

# ONLINE LOCAL GROCER

Lavisha.V.Mehta<sup>1</sup> and Anand.S.Pashupatimath<sup>2</sup>

<sup>1</sup>PG Student, Department of CSE, SDMCET, Dharwad, Karnataka, India

<sup>2</sup>Assistant.Professor , Department of CSE, SDMCET, Dharwad, Karnataka, India

**Abstract**— Today people are becoming busy with their jobs and hence online purchasing has become one of the widely adapted trend today, from basic necessities to all the enhanced necessities are brought online. This project will help the customers to buy the things for home without wasting travel time. This is a platform given to online users for buying products from their trusted local brands as demanded by them. Although this online or the e-marketing has gained a lot of importance in many cities the same needs to be given to commoners. This platform provides local grocery retailers to have an online stand. Overall the project gives a common ground to the local grocers from whom the consumers can buy the daily needs without having to travel. The customers are given provision to buy products from different nearby available grocery vendors using the same site. It is beneficial to both consumers and local shop owners.

**Index Terms**—location, grocery, local shop owners, products

## I. INTRODUCTION

Countries like China, United States and France a fastest growing countries in the online purchase field where is India is standing on this domain with Limited fields explored. In India people still go to retailers to buy their daily needs; only in cities people purchase online to a greater extent; people are still visiting shops to purchase their daily requirements. This project provides a ground of online purchase of local products from the local shops in the local areas; buying online with comparison to other shop will increase the online purchase in small towns too, which will be very helpful to the working population.

India is a fast developing country with huge working population and the living standard growing at a faster pace. People have very less time to go purchasing things and comparing prices, this ground of online grocery purchase is one of the greatest boon for the people living in cities as well as small towns.

As India is going digital the per capita income of the people is increasing and hence the living standard, this is giving the new ground to the market where people can select things online and purchase which includes all the basic needs of the people.

There is online purchase of different products all over the world but very few supplying daily needs. This online grocery product purchased from local shop will greatly aid the local shop owners who are the sellers and encourage them to sell online. It will also help the customers who can get the fresh edible products from their trusted local shop owners in time.

The local retailers are well known to the local people so the people and happy to buy from the same local known shops.

Using this platform the consumers can buy online rather than visiting in person because of this the retailers really don't need to advertise their product or shops and hence save a lot of time and money.

If the local retailer wishes to have his own website or a stand online but creating his own domain then huge capital investment is needed to set up the website as well as for marketing. The site owner also needs to hire engineers to manage the website (online domain) and to keep it running which cannot be afforded by small local shop owners and hence this platform brings multiple local shops online and equally giving them a feel of a customized site.

There are many online shops which are under the pressure of cash flow whereas this online E-Commerce ground for the local retailers will help the local shop owners to sell their products online while the shop owner doesn't even have to invest huge capital to own a private online shop.

This project gives a ground to the local grocer where we can sell his products online; this ground brings together multiple grocery shops and provides them a framework to sell the products online which are displayed based on the areas in which they deliver the products. There is an option using which a customer can select and compare the required product with the same product provided by different grocer of that area. This comparison can be based on price, the trust on the grocer for the particular product and the reviews which are made by other customers. This helps a consumer to buy the product of their own wish without having to visit multiple shops. This platform can be easily adapted by the people of small town and is a great aid to the working population who can now buy the product without having to visit multiple shops checking for their product requirements.

Usually the working people order grocery on phone without having a view of the product and comparing product from multiple shops whereas this ground will help the customers to compare the products and their prices and also check the availability of product with other grocers. The grocers are also given a feature where in they can add some discounted price on product based on the occasion there by attracting customers.

There are many online shopping websites which provide service only in the urban cities where those sites have their warehouses which supplies the products, these sites do not have a retail setup nor does it support the local grocery shops which are in need of a platform so that they can supply their products to the locals in the local areas which could lead to the upliftment of the local grocery shop owners who have gave the clients trust on the edible items and specialized items of their store. The local grocers supply their goods in the local areas and hence their products are delivered at the time of need.

## II. LITERATURE REVIEW

E-Commerce is very useful in today's Internet world, it gives scope to small entrepreneurs to establish a cyber business. It also gives job opportunities to people. It is very important IT tool for the economic growth of the country. Online business is very needful and also convenient form of business today. It is also easy for customers to use this tool. It is only because of e business today the market is very competitive. It saves time and money. It is only because of e-commerce for the last few years that has been a good boom in the Internet market for purchase and sale of the products. It is also very useful for today's generation to search many things by sitting at one place; it makes life easier and also economic. E-commerce also called cyber market is having an important role in today's Economy, business and life. [1]

With the IT setup available to us today, the manufacturer or retailer can easily sell their products online with the collaboration of many companies who already have their own online setup or else by having their own customized private website with which they can sell their products easily worldwide. Online market eliminates the need of infrastructure but need heavy investment, huge stuff for maintenance and marketing of the products. Consumer can easily search the stock availability and the price range of the products using this IT setup. It is very easy for businessmen to sell their product with today's competitive price range and also easy for consumers to get what they want at their place. [2]

There exists websites created at university level, enabling students who are consumers to buy and sell products to and from other University students. Example of products like books which are not needed by one student can be sold and be brought from other students and hence get help their academics. This is a kind of barter system where there is give and take off one's product. [3]

Today with the development of many universities and colleges, which have well infrastructure for libraries and laboratories. These libraries and laboratories are visited by people from various groups. Whenever any students, peons or lecturers visit these Laboratory or library, it is needed to keep a record of the visitors. There has been a website designed where they can check in and checkout and attendance that is their presence can be recorded. These techniques can be used in Laboratories, libraries, museums, hospitals and other important places where visitor registers are maintained. [4]

With the coming of the online shopping and purchase life has become easy. Instead of travelling and searching their required products people can now shop from any place at any time. It has given platform for homemakers and the retired population to have a base to sell and buy things online that is sitting in one place their work can be done. As there are many websites selling their products at different prices, people can view and compare the prices online instead of spending time visiting multiple shops. Population today is getting addicted and more dependent on online market due to the growth of Internet. Today towns, cities have the Internet accessibility. Though advantageous it has the other side too what if the Internet market collapses, the economy would reach its ground. [5]

With the development of e-commerce in the developing country like India where E-commerce is taking a major hold we should keep in mind the cultural and the regional difference of our country. We are a land of varied cultures. The online E-commerce market today should put products which are in accordance with the region and the culture of the people in this place. More interest should be given to the regional products like

the clothing, the staple food of the corresponding region which would be widely accepted by the natives. [7]

Today with electronics life has changed completely. It has made life dependent and easy. Device like Smartphone's with Internet access makes the task of communication between people quicker and easier. Today instead of physically moving and meeting people, collecting information and finally making a review all this can be done at one set up at one place. [8]

With Internet, people can connect with each other get information, buy product, and set relations which is all together an easy form of life. If we buy a product online it also provides us with customer service forum, product returning facility or even money back policy based on the customer's satisfaction. Services can also be brought online. With online trend a consumer can buy products directly from the wholesalers or even the producers at a cheaper rate. The producer of the product can provide the details of the product created by them thereby satisfying the consumer get a better review. It would all together add up to the small scale and the large industrial growth of the country. [8]

### III. SYSTEM MODULES

Architecture:

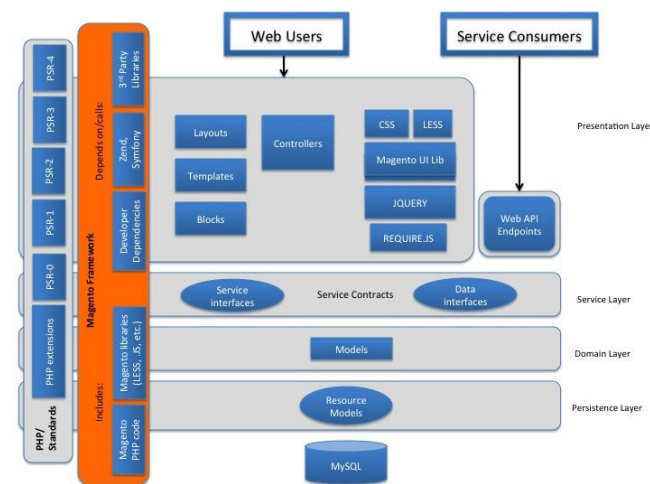


Fig.1. Architecture and the overall flow in the system

Every system is composed of multiple modules, the major models in world with respect to this project are:

1) Location

The customer's current location is displayed when the customer visit the site. The customer can now select the location of his home by selecting the city and then selecting the area or the locality, n selecting the customer will be listed with the local online grocery shops available for that particular location which are registered for selling on this site. On selecting the shop name which links the client to the shop owner's product listing full: the product details, categories, prices, images of the products, any offer prices are mentioned on the display. Hence based on the location of the customer the available local shop listing is provided.

2) Multiple Shops

The main motto of this project is to give online space to multiple grocery shop owners who are the providers of local grocery to the localities. This platform enables the shop owners to register with the site, once approved by the admin mean by adding on the commission rate and the locations of the supply, the shop owner can at once start adding the products their

products on the online site available space available to him. The registered shop owners are given with the login credentials using which they can enter they are personalized space which displays their profile, the messages from the admin for the shop owner and the Order summary of the product purchased by customers from their shop. Hence shop owners are at complete ease for using the site and updating the products they want to sell on this personalized platform available to multiple local grocers.

**3) Bulk uploads product**

Grocery shop owner is even giving a provision to add all the products belonging to multiple categories at once that is the shop owner can run profile on existing products and hence obtain a sheet where he can directly add multiple products, with the category ID's provided on his login platform and the folder where he can add all the relevant product images and give link of those images in the sheet provided to him. This saves the grocery shop owners of their time to add products. On completion of the sheet for adding products the shop owner can now upload the sheet on the site through the platform provided to him.

**4) Special prices for products**

This project enables the shop owners to add special prices for products on festivals. It even enables the shop owners to set multiple prices for the same product based on the quantity of purchase selected by the client. These special prices make the shop owner's space attractive to the customers.

**5) Reviews and Comparisons**

This site even helps customers to purchase by comparing the prices of products from multiple shop owners. This is done by creating a separate category for comparing the products. The customer can even write his prospective of the product from a particular from a particular vendor, which helps the other customers to decide on that product.

**6) Categories and Subcategories**

The management of the products is important for the shop owners. Hence the products are categorized and belong to each category and subcategory. The shop owner can add products to their respective categories. A category called the special category is provided by the admin to the shop owners, helping the shop owners to add their customized are specialized products under this category. The products are listed category wise on the site thus helping the customers to get the products easily by selecting the category the product belongs to. The site provides multiple categories and subcategories corresponding with the local online grocers.

**IV. RESULTS**

The above described Local online grocer project is implemented and the results are as follows:

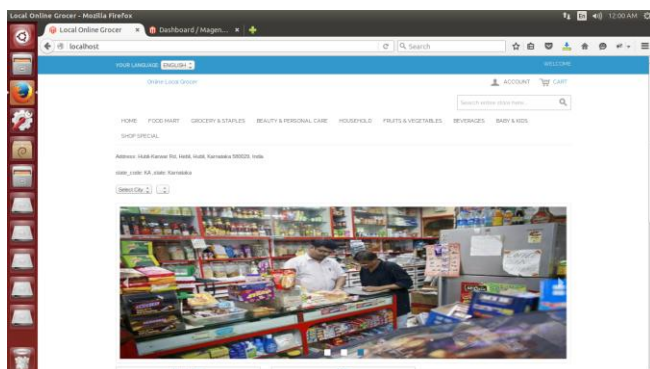


Fig.2. First screen on visiting the site

The above figure shows the first view on the site. It includes the current user's system location and location search for the user, an attractive slideshow and new products are displayed.

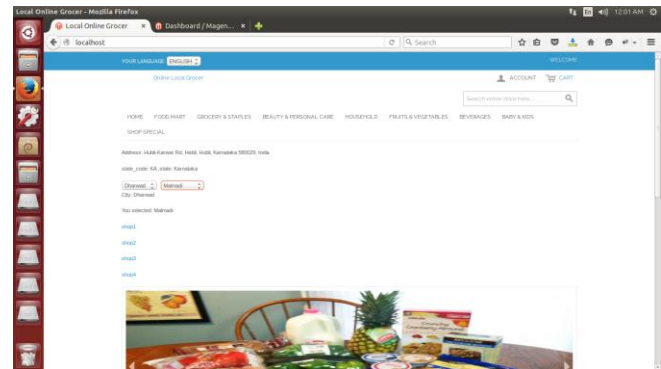


Fig.3. Local grocery shops listing for a location

The above figure shows the Local grocery shops listing for a location as selected by the user. The user is expected to provide the location of the area where he wants the products to be delivered to and based on this input provided by the user the local grocery shops are made available.

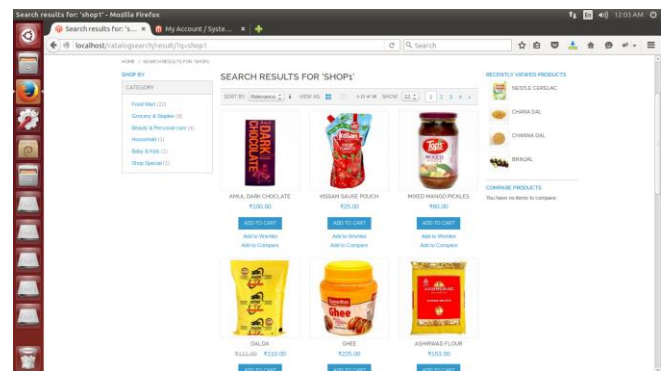


Fig.4. The products of a particular store

The above figure displays the products of the grocery store selected by the user. The user selects from the list of grocery stores available near his location and the store view is displayed as in the above figure.

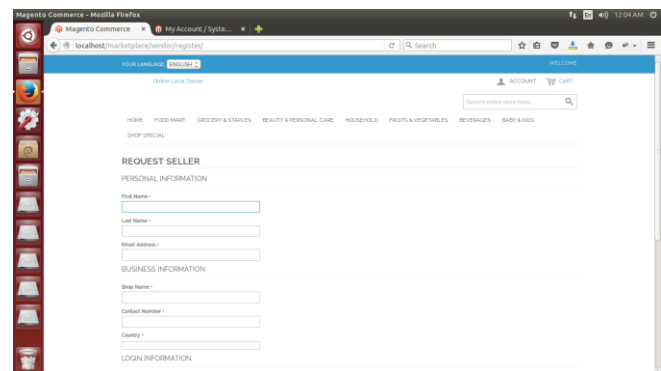


Fig.5. Seller Registration form

The above figure gives a view of the seller registration form

available on a link given at the site. On acceptance by the admin the shop owner can sell his products on this site.

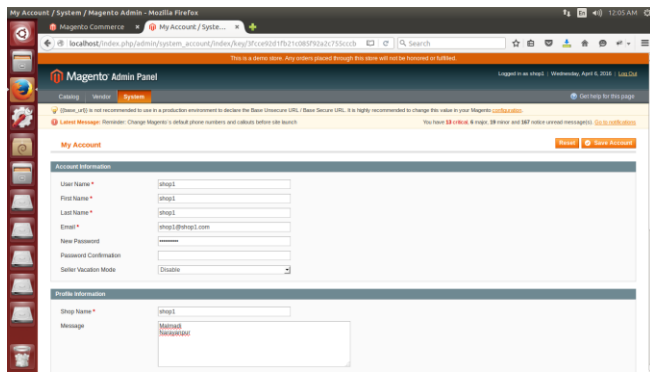


Fig.6. Shop owner's space

The above figure shows the profile view of the seller. This is the private space given to the seller by the admin by approving the seller. On seller login the above profile page is displayed.

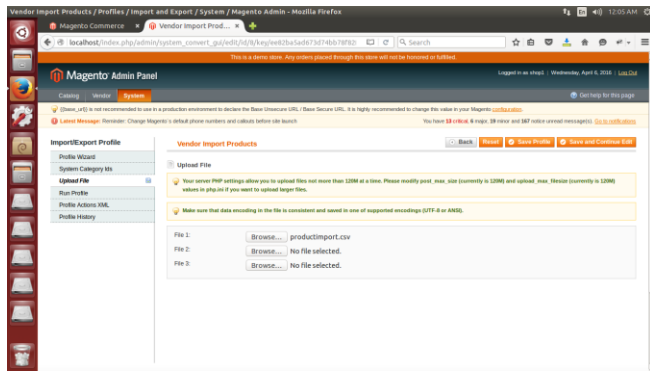


Fig.7. Adding multiple products at once

The above figure shows the space where the owner can upload the sheet containing attributes of the various products to be added by the seller at once.

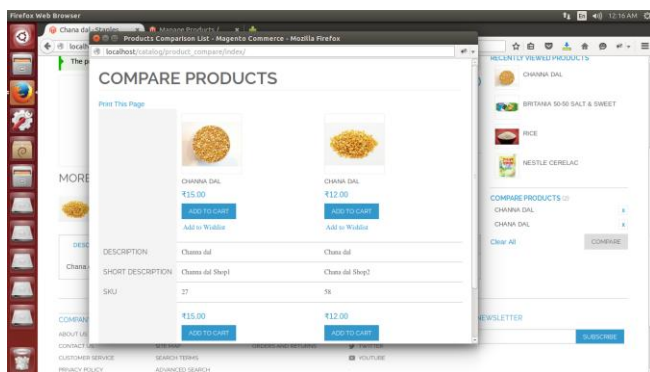


Fig.8. Products comparison

The above figure shows the products selected by the user for comparison.

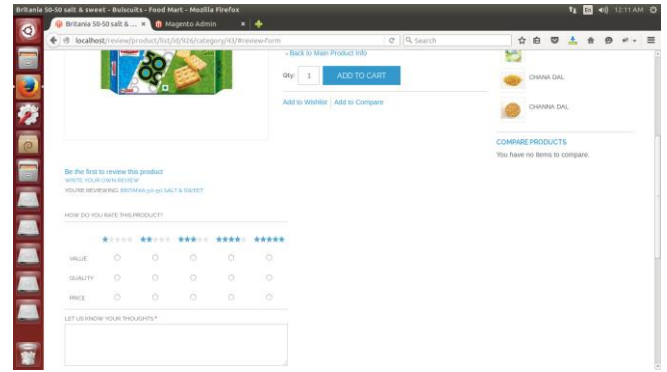


Fig.9. Rating

The above figure shows how the user can rate and place a review on the product which helps other consumers make purchase decisions.

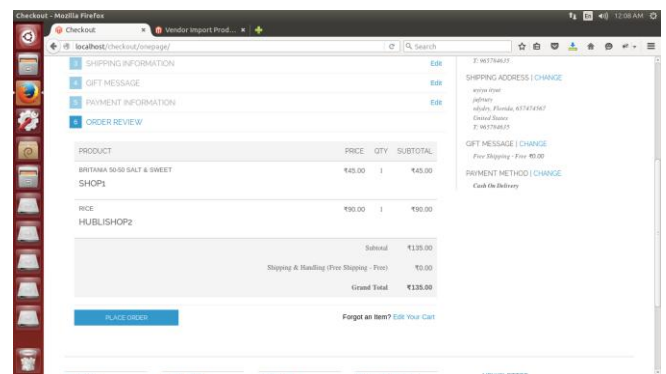


Fig.10. Order Placing

The above figure shows the uses space where multiple products to be brought by the user can be ordered. Here the user can view the product name, local store name, amount and quantity selected for purchasing.

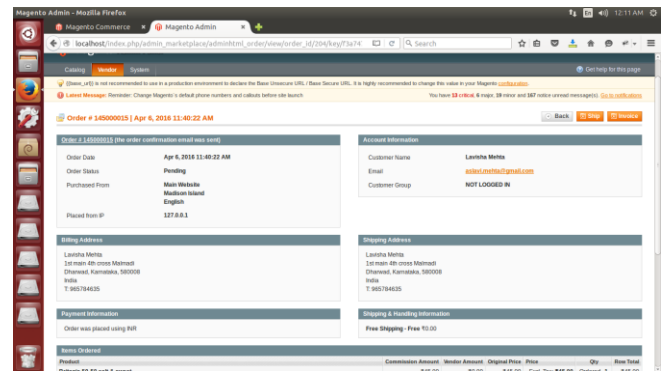


Fig.11. Orders per shop

The above figure shows the view provided to the store owner where he can view all the list of orders and the order summary of the products chosen by customers from his store.

### CONCLUSION

This project is a platform for the locally available grocers to make their mark in the Internet world and use this emerging Technology to retain their years old customers. The customer can select the location and hence get in touch with the products from their local grocery vendors and hence buy edibles

from where trusted local shop owners. Different categories and pricing options are available for the shop owners who are provided with a customized platform to access the site there by giving them a feel of owning the site.

So over all this project is an aid to the local people as well as to the local retailers for settling up online mark without the need of huge capitals.

#### ACKNOWLEDGEMENT

I express sincere gratitude to Prof. Anand.S.Pashupatimath, Staff of the Department and College for the valuable guidance provided by them, keen interest showed and encouragement at various stages of my project. I also thank my parents and friends who helped me in doing a research and I came to know about so many new things I am really thankful to them, they gave me something to light along my pathway.

#### REFERENCES

- [1] Supreet Juneja Wahee and Broto Rauth Bharadwaj, "Role of Ecommerce in Enhancing Cyber Entrepreneurship in India: Implications through Caselets" IEEE, 2015.
- [2] Shohei Otsuka, Keisuke Kato, Vitaly Klyuev, "Academic Laboratory Website Development" ICACT, 2015.
- [3] Alison Ebbage, "Retail's BreadCrumb trail" Engineering and Technology Magazine, 2015.
- [4] Vincent Chan, Tony Hao Wu, Grentham Pang, "Design Intelligence of Web Application for Internet, Direct Consumer-to-consumer Trading" IEEE, 2015.
- [5] Alev M. Efendioglu and Vincent F. Yip, "E-commerce in developing countries: Issues and Influences" University of San Francisco journal, 2013.
- [6] Muhammad Awais and Tanzila Semin, "Advanced SWOT Analysis of E-Commerce" IJCSI, 2012
- [7] Nisha Chanana and Sangeeta Goele, "Future of E-commerce in India" Proceeding of ISO society 2012 at GNU, Tanwandi Sabo Bathinda (Punjab), 2012
- [8] D. K. Gangeshwer, "E-Commerce or Internet Marketing: A Business Review from Indian Context" SERSC, 2013