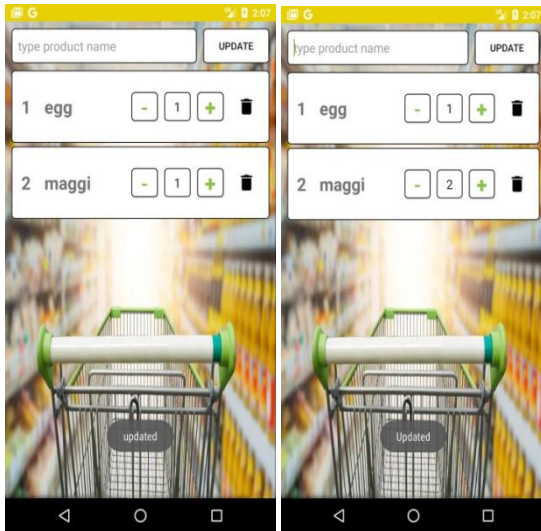(sample display screen of the app)

(Sample user login screen)

(Sample registrations creen for new user)

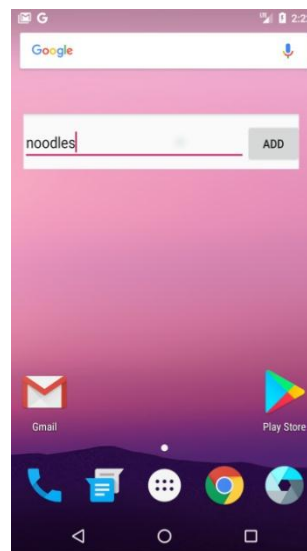(sample screen where the items can be added and deleted from the list)

(sample user screen where a list is generated.The user can increase and decrease the quantity of the items.)

(Sample payment screen where the customer can choose among the payment methods available.)

(Sample screen where the details of the nearby registered shops are displayed. The user can send the created list to one of the mentioned shops of their choice)

(Home screen widget of the app for easy access)

8. REFERENCES

1. https://medium.com/@briannawillsss/18-major-benefits-of-e-commerce-business-for-retailers-customers-in-2015-63c5fc87f679
2. https://beeketing.com/blog/future-ecommerce-2019/
3. http://www.ipedr.com/vol55/038-ICEBM2012-K10058.pdf
4. http://www.ijemr.net/DOC/ConsumerBehaviorTowardsRetailOutletsInIndiaLiteratureReview(228-231)5bb813de-9fdf-4eca-a282-6885eb23d889.pdf
5. http://www.ijsrp.org/research_paper_mar2012/ijsrp-Mar-2012-05.pdf

6. http://www.ijemr.net/DOC/ConsumerBehaviorTowar dsRetailOutletsInIndiaLiteratureReview(228-231)5bb813de-9fdf-4eca-a282-6885eb23d889.pdf

7. http://www.ijemr.net/DOC/ConsumerBehaviorTowar dsRetailOutletsInIndiaLiteratureReview(228-231)5bb813de-9fdf-4eca-a282-6885eb23d889.pdf

8. http://www.ijemr.net/DOC/ConsumerBehaviorTowar dsRetailOutletsInIndiaLiteratureReview(228-231)5bb813de-9fdf-4eca-a282-6885eb23d889.pdf