

Online Smart Shopping Analysis

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Abstract- Online Shopping play a great importance in the modern business environment. Online shopping has opened the door of opportunity and advantage to the firms. This paper analyzed the different issue of online shopping. The research aims to provide theoretical contribution in understanding the present status of online shopping. This paper is a expressive study based on the detailed review of earlier pertinent studies related to the various concepts of online shopping. Solitude and safety risk emerges regularly as a reason for being cautious about internet shopping. Shopping convenience, information seeking, social contact, and diversity affects the consumer attitude towards online shopping. The impossibility of product testing, problems with complaints, product return and missus of personal data are the main doubts regarding on-line shopping. This study combines factors that other studies have done that will influence the consumer's purchasing decision. It includes the price, perceived risk. All of those factors will contribute to the study of customer's purchasing intention for apparels on both stores which includes online and offline shopping.

Keywords- Literature survey, Purchase Intention, Price Attractiveness, Time Saving, Interactivity, Tangibility

I. INTRODUCTION

This chapter will mainly discuss on the study that are done by previous research of other authors in the similar area of the present study. Throughout this chapter, there will be comprehensive discussion on theoretical and practical views of previous studies done in online shopping and offline shopping for apparels. Pan, (2007) defined purchasing intention as the eagerness of purchasing the product. Similarly, Engel, Blackwell and Miniard, (1990) defines purchasing intention as a psychological process of decision-making. In online shopping, it is expected that shoppers are more likely to associate price attractiveness and time saving with their intention to shop while in offline shopping, consumers are more likely to associate tangibility, high interactivity and enjoyment with their intention to shop. As a result, online marketers or retailers should be aware of the problems faced by the consumers and their perceived risk to increase their intention to shop in online. Designers must takenote of consumers' needs because the usability is the

starting point to get the confidence and support of the consumers (Alzola et. al., 2006). Electronic Commerce is that the process of conducting business on internet. The person sitting in his house ahead of the personal computer can pierce all websites to shop or vend these products. As compared traditional trade requires one to perform task similar as carrying the products etc., ecommerce experience has made the client to do no such task therefore saving precious time. E-Commerce launched in the early 1990s has taken an enormous shift within the computer world, but the reality has hindered the expansion of e-commerce security. A typical online store enables the customer to browse the firm's range of products and services, view photos or images of the products, along with information about the product specifications, features and prices.

II. ONLINE SMART SHOPPING

The proposed system is an online delivering system that enables ease for the customers that when consumer order for any product which is in a few radius from his location the request is go for a particular shop and the shopkeeper let know the delivery boy and he take the product to the consumer as soon as possible. This online shopping system is a process in which people are being provided with the option of purchasing goods and services directly from the seller, all in a real-time environment. Online shopping is an application of the internet as electronic commerce. From the business perspective, customers usually find the products more attractive, on websites, as they get all the details available there. Online shopping is usually more informationally rich than shopping at physical stores traveled to and usually has higher comparability and customizability. Shopping online is being able to quickly seek out deals for items or services provided by many different vendors. The reason to choose this project is to solve problem of people which they are facing when they shift to different city. The system is not only for user but also for provider who provides the service. This system is for making efficient communication between consumer and producer which will then leads to the ideal and effective system.

III. COMPARISON STUDY FOR ONLINE SHOPPING SYSTEM

In this part of the study, definition and citations from other authors of the dependent and independent variables in the similar area of research will be present here.

From the study of Smart Local Shopping System[1], they present with ever increasing need for buying commodities, it has become very essential that the delivery speed is up to the mark. More and more products are sold via ecommerce because the ease of access and efficiency of Internet has made trading very popular. Youth are trying to order most of their daily necessities online, but surely till now, this hasn't affected the sales of day to day commodities. These shopkeepers, who are willing to enter the online arena are overwhelmed by all the technological ideologies and technical nomenclatures. They want to market themselves online with very little technical knowledge involved in the process.

The proposed solution is a platform for shopkeepers to market their commodities and services to an average consumer. This solution is a middleware between shopkeepers and consumers which acts as a recommendation system. We are trying to bridge this gap where consumers are more technology-oriented and shopkeepers lie at another end of the spectrum. In turn, the shopkeeper can also benefit by getting a data feed about most searched commodity in their vicinity. The consumers, on the other hand, get to choose which shops to visit or get their product delivered from. This would reduce the monopoly caused by the e-commerce giants like Amazon, Flipkart in the market. Also, the consumer enjoys instant knowledge about the availability of the product.

Online Grocery Shopping Adoption: A Systematic Literature[2]. This article presents a Systematic Literature Review or SLR of the emerging 'e-grocery adoption' research scope. It proposes grocery application adoption or online grocery shopping adoption that enriches marketing study. This study aims to draft and critically reexamine the article in the features of the grocery application adoption area. The SLR delivered 38 studies presenting jointly to grocery application adoption. Ahead descriptive analytics, outcomes highlight the foremost research issues of grocery application adoption as well as various methodologies that associate researchers and members within several study methods. The article investigates the antecedents of grocery application adoption. The authors highlighted that the topic has been developed over time and identified the promising research streams for the near future. The study presents to subsequent investigations and concurrent state of the art of grocery application adoption references ultimately.

Android Application Food Delivery Services[3]. This research aims to offer an android based food delivery service application to ease customer to meet their order. The setting of this application is Airmadidi, the capital of North Minahasa area, in the North Sulawesi Province that offers delicious culinary by restaurants and cafes and wellknown culinary destination in North Sulawesi. The existing applications used in this area still leaves other food and beverages supplier disconnected with their customers. Thus, some customers still have to come and pick up their order themselves. On the other hand, suppliers with good quality food and beverages yet have a lack of financial resources could not reach their customers with time constraints. As more people use smartphones and become more dependent on it, the potential to introduce an android based application for local needs in facilitating the needs is promising. This provides an opportunity for the developed app to fill the gap left by the existing applications in the market.

Design of an Enhanced Logistics Service Provider Selection Model for e-Commerce Application[4]. With the increasing popularity of online shopping, customer's purchasing habits are gradually changing in that they often prefer to buy goods online instead of visiting a physical retail store. Hence, the business-to-customer (B2C) e-commerce concept has emerged to bring convenience and flexibility to customers. By shifting the traditional business model to e-commerce, the seller, e.g. supplier or retailer, not only concentrates on directly selling goods to customers online, but also needs to manage the whole business process, including product delivery to customers within a short period of time.

To focus on the core business, the logistics function in the B2C market is usually outsourced to a logistics service provider (LSP). However, sellers who are new to the ecommerce market may find it difficult to select an appropriate LSP to fulfill their needs. In this paper, an enhanced logistics service provider selection (ELSPS) model is proposed for selecting an appropriate partner for providing delivery services under the e-commerce environment. A double fuzzy analytical hierarchy processing (FAHP) approach is applied for multi-criteria decision analysis in LSP selection and follow-up action prioritization. A pilot study is conducted, and the results provide a systematic approach and guidelines for new comers to enter into the ecommerce market.

Online Shopping using tagging[5]. In this paper online shopping has found rapid growth for the fast-paced world in the present context. Fashion is the key word for today's teenagers. Online shopping is making things much easier in terms of time. In the present context, searching of

products in online portals need much of user's effort for manually searching the products the user desires. This paper deals with how easy it would be if the whole of fashion world is under a single click. To overcome the older context of searching products manually, an algorithm is proposed which is a fusion of auto tagging and geo tagging along with the other features such as crawling, feature extraction and filtering technique. The output of this system provides more efficient search results where the user can shop their desired products.

N-shopping: Towards an autonomous online shopping system for NEOM megacity[6]. This paper cites a new way of living leads to new and advanced developmental area of innovation. In this paper, an online shopping system design for NEOM megacity project is proposed. The system is based on the use of self-regulating vans and middle stores. Self-regulating vans are employed for delivering the customer orders from different stores passing by the middle stores that appear as common intersecting points. The advantage of doing so is to speed up the delivery process by assigning the customer order to more than one van following the concept of relay race tracking. The relative issues to be addressed here is mainly an initial system design with each of its components being discussed based on the NEOM vision.

Design Scheme of Online Shopping Product Packaging Based on Internet Platform[7]. In order to break through the limitations of traditional product packaging design and improve the sales of online shopping products, this paper proposes a design scheme of online shopping product packaging based on Internet platform. This design scheme combines the characteristics of the Internet platform, starting from multiple dimensions, namely emotion, culture and environment, so that the packaging design of online shopping products can meet the psychological needs of consumers.

In addition, the design scheme also analyzes the differences between traditional product packaging mode and online shopping product packaging mode from three dimensions, namely communication, marketing and packaging, which further realizes the transformation and renewal of online shopping product packaging design. The results show that the design scheme come up with the paper can highlight the uniqueness of online shopping products, stimulate consumers' desire to buy, and improve the economic benefits of enterprises.

Designing an Expert System for Online Shopping Cart Management[8]. In this digital era consumers prefer online shopping to save time. But in their busy schedules it can be time-consuming to choose items as per their requirements. There is a need to have a smart shopping cart

that gets filled with products as per the customer's criteria in lesser time. To adhere this issue, this paper proposed an expert system where the shopping cart management is considered as a Knapsack Problem. The Shopping Cart Management is considered as a 0/1 Knapsack Problem, where the problem is to prepare an optimized shopping cart as per the customer requirement bounded with the budget. This problem is solved through the procedure based Expert System which uses the Dynamic Programming approach.

Research on Component Based Online Shopping System Design[9]. Online shopping system providers capturing customers interesting information and web surfer habits is a critical factor to affect their business running. Another problem is that their online systems scalability is not good enough and cannot be easily customized to user personnel requirements. Here, by research on software bus, XML, workflow and component technologies, it introduces a software bus and component based online shopping system design, to improve the online shopping system intelligence and scalabilities and at the end to improve their business.

Evaluation of an online shopping system under Preferences and Constraints[10]. This paper gives designing interactive systems with graphic user interfaces is an important step in the development of online devices and websites. Online shopping systems and recommender applications have improved in the last decade and they are now widely used all over the world. However, it is important to understand online shoppers needs and preferences and to take them into account. In this regard, several online shopping systems rely on customer preference elicitation while others suggest products based on other customers recommendations. The focus of this paper is the interaction design of a system for Managing Preferences and Constraints (MPC) and Preferences Learning (PL). An evaluation method is utilized to obtain user feedback on how effective the system is and how easy it is to use, compared to other systems. The Volere requirements specification template was used with the six step framework to guide the evaluation.

An enhanced recommendation scheme for online grocery shopping[11]. In this the author shows how online grocery shopping becomes more and more popular in recent years. To facilitate the purchase process, many online stores provide a shopping recommendation system for their consumers. So far, the generic recommendation systems mainly consider preferences of a consumer based on his/her purchase histories. Nevertheless, it is noted that there is nothing to do with the right timing to purchase a product from the view point of product replenishment or economic purchasing. Hence, we develop a new recommendation

scheme especially for online grocery shopping by incorporating two additional considerations, i.e., product replenishment and product promotion. We believe that such a new scheme should be able to provide a better recommendation list which fit consumer desires, needs, and budget considerations and finally boost transactions.

The design of the evaluation system of e-commerce shopping after-sales service[12]. In the context of rapid development of e-commerce, after-sales service, as the main part of the modern commodity trading, has shown its increasing importance in the development process for on-line shopping enterprises. According to the investigation and analysis of the after-sales service about its main problems and practical reasons from different angles including enterprises, consumers, government and third - party service providers for on-line shopping enterprises, this paper designs a set of after-sales service system for online enterprises in the environment of e-commerce in the expectation of improving the abilities of the development of after-sales service and the satisfaction of the consumers.

IV. CONCLUSION

With discussion of above it is clear that most of the consumers want to purchase the product from online. In the present environment the people have not so much time that they will visit in the stores and purchase the product. Online shop plays a greater role for those types of consumers who have no time and want to avoid the crowd. Because online consumers are rapidly increasing and if consumers increase than online shop will increase. In last it is clear that in future there is huge scope for online shop and online shopping. However, the availability of online shopping has produced a more educated consumer that can shop around with relative ease without having to spend a large amount of time.

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