ONLINE GROCERY SHOPPING SYSTEM

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ABSTRACT

The Online Grocery System project aims to provide a convenient and efficient platform for customers to purchase groceries online. The system allows users to browse a wide range of grocery products, add them to their virtual shopping cart, and complete the purchase through secure payment options. It also includes features such as user registration, product search, and delivery scheduling.

The project focuses on enhancing the grocery shopping experience by eliminating the need for physical visits to the store and providing doorstep delivery. It offers a user-friendly interface that is accessible from desktop and mobile devices, ensuring convenience for customers.

Online shopping has been known as a rapidly growing business, and although online grocery shopping has not followed these same growth patterns in the past, it is now being recognized for its potential. As such, the focus of previous online shopping research has seldom encompassed this specific retail market, with the existing studies focusing essentially on consumers' motivations and attitudes, rather than how consumers actually shop for groceries online. Therefore, this dissertation has the objective of uncovering some of the details of consumer decision making processes for this specific online retail market, details which can help further both academic research and managerial knowledge. The general consumer decision making process is characterized by a pre-decisional, a decisional and a post-decisional phase. All of which were addressed in an exploratory fashion, through a mixed methods strategy which combined both quantitative and qualitative methods of data collection. One of the main results obtained through this study is the complementarity of retail channels - as it was found that online grocery shopping serves essentially for major shopping trips, being complemented with smaller trips to traditional stores. Moreover, some resistance to online grocery shopping, specifically the shopping of fresh produce, was also still found among the Portuguese population. Additionally, based on two of the main consumer shopping orientations which shape online grocery shopping, price-sensitivity and convenience, this study uncovered consumer groups which presented distinguishable shopping strategies. These strategies are in general very focused and rational, and vary essentially based on the shopper's more prominent shopping orientation. Moreover, all consumer types were found to have general negative responses to online stimuli present during shopping. Thus, this dissertation contributed to the knowledge of consumer decision making processes for online grocery shopping, making wave for new and further researches in this field and contributing to managerial knowledge.

1 INTRODUCTION

Online Grocery System is a web-based application intended to provide automated solution and services to customer.

The Business Organization has its offices in few states and normally uses courier facility to deliver the product. If possible home delivery is also possible.This Business Organization mainly has two sectors first one is sale which sale the product to the customer and second is service which is provided to the customer.Online Grocery System provides sales and service to customer by interaction with customer. The success of a company is mainly based on its satisfied customers, which in turn gives profits.

Retaining existing customers is also an important grocery of a company. Online Grocery System concentrates on the retention of customers by collecting all data from every interaction, every customer makes with a company from 'all' access points whether they are phone, mail, web or field. The company can them use this data for specific business purposes viz., marketing, service, support or sales

Online Grocery System is basically the collection and distribution of "all" datato "all" areas of business. The data can then help market the company, help up sell to existing customer, understand customers better so that customers can be given better service and allows them to interact with the company by whatever means they wish.

2. LITERATURE SURVEY AND RELATED WORK

According to Monsuwe, Delleart and Ruyter (2004), there are five external factors to understand consumer's intention to purchase in the internet which is the consumer personality, situational factors, product characteristics, previous online shopping experiences and the trust in online shopping. Consumer's trait includes their demographic factors such as age, income, gender and educational level will lead them to have the intention to shop online. For age factor, consumers that are aged under 25 has more potential to shop in online because of their interest in using new technologies to search for product information and compare and evaluate alternatives (Wood, 2002). For educational level, higher educated consumers are more likely to use the internet for their shopping medium because they are more computer literate (Burke, 2002).

Situational factors will also lead a consumer to have the intention to shop in the internet such as time pressure, lack of mobility, geographical distance, need for special items and attractiveness of alternatives (Monsuwe, Delleart and Ruyter, 2004). Time pressure can be the insufficient time for consumers to shop in traditional stores because of their hectic lifestyle. Consumers are able to shop any time of the day or night in the comfort of their home; especially for consumers who have little amount of free time because of extended working hours (Wolfinbarger, et, al,. 2001). For consumers that lack of mobility might be caused by their inability to reach the traditional store. Geographical distance is referred to as the far distance between the consumer's residential area and the shopping mall. Need to special items could be the consumer's needs of customized products to suit their demand (Monsuwe, Delleart and Ruyter, 2004).

Product characteristic is also another factor that will influence the consumer's intention to purchase in the internet. Product characteristic can be tangible or intangible; standardized or customized. In an online context, lower tangibility of a product is caused by the lack of physical contact and assistance in the shopping process; consumer's intention to shop on the internet will be low when there is a need to seek advice from a salesperson regarding the considered product (Monsuwe, et. al., 2004). Products such as car, computers, perfume, perfume or lotion has the lower potential to be purchased by the consumer because it requires more personal knowledge and experience (Elliot, et. al., 2000).

Another factor that influences the consumer's intention to purchase in online is the previous online shopping experiences. Consumers will continue to shop in the internet in the future is because they are satisfied with the online shopping experience and it was evaluated positively (Shim, Eastlick, Lotz and Warrington, 2001). Consumer's perceived risk will tend to reduce when they are satisfied from the shopping experiences (Monsuwe, Delleart and Ruyter, 2004).

The last factor that will influence consumer's intention purchase in online is the trust in online shopping. According to Lee and Turban (2001), reasons that consumers choose not to shop online is because consumers lack of trust in online shopping. Attitude towards security transaction such as payment security, consumer information privacy, return policy, and product shipping guarantee predicts online purchasing intentions for apparels product (Kim, et. al., 2003). Similarly, consumer's trust towards online shopping is based on the level of security and privacy.

2.1 PRICE ATTRACTIVENESS :

Price is a form of monetary that people use for any transactions. It is predicted that price of a product differs in online and offline shopping. According to Xia and Monroe (2009), consumers will save in monetary when there are price promotions on specific products. In an online context, consumers are more likely to depend on the price cues to determine the quality of a product which are presented in the web site because they cannot see or touch the actual product (Jiang and Rosenbloom, 2005). The study of So, Wong and Sculli (2005) resulted that when there is the presence of promotional offers, consumers will have higher intention to purchase in web-shopping; purchasing decisions and choice making from alternative evaluations can be made easily when there is the presence of promotional offers.

According to Xia and Monroe (2009), their study resulted that consumers with a shopping goal are more responsive towards promotional messages such as "pay less" and "discount" while consumers without shopping goal are responsive towards promotional messages such as "save more" and "free gift". Xia and Monroe (2009, p.691) cited from (Monroe, 2003) that price

promotion have several benefits such as to increase demand, adjust fluctuations in supply and demand, and increasing consumers' purchasing over time.According to Xia and Monroe (2009), their study resulted that consumers with a shopping goal are more responsive towards promotional messages such as "pay less" and "discount" while consumers without shopping goal are responsive towards promotional messages such as "save more" and "free gift". Xia and Monroe (2009, p.691) cited from (Monroe, 2003) that price promotion have several benefits such as to increase demand, adjust fluctuations in supply and demand, and increasing consumers' purchasing over time.

3 EXISTING SYSTEM

This dissertation intends to contribute to the growing body of knowledge of the consumer decision making processes in online grocery shopping environments. Namely, it will seek to explore, in as much detail as possible, how consumers purchase supermarket products in online retail stores and uncover the main features of the buying decision processes involved in this type of consumer behaviour.in existing system most of the application work on manual process A consumer purchase is typically a response to a problem or need, and once a consumer realizes this, he or she undergoes a series of steps until his or her need is satisfied As the decisions associated to most supermarket purchases typically demand only a low level of involvement from most consumers, being strongly related to the experience of past shopping trips and automated buying routines recognition of a need for the product category (if the consumer has not planned to purchase such category beforehand) must be acknowledged, something which again may be influenced by several factors, like compulsiveness, shopping party size, gender, household size, age and income. And finally, the actual decision execution must occur for each category purchase, independently of whether the purchase was planned beforehand or decided only inside the store.

4 PROPOSED WORK AND ALGORITHM

The development of this shopping cartel contains the following activities, which try to automate the entire process keeping in the view of database integration approach.

- This Site can provide the products information along with the product category.
- This website can provide product search facility for the customer.
- Administrator can control both product's and as well as customer information.
- Administrator could manage the entire site.

The Proposed Farmer's portal is a single gateway through which the e-commerce activity of crops can be performed. The users' experience of the portal can be tailored according to the individual need. It is a single access point i.e., everything is in a single place, the only thing needed is single login to approved users.

User: A user can be a buyer or a seller. The seller may be a farmer or a representative of him. Device: The user can interact through the portal using a computer or a laptop. Interface: To access the portal, the user needs to register using a sign-up. The registered user logins using the correct credentials. Once the user signs in successfully. The user will have access to the portal/ interface. A user can view available items that are crops and seeds with their price.

5 METHODOLOGIES

MODULES

1 Introduction

Viewing available grocery or applying for the grocery at the agency is currently done manually where in the grocery seekers has to go to the agency and check the available grocery at the agency. Grocery seekers check the list of grocery available and apply the grocery if the grocery is not available otherwise it is of waste for the grocery seeker to come to the agency to come to check for the grocery if the grocery seeker doesn't get the grocery. Then the agency will show available grocery for the grocery seeker for his qualifications and the then updates the grocery database. This takes at least one to two hours if the grocery seeker is available at the nearby place otherwise it may take more time.

Purpose

The purpose of Software Requirements Specification (SRS) document is to describe the external behavior of the Online Grocery Portal System. Requirements Specification defines and describes the operations, interfaces, performance, and quality assurance requirements of the Online Grocery Portal System. The document also describes the non-functional requirements such as the user interfaces. It also describes the design constraints that are to be considered when the system is to be designed, and other factors necessary to provide a complete and comprehensive description of the requirements for the software. The Software Requirements Specification (SRS) captures the complete software requirements for the system, or a portion of the system. Requirements described in this document are derived from the Vision Document prepared for the Online Grocery Portal System.

Scope

The Software Requirements Specification captures all the requirements in a single document. The Online grocery Portal System that is to be developed provides the members with grocery information, online applying for grocery and many other facilities. The Online Grocery Portal System is supposed to have the following features.

Main Page

Search grocery, browse grocery by country, by category or by agency. Latest grocery listed on the front page.

Grocery Seeker's Area

Grocery seekers can sign-up and submit their resume or manage their Grocery Alerts. Grocery seekers can manage other things associated with their account.

Employer's Area

Employers can sign-up and browse grocery seeker's resumes, manage their advertisements (grocery postings) or manage their Resume Alerts.

Additionally, grocery seekers can submit their profile and manage other things associated with their account.

Administration Panel

The grocery portal is highly configurable and there are many possibilities for running the grocery portal. The features that are described in this document are used in the future phases of the software development cycle. The features described here meet the needs of all the users. The success criteria for the system are based in the level up to which the features described in this document are implemented in the system.
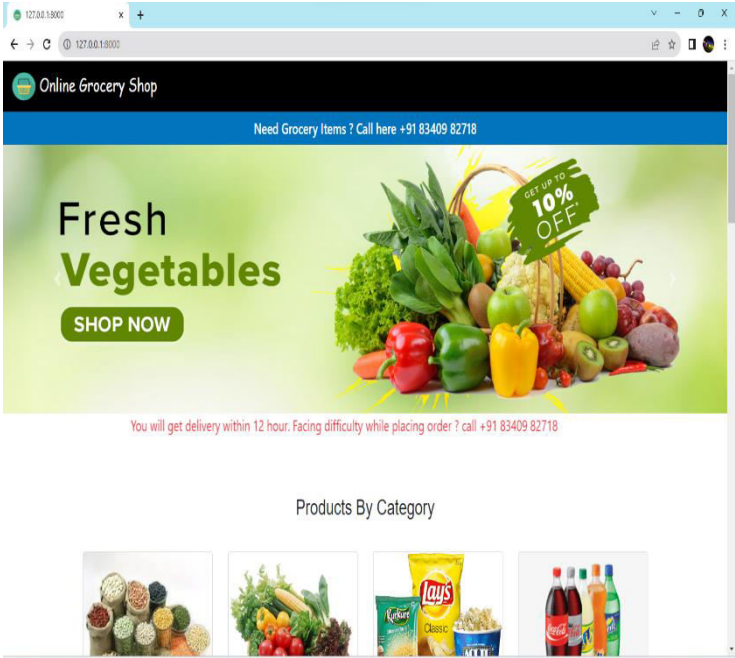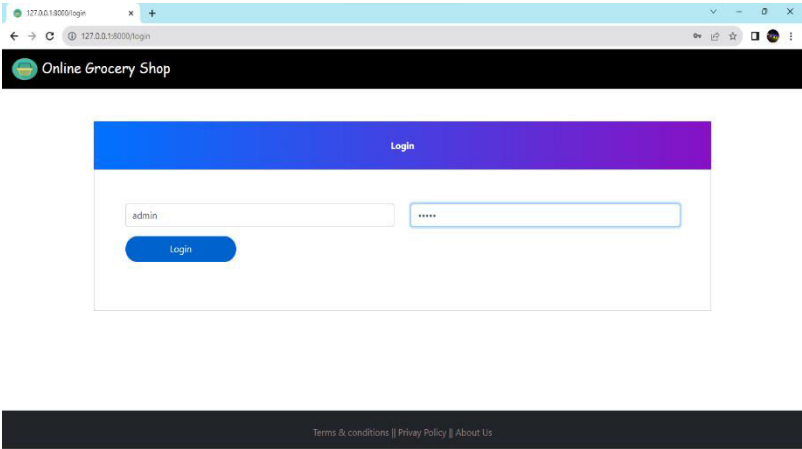
6 RESULTS AND DISCUSSION
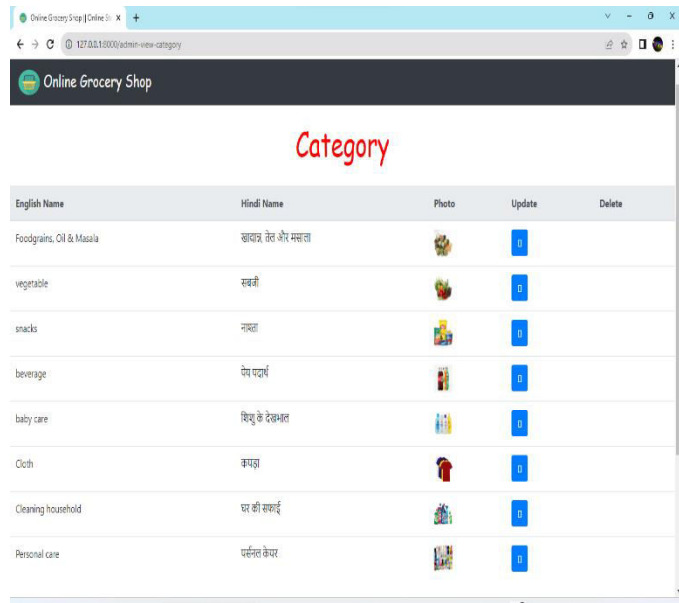
Fig 1: HOME SCREEN

Fig 2: LOGIN PAGE

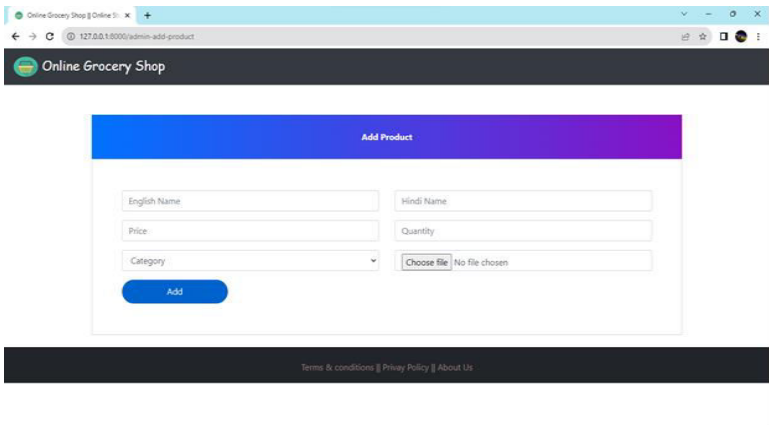**Fig 3: CATEGORY PAGE**
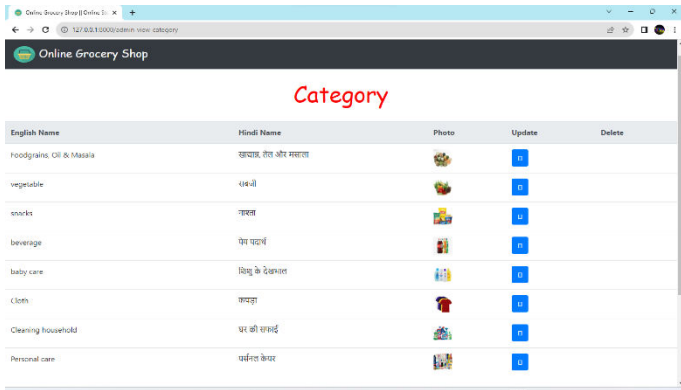

Fig 4 :ADDING PAGE

Fig 5: CATEGORY PAGE

7.CONCLUSION AND FUTURE SCOPE

The purpose of this project, the method utilized still leaves margin for some loss of information. In this sense, it would be preferred, and even more reliable, to use a combination of video recording and a computer-tracking tool. As to guarantee that all information is kept for analysis, particularly information not easily understood at the moment of information collection. Additionally, the method of survey distribution might also represent a limitation for the study, as no proof could be found if this was or not related with the difficulty in encountering online grocery shoppers and low response rates. A possible solution for this problem, in future studies, can be to partner with the retailer in question, as to have access to an appropriate sampling frame of online grocery shoppers.

Future Scope of the Project:

Regarding future research in this field of study, it would be beneficial, both in a managerial and academic perspective, to conduct a similar study correcting the methods of data collection to the ones explained above, and increasing the sample size. Moreover, given the characteristics of Portuguese online grocery shoppers previously presented, it would be relevant to analyse the actual receptivity and acceptance of this type of purchase, and the variables influencing present outcomes. Furthermore, and as new influential shopping orientations were discovered, it would be interesting to analyse additional consumer shopping orientations, and the respective interactions between orientations, in consumers' strategies and profiles. Additionally, after possibly generalizing results to a population level, it would be pertinent to contrast consumer characteristics, decision making processes and styles between online grocery shopping and offline grocery shopping. Finally, given the consumer feedback received, it would be important, at a managerial level, to thoroughly analyse the current online store website and possible alternatives and changes. To realize how, for this particular type of purchase and retail industry, specific website construction variables influence consumers' decisions; and which variables, and respective levels, would better engage consumers, consequently increasing loyalty, engagement and sales.

8 REFERENCES

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