Android Application For Mall Offers

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ABSRACT

Advertising is a form of marketing through which various companies communicate with their customers. Earlier forms of mobile advertising were through sms or mms but today it is possible through e-mail, android application and many different ways. This paper proposed advertising application based on location based services .It mainly focuses on detecting the users location through GPS (Global Positioning system) or network provider and sending the position-aware advertisements as notifications on their android devices. According to the detected location, various deals and offers would be displayed on user's mobile device. These advertisements are based only on the user's current location.

Keywords:- *Distribution, e-commerce, empirical research, retail strategy.*

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*I.*INTRODUCTION

Earlier, SMS was a media -called the "seventh mass media channel" by several media and mobile experts - and even more, it is a two-way mobile media, as opposed to one-way immobile media like radios, newspapers and TV. The possibility of fast delivery of the messages and the ubiquity of the technology (it does not require any additional functionality from the mobile phone, all devices available today are capable of receiving SMS), make it ideal for time and location based advertising .Mobile advertising is changing at a rapid growth. This will help to reach large number of customers in a more efficient ways. However it should be kept in mind that the rapid change in the technology used by mobile advertisers can also have adverse effect to the number of consumers being reached by the mobile advertisements, due to technical limitations of their mobile devices. Targeted mobile advertising needs customization of specific advertisement, so that these advertisement reached the specific customer and not the wrong one. Previously users location was detected using a special hardware device that was attached to the users mobile device and then its location was detected, According to the detected location, various deals and offers would be displayed on users mobile device. These advertisements are based only on the users current location.

*II.*LITERATURE SURVEY

Android application for mall offers contains seven basic modules such as mall registration, offer entries, notification, email notification, customer registration, offer notification and mall tracking on map. In mall registration, the information of mall owner get stored. In offer entries, the offers on products get added in database. In notification, the notifications about products are displayed on the user's mobile. In email notification, after doing the order of the product the email get to the user. In customer registration, the information of customer get stored. In offer notification, the offers on products are get displayed on user mobile. In mall tracking on map, the nearest mall are get traced. [1]. One of the challenging questions that retailers are facing in that respect is how to organize the logistic fulfillment processes during and after the transaction has taken place. This includes the use of infrastructure not particularly designed for delivery to Internet customers like stores and store warehouses, the logistics

outsourcing strategy and the company's choice of delivery area. . [2].Android now has more users, more phones and more tablets worldwide than any other mobile operating system. The Google Play app store has been growing at breakneck speed and with almost as many apps as the Apple app store. For entrepreneurs and developers, is the chance of a lifetime to make even more money and reach an even broader audience base. [3].Android system is an open source and some of the development tools are free, there are plenty of applications, especially related to entertainment and socializing generated, which inspires people to use it. The very convenient hardware platform is also a boon for developers so that they can spend less effort and time to realize their ideas. All these make android on demand and can get further development. [4]. Android system is a Linux-based system which use the software stack architecture design patterns. It gives a detailed introduction of android application framework and the working principal of android applications. [5]. The android Application Development College Challenge." say that android application development college challenge has only been held two times, but it greatly encourages and promotes the creativity of the college students.

*III.*SYSTEM ARCHITECTURE
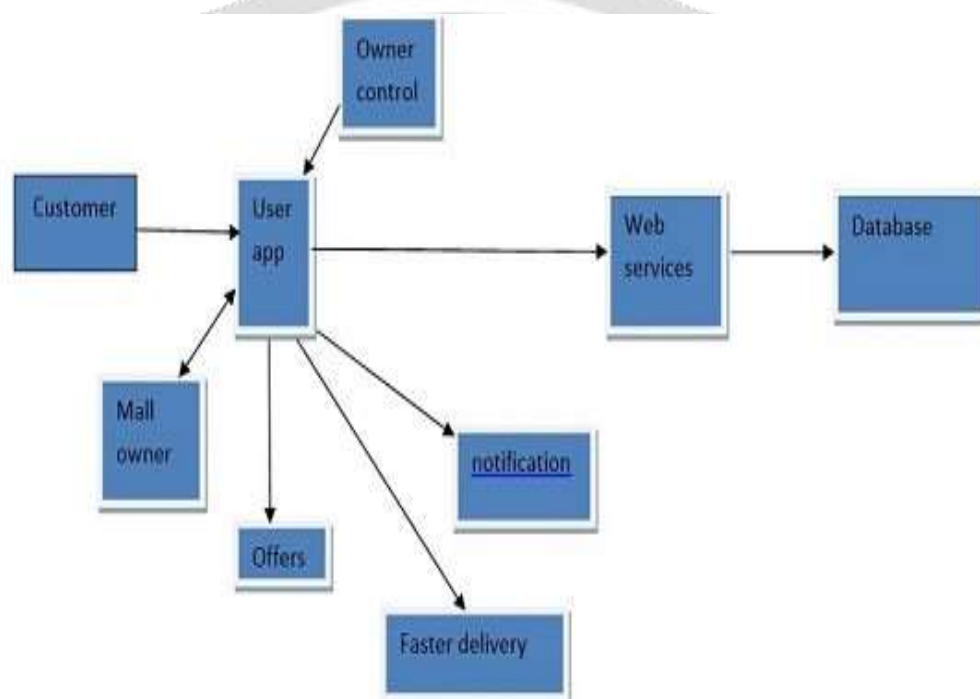

Figure1:System Architecture

In our system, the customer can do the online shopping which is based on the user location. First, user should do the registration then the user information get stored in database. For mall owner also required the registration so that the mall information get stored in database. The mall owner add the new product in database and offers. The customer can see the nearest mall from his/her location. The customer can view the product. He /She can add products to the cart and can do the checkout. The mall owner get mail about purchase. After order confirm mail get to the user. After order deliverd the customer can give feedback suggestion.

*IV.*CONCLUSION

Few years before due to the difficult tracking user location through network provider or GPS, marketing based on geo-positioning was not possible. The system and an approach for location based advertising based on current location of user. The system will reduce the efforts for finding deals and offers by getting notifications for specific categories only and that to in real time. The system will not only help to the user but also the vendors by providing advertisements of various offers and deals by simply uploading it on the administrator website. Thus, LBA is an approach that demonstrates how collaborative mobile applications can help to user improve their shopping experience by empowering them to access relevant information where they want it.

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