

Results of E-Retail Android Application

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ABSTRACT

The Internet technology is creating huge opportunities to expand existing businesses and forming what is called New Economy, Global Economy or Electronic-Commerce (E-Commerce). E-retail is one of them which describes most advance & affordable Android Based Mobile App Solution which automates customers ordering process without involving manual intervention. E-retail app makes use of the internet, GPS (Global Positioning System) and the digital network computing environment that links retailers and individuals in application. E-retail is designed for comparison between nearby vendors and prices of product. Buyers can benefit a great deal before or while making their purchases also view the latest prices offered by various retailers. With the development of several mobile apps, it has changed the behaviour of consumers and their expectations. As more people are relying on these mobile apps to help them find a convenient solution for their problem which they are facing in order to revolutionize business processes with the power of mobile apps.

Keyword: Business, Consumers, E-retail, Retailers.

1. Literature Survey

The online grocery shopping has not been accepted fully by public or by users as other types of online purchasing like clothes, electronic items, books, DVD's, CD's, etc. In general, 50% of users were not able to finish their online grocery shopping. The user finds it difficult to communicate with customer care of online store [1].

Yi-Jing Wu and Wei-Guang Teng [2]- "An Enhanced Recommendation Scheme for Online Grocery Shopping". This paper proposes product replenishment and product promotion. To enhance the estimation of a consumer's individual interest in the work, this scheme divide consumer online purchasing behaviours into different three steps of "viewing the product information" "adding product to shopping basket" and "purchasing product" This scheme should be able to provide a more appropriate recommendation list which fit consumer needs, desires and budget considerations.

Mark Freeman and Alison Freeman [3]- "Online Grocery System Design through Task Analysis". Through this paper the author analysis that the customer was able to locate the products that are required. But this system had navigation issues. The first issue was locating the items and screen functions. The second issue was locating the products from the database.

In view of this, the purpose of our E-retail android based application is that, if the users want to buy any grocery item or any product then the user can easily get to know the compared price of total grocery list from the nearby shops.

2. Introduction

Grocery shopping is one of the most important and necessary works of every family. However, as the life pace becomes faster and faster, people are less likely to spend time and energy on buying grocery from shop. In the development of e-commerce, people are now able to fulfil this work through online shopping. Moreover, people can use not only computers, laptops but also various types of handy devices, e.g., PDAs, smartphones and tablets, to surf websites so as to do their shopping easily. As a result, shopping groceries online

becomes more and more popular. Under such circumstance, how to make online purchasing quick, fast and efficient becomes an issue in e-commerce [4].

Groceries are different from many other types of products such as books, clothes, electronic items which are commonly purchased from online store. The decision to purchase groceries online occurs after consumers evaluate the benefits and costs of his need. Using E-retail customers will have a profitable deal in his hands consuming less amount of time. The service aspect of E-retail is a major attraction for consumers. The appeal of E-retail services is also influenced by many consumers finding grocery shopping a stressful activity. Online grocery services meet a number of consumer need including providing products for niche markets or helping the time starved consumer shop for the mundane weekly groceries.

The aim of our project is to develop Android Based Mobile Application called as E-Retail app. This E-retail application is to reduce an effort which has done manually by the user. This can reduce time and effort. The objective is that if a user wants to buy any grocery then can easily get to know its price and can compare between two grocery stores. Buyers can benefit a great deal before or while making their purchases and can view the latest prices offered by various retailers. It includes two modules retailer and customer.

All the details of the products will be saved on Private cloud. Cloud act as a mediator to PHP pages. If any button is pressed of the app then the PHP page is triggered and output is seen on the app screen. PHP coding operations are performed on database.

3. Work Done

The whole application works according to given figure (Fig. 1 Client and Server Architecture)

The customer is provided with an interactive Android based user interface for the process of adding products to cart. The server side processing will be enabled using PHP and MySQL. The customer requests the server for the comparison between the prices and server responds with the shop names and its prices.

Similarly, the retailer is also provided with an interactive Android based user interface for the process of adding new and available products in shop. The server side processing will be enabled using PHP and MySQL. The retailer requests the server for displaying the entered products on customer module.

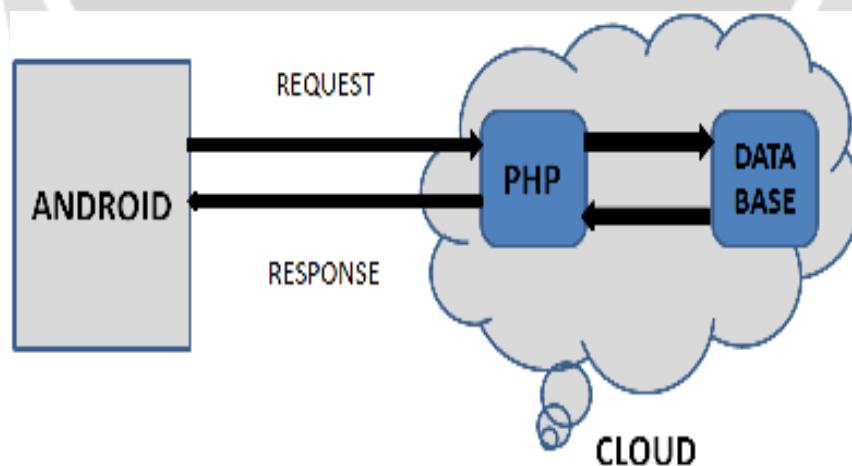


Fig 1. Client server Architecture

The application has two modules, E-retailFirm and E-retailCustomer. The new approach is as follows:

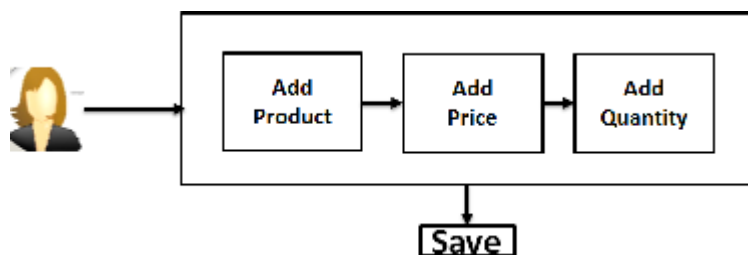


Fig. 2 E-retailFirm Module

The Fig. 2 shows retailer module. In this module the retailer can add the products which will be displayed on customers' module.

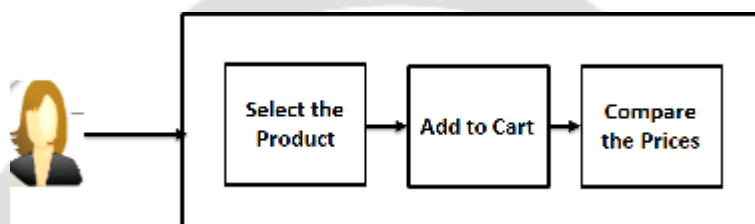


Fig. 3 E-retail Customer Module

The Fig. 3 shows customer module. In this module the customer can place order, add to the cart and can see the comparison of the prices from different shops.

4. Results

Thus, we have implemented the following:

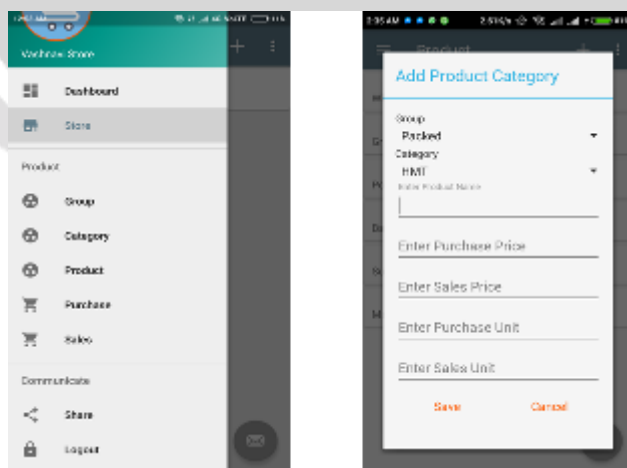


Fig. 4. Retailer module screenshots

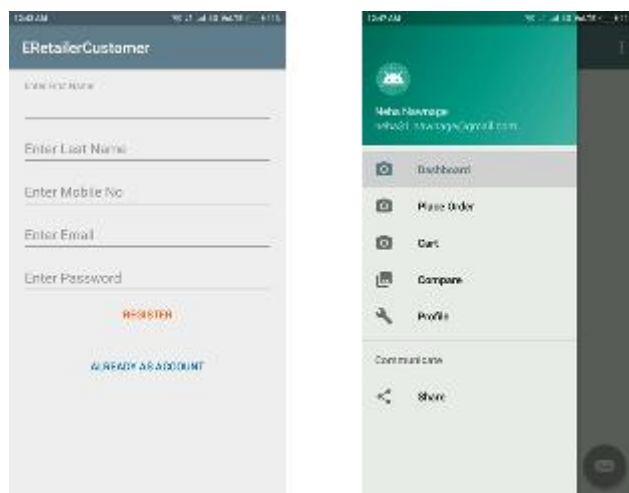


Fig. 5.1 Retailer module screenshots

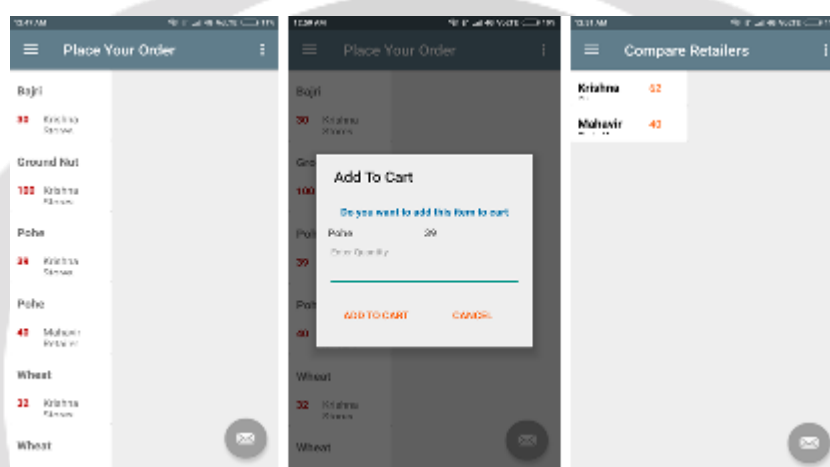


Fig. 5.2 Retailer module screenshots

5. Conclusion

- Thus, we concluded that as digital and mobile technology continues to evolve and grow, the exponential growth of e-retailing will also attract to play a crucial role.
- This app will allow customers to place order without even visiting the shop.
- It also helps the retailers to attract the more customers by giving discounts on products.
- Successful Retailers and Wholesalers adapt their services to meet customers' need.

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