# Rent a Spot - Online Application for Classified ADS

## Abijith P[1], Atul I Nair[2], Ajmal Roshan K C[3], Prasanth Sathyaprasad[4], Divya S[5]

[1234]*Student, Department of Computer Science Engineering, Nehru College of Engineering and Research Centre, Thrissur, Kerala.*
[5]*Lecturer, Department of Computer Science Engineering, Nehru College of Engineering and Research Centre, Thrissur, Kerala.*

---------------------------------------------------------------------***---------------------------------------------------------------------

**Abstract -** *Online marketing is identified as one of the key drivers of digital economy. Recent studies have shown that advertising is not adding direct value for the advertisers only, but it creates significant additional indirect value and jobs while boosting innovation and creativity. Online advertising has grown dramatically. It is expected that online advertising revenues will surpass television advertising in 2020.Online marketing ad spends is still very low. It is estimated to be 3% to 4% of total ad spending. The reasons why online marketing use is still very low, in spite of the relatively high level of Internet penetration and solid infrastructure, are numerous and multifaceted: distorted market forces, lack of official independent company that measures internet traffic, lack of knowledge on online marketing of companies, legal framework etc. Policy makers could address the most important obstacles to increased use of online marketing by designing and implementing specific policy instruments and carrying out existing strategies.*

***Key Words*: Online Marketing, Android application, E commerce, Web application, Advertisement.**

## 1. INTRODUCTION

Online marketing incorporates efforts to market products and services and build customer relationships over the Internet. The fastest growing form of direct marketing. At macro level, online marketing also contributes significantly to GDP growth and jobs creation. Television is still the dominant advertising medium with 37% of global ad spending in 2015, while about 29% is digital. Digital ad spending growth is estimated at 19% a year in 2015. It is the main driver behind the ad spending growth in the world. This is an astonishing development, particularly having in mind that it took only about a decade to create such values. Recent studies have shown that advertising is not adding direct value for the advertisers only, but it creates significant additional indirect value and jobs while boosting innovation and creativity. The same study also came to conclusion that "the addition of digital advertising to the media mix only produces greater macroeconomic benefits that it generates into hiring. In addition, if the multiplier effect throughout economy is taken in consideration. €113 billion.

Increased sales of the advertisers also lead to additional economic activities outside of the advertising value chain and create a ripple effect increasing the value of online advertising to €473 billion, or 5% of the overall economy. The same study also indicates that 0.9 million jobs are directly supported by online advertising , or 5.4 million jobs if indirect and ripple effects are taken in consideration.

### 1.1 Problem Formulation

Online marketing provides numerous benefits for companies at micro-level including increase in market share, increased revenues, and improved profitability, at much lower costs compared to traditional advertising channels. At macro level, online marketing also contributes significantly to GDP growth and jobs creation. Television is still the dominant advertising medium with 37% of global ad spending in 2015, while about 29% is digital. Digital ad spending growth is estimated at 19% a year in 2015. It is the main driver behind the ad spending growth in the world. It is expected that online advertising revenues will surpass television advertising. This is an astonishing development, particularly having in mind that it took only about a decade to create such values.

### 1.2 Objectives

Rent A Spot works just like another classified portals. People who wish to sell any ad spaces can upload their advertisements just like one is expected to do in a classifieds portal. People who wish to buy ad spaces may browse through the listing. Sellers need to upload pictures of their ad spaces, along with a title and description of the same and the expected sales price of the commodity. The buyers are allowed   to browse through the several alternatives, contact the seller, negotiate with them one-to-one and then purchase the item. The surprising fact is that it doesn't act as a liaison between the buyer and the seller. The conversation, bargaining, advances, and transactions remain between the buyer and seller only. The perfect online market place to buy and sell locally. No need to visit the flea market to find the best deals on ad spaces.

## 2. PROPOSED SYSTEM

The proposed system is a online platform which is used a classified advertisement android application.. It provides a horizontal online classifieds platform as its marketing mix product offering for sellers and buyers to interact with one another and do business. To give you an idea, here are some of the awesome things you can do with the Suggested project: Rent your unwanted or beneficial space quickly, straight from your phone. Chat with sellers directly to negotiate your deals from the safety of your home. Get personalized alerts and recommendations based on your interests. This follows a free-minimum model for its classifieds ads service. Majority of the people do not pay for listings, but those who want their ads to be highlighted and listed at the top in search results need to pay minimal charges for their listings. The price in its marketing mix is based on usage of premium services.

If your customers wish to see your business online and have instant access to your products or services. This project provides an easy access to Administrators and Managers to view orders placed using Pay Later and Instant Pay options.
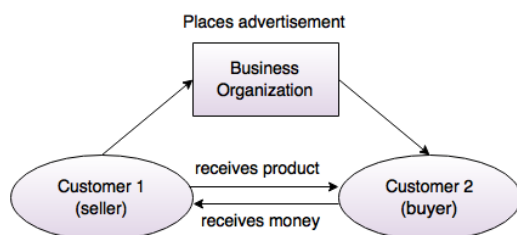


**Fig -1** System Architecture

Advertising various products helps the customers to know about the existence and their prices. They can choose from the wide range of brands to satisfy their wants. It is very important for the customers to know about the existence of the products available there in the market. Roadside advertising is one of the oldest methods for a businesses to advertise. Having been used for decades its still as effective in modern times. The outdoor advertising for over the years has seen a growth year on year.

## 2.1 SYSTEM DESCRIPTION

The system consists of android application. This application contains block of user details Android application contains feature of camera for taking the image of the user's product for selling. All data is stored in the database, images of the ad spaces of users are also stored in database. Server use for the system is Google Fire base. C2C electronic commerce involves consumer selling product or service to other consumer. In a C2C model, the website provides the facility of transaction between two consumers.

## 2.2 APPLICATION REQUIREMENTS

A. Internet: Internet is necessary for communication between buyer and seller. When there is no Internet, then there is no communication between customer and seller electronically.

B. Firewall: It is used to provide reasonable protection against hackers, network intruders, etc. Hackers wish to harm organization's system, who wish to know personal and financial details of customer.

C. Seller: Seller is an organization or a person who wish to sell products and services over Internet. Web sites are used for representing the seller on the Internet. The web sites are created for selling or buying products. It includes all the functionality which are required for business transaction, like registration, catalog, payment processing, etc.

D. Buyer: Buyer is an organization or a person who wish to buy products and services over Internet.

E. Data Storage: Data about sell, purchase, products, services, payments, delivery and business is stored in database. Data warehouse or database is used by organization for storing data.
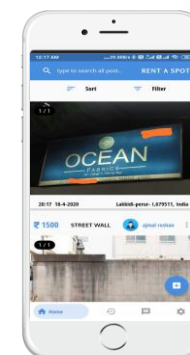


**Fig -2** Creating Account



**Fig -3** Home Page

## 3. CONCLUSION

The usage and importance of mobile phones in our everyday life and activities is unending. It is because of ongoing transformation in that mobile phones are no

longer the ordinary communication device it used to be. Nowadays, the availability of mobile apps is on the increase such that it is produce a noticeable change in the way humans feel and experience computing. Imagine not going to the bank but still transfer money to family and friends. The trends force advertisers to think carefully about the future. Advertising platforms are evolving which is changing the role of marketers. According to eMarketer, the number of smart phone users worldwide will exceed 2 billion by the end of 2016. With the e-commerce companies heavily relying on mobile users, and with a consumer base that is growing by the minute, we doubt Mobile Advertising will be outdated any time soon.

## REFERENCES

[1] The Diversity Layout of E-commerce Applications Based on Android Yi Liu, Chuanchang Liu State Key Laboratory of Networking and Switching Technology Beijing University of Posts and Telecommunications Beijing, China E-mail:{liuyi, lcc3265}@bupt.edu.cn Zhiyuan Su School of Automation Beijing University of Posts andTelecommunications Beijing, China E-mail: szyyyp@163.com[2019]

[2] Yadong Huang, Yueting Chai, Yi Liu, and Jianping Shen are with the National Engineering Laboratory for E-Commerce Technology, Department of Automation, Tsinghua University, Beijing 100084, China. E-mail: xiaoheiduoduo@126.com; chaiyt@tsinghua.edu.cn; yiliu@tsinghua.edu.cn; shenjianping @tsinghua.edu.cn.[2018]

[3] Online Marketing – The Case of Macedonia Jasminka Varnalieva International Balkan University Faculty of Economics and Administrative Sciences Skopje, Macedonia jvarnalieva@yahoo.com Smilka Janeska Sarkanjac Cyril and Methodius University in Skopje Faculty of Computer Science and Engineering Skopje, Macedonia smilka.janeska.sarkanjac@finki.ukim.mk[2018]

[4] Rural e-Commerce in Developing Countries Nir Kshetri University of North Carolina at Greensboro Editor: Nir Kshetri, University of North Carolina at Greensboro; [2018] nbkshetr@uncg.edu

[5] Web Application Firewall: Network Security Models and Configuration Victor Clincy1, HossainShahriar2 1 Department of Computer Science, Kennesaw State University 2 Department of Information Technology, Kennesaw State University {vclincy, hshahria}@kennesaw.edu[2018]

[6] Rational Unified Treatment for Web Application Vulnerability Assessment Priya. R. L1, Lifna. C. S2 Department of Information Technology VESIT, University of Mumbaipriyarnairvesit@gmail.com1lifnajos2006@gmail.com2 Dhanamma Jagli3 Master of Computer Applications Dept., VESIT, University of Mumbai nakrekanti@gmail.com3 Anooja Joy4 Department of Computer Engineering VESIT, University of Mumbaianoojaannjoy@gmail.com[2018]

[7] E-Commerce Application System Security Policy Guangwei Qiao, Wei Pan, Jingxin Chen, Yan Liu Ideal Institute of Infonnation and Technology Northeast Nonnal University Engineering & Research Center of E-learning ChangChun, China qiaogw545@gmail.com[2017]

[8] ZenithOptomedia Advertising Expenditure Forecasts, March 2016, retrieved from http://www.zenithoptimedia.com/wp-content/uploads
[9] P. Kotler and G. Armstrong, Principles of marketing, United States: Prentice Hall p.508, 2012.