Digitalization of Regional Grocery Shopping Marts

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ABSTRACT: *online shopping is the emerging trend this days which also implicated into the field of grocery, as there are many such grocery applications which provides one click grocery delivery to the door step via online Ex Big busket.com and zopnow.com but due to the belief of the customer towards their traditional local grocery vendor the due to the myth of online shopping products to be of low quality the online shopping in the field of grocery has not ensured the amicable result in order to change the trend of grocery shopping in India here we provide a website, which provides a platform to linkup the customer and the local shop keeper.*

INTRODUCTION:

Online shopping is rapidly growing business these days although grocery is not involved to such extent, with existing studies according to consumer and retailer view and attitude, here, the way of shopping is emphasised to be helpful both for the consumer and retailer. The general aim is to provide a complete detailed and user friendly view to the consumer in very different, perspective and to provide beneficial backbone for the retailers.

When we consider the normal retail process for shopping the grocery, here all transactions and the way of purchasing the products are done manually which is time consuming and every time the consumer want to shop he has to put effort for visiting the shop. When we consider the existing online portals for grocery shopping, for eg: localbaniya.com, bigbasket.com provides the shop facility according the required product search by which the consumer has no knowledge of the retailer and the quality of the product. The process of existing shop may only be beneficial to consumer but not retailer as the products are either provided by their own inventory or from the manufacturing area.

OBJECTIVE OF RESEARCH

The primary objective of this research is to study the behaviour of the grocery shopping been done in India today where in we understood that every person has to face certain major wastage of time for grocery shopping in this today online generation through some of the online grocery websites are been introduced but due to certain behaviour trust of Indians there is no good result for online grocery websites our study has provided certain conclusion to digitalise the present local grocery shops which may improve the present shopping style of grocery in India

DESIGN

Based on the objective of a survey was conducted on the behaviour of consumer towards online shopping and a survey on present local sellers was conducted to understand their perspective regarding their business and several questionnaire been prepared and surveyed On the experience of present online shopping and information is collected consumers in the certain categories with respect to age gender occupation which is linked to the type of products been purchased by them

This data is collected in the metropolitan city in various areas which dreams to a conclusion to link the local shop keeper to the local consumer via online which may enhance the way of online shopping today.

From the above made survey we come to an understanding that there is a need of the grocery website which has to reach the expectations of the customer i.e. the website which also provides an online access to the field of grocery as well the traditional faith has to be carried out, in order to fulfil the requirement we design a website which has a register page both for consumer and the local shop vendor

USECASE DIAGRAM
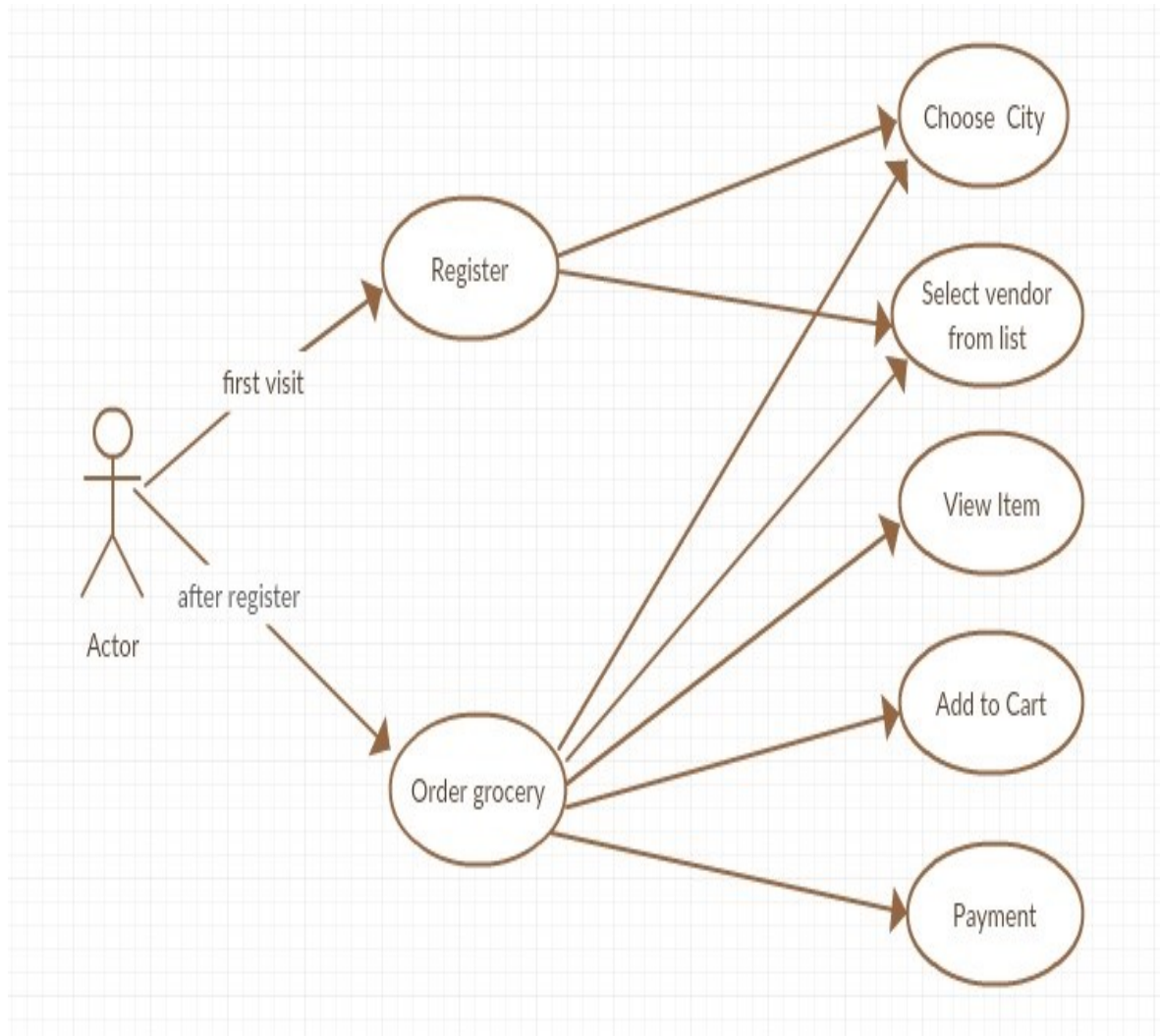
FLOW CHART
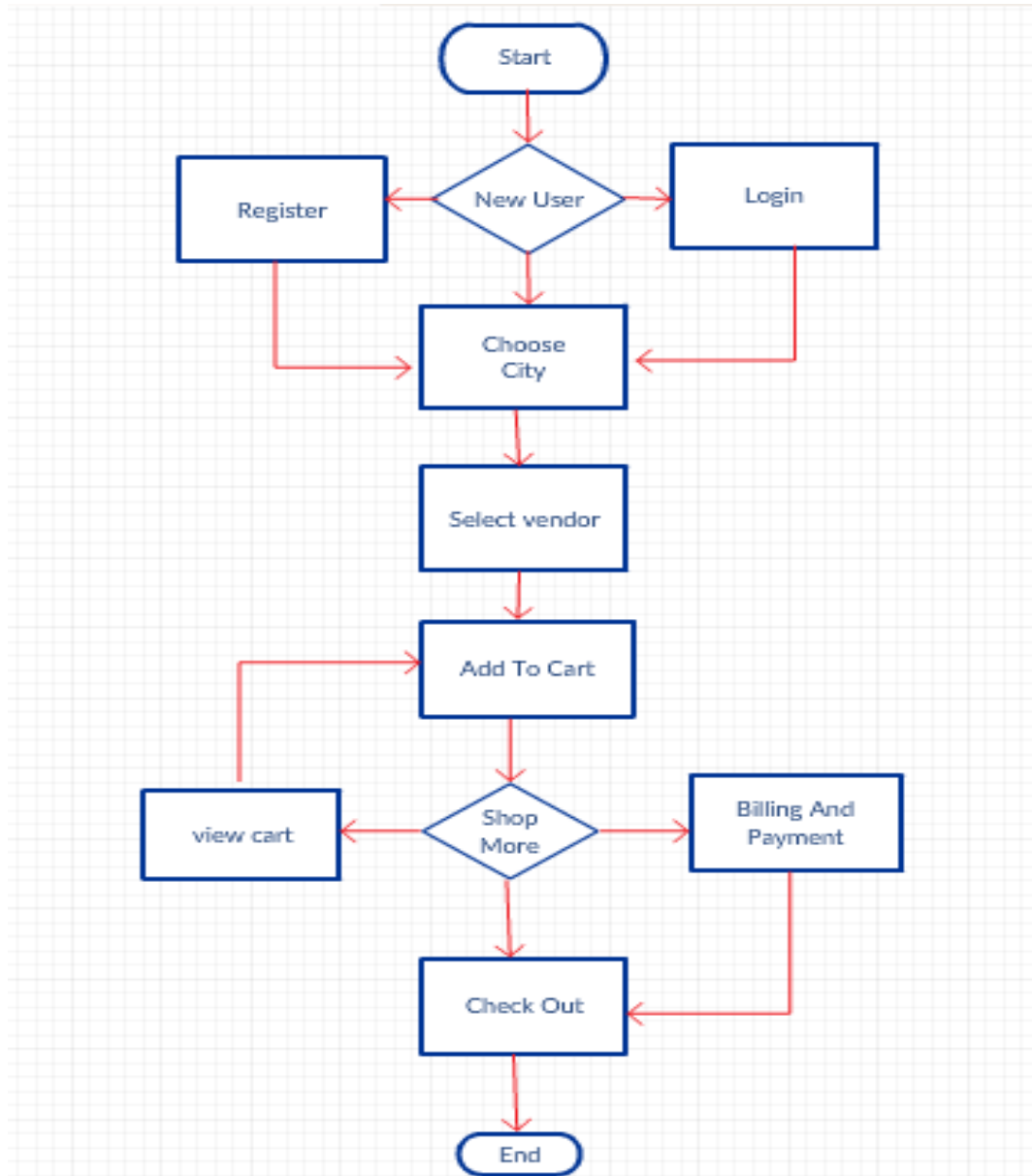
ANALYSIS AND INTERPRETATION

Consumer's perspective:-

Analysis of data collected:

Survey was conducted among 100 people in which 40% were males & 60% were females and 20% of children 15% of senior citizen & 65% of adults

Among all 72% of people have an experience of online shopping and among all 69% have agreed

the online shopping saves time &26% choose to be neutral & 5% totally disagreed

Thus the majority of people agreed with time saving quality of online shopping

Seller's perspective:-

Analysis of data collected:-

Among 50 people of shop keepers 90% of them agreed to digitalization to be the medium between them and consumer has to implement while 10% disagreed

Thus the majority of people wanted the online website to be the medium between the local sellers and consumers

IMPLEMENTATION

According to the need of improvement on regard to the way of online shopping of grocery there need to be build a medium between local shop keeper and consumer in a digitalised way so as to be done there is the requirement of third party to be the medium among the shop keeper & consumer

The third party is responsible was building a website which provides a path that links the seller & consumer a website has to be build which facilitates an opportunity to the local shop keeper to register into it and provide its dynamic view of his products

The website also provides the user friendly access to the consumer to select their locality which filters and displays the list of shops in that particular locality so as to order the product via online

Third party is responsible to send a copy of order to the shopkeeper along with the delivery details which may help the shopkeeper to deliver the products

The website been designed is undergone two major subdivisions.

1. Customer process
2. Shop keeper process

The customer process of the application is responsible to provide a user friendly flow to the customer from 1- registering the details of the customer then 2- selecting the location of the customer which redirects the customer into the page which lists the vendor list in the selected locality then the further viewing and ordering flow is been carried out which redirect the customer into a cart page of the customer which after selecting

the checkout button will redirect to the secure banking system.

The shop keeper process of the application ensures the anonymous vendor to register himself into the application which will include to provide the details of his name and address details as well as to provide the name and address details of the shop and to provide the authentication certificate and the tax details of the vendor which has to be uploaded in the registration form. Then the vendor has to wait for the admin reply.

EVALUATION

If the implement works then we can give appropriate conclusion that our overall strategy is been proved to be true to ensure this we have built a web application which provides the list of shops of 4 different areas of certain metropolitan city and application provides the user friendly access to the list of shops along with categories of particular area as required and been advertised in that particular areas to utilize the opportunity been provide for a month we noticed that after certain pace of time the application as given good result from both the ends consumer as well as shopkeeper

CONCLUSION

From the result been drawn by the built web application we can conclude that our overall analysis and evaluation is true and this study gives a good solution to the today's way of shopping the grocery to be turned into a trending manner

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