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Online Grocery Shop

Ashish Kamble[1], Maaj Bairagdar[2], Vaibhav Jadhav[3], D. A. Bhosale [4]
[1, 2, 3]*Student,* [4]*Associate Professor, Department of Computer Science and Engineering,DKTE's Yashwantrao Chavan Polytechnic, Ichalkaranji, Maharashtra, India*

Abstract*: *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.
Keywords: Xampp Server- Version 8.0.11 size 671bytes, HTML, CSS, JavaScript, PHP- Version:-7.3.21, MySQL- Version:-8.0.13, QR Code

I. INTRODUCTION

Online grocery shopping is a way of buying food and other household necessities using a web-based shopping service. There are two basic methods that people can use to purchase these items online. One is to order them from a local grocery store that participates in online shopping. A customer can then arrange for a home delivery directly from the store, or he can pick up his order at the store once an employee has assembled it. Another common practice is to order groceries from a large company, such as Amazon or Net grocer,that will ship the items to one's home.

Online markets have been a thing that has come to stay with the society of today since most financial transactions can be attained online. Internet access has vastly grown across the world today and has given rise to interconnectivity even to the remotest areas in the world. This generally means it is possible to be at any location and reach any other location in the world without stepping a foot out of your premises. This takes multi-tasking to another level since you can be in a meeting and visit a market located several kilometers away at the same time. This has made businesses to grow without spending as much as they would have if they had to build another branch of their business in another location. Groceries are different from many other products, such as music and books, that are commonly purchased online. Many grocery products are perishable and therefore time-sensitive in terms of their delivery needs.

II. LITERATURE SURVEY

A. The groceries segment of India is one of the major components of the Indian retail market of which the groceries holds a whopping share of 60% as food is the basic requirement of all the people irrespective of their class. Online grocery shopping is one of the mega-trends which involves sale and purchase of groceries over the internet. The concept though conceived in the west is gaining lot of popularity in the emerging markets of India.

B. Amol Ranadive (2015) has made a study which looks into the levels of acceptance among consumers in Vadodara city. It focuses the factors that affect the consumers buying intentions and shopping preferences. The results of the study conducted have reaffirmed that the framework of Theory of Planned Behaviour (TPB) is applicable to the measurement of consumer's behavioral intentions while shopping for groceries online. This study presents substantial empirical support for the sufficiency of Ajzen's TPB model in online shopping behavior. Thus with all the other three variables of the TPB, the study demonstrates the predictive utility of the TPB to determine online shopping behavior, specifically for grocery shopping in the city of Vadodara.

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III. PROBLEM STATEMENT

There are a lot of websites on internet whereby it offer a variety of product and services for consumer can find and buy through online such as shoe, apparel, sun glasses and more Moreover, the online also provides some of the services which is paying bill online, booking a transport ticket and more.

IV. PROPOSED METHODOLOGY

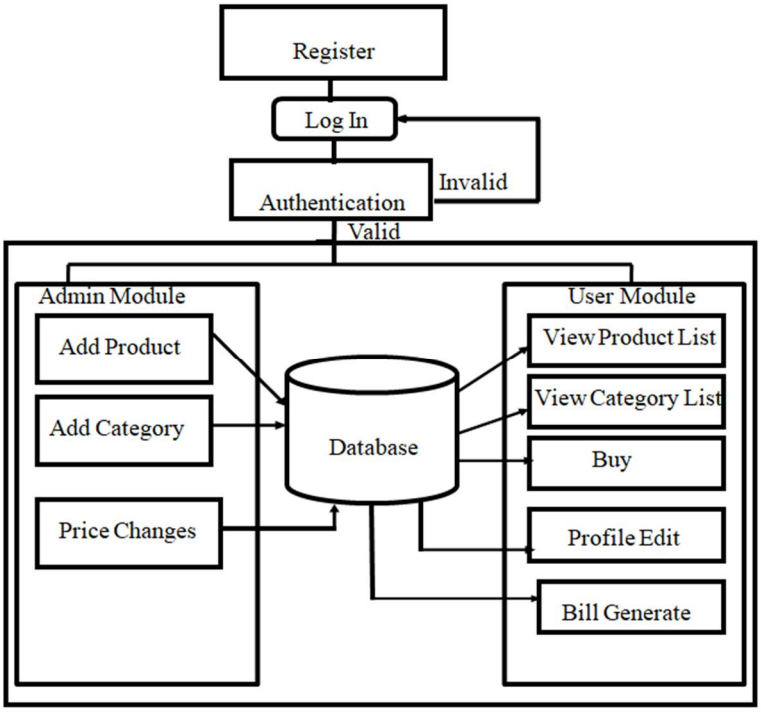


Fig. 1 Architecture Diagram

A. User Home Module

The User Homepage module lets users choose a specific page of the site as their homepage. Users with a homepage will be redirected to this page upon successful login on the site.

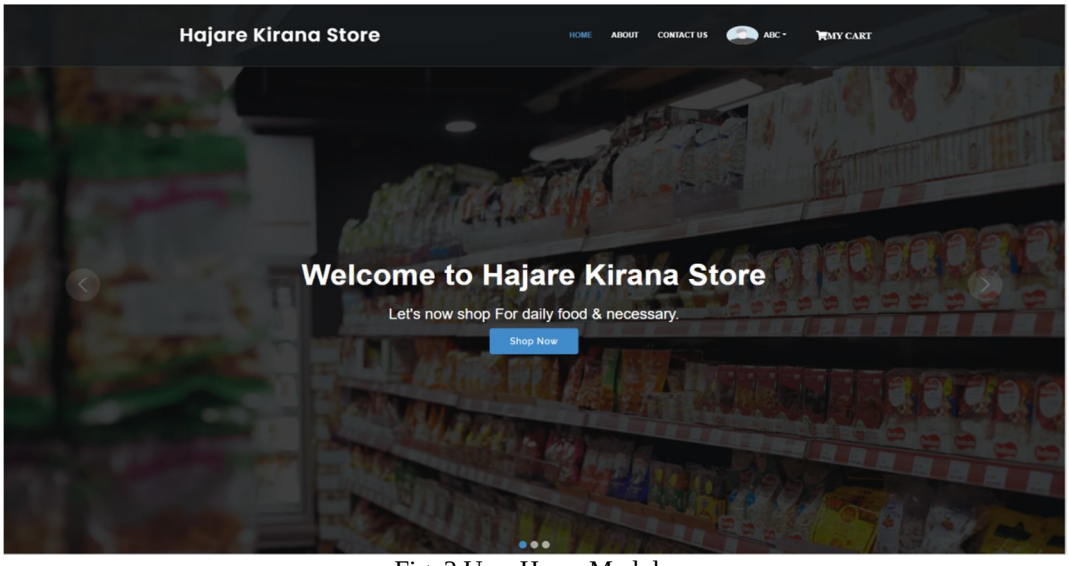


Fig. 2 User Home Module

B. Admin/User Login Module

Login is a portal Module that allows users to type a user name and password to Login. A login page is a web page or an entry page to a website that requires user identification and authentication, regularly performed by entering a username and password combination.

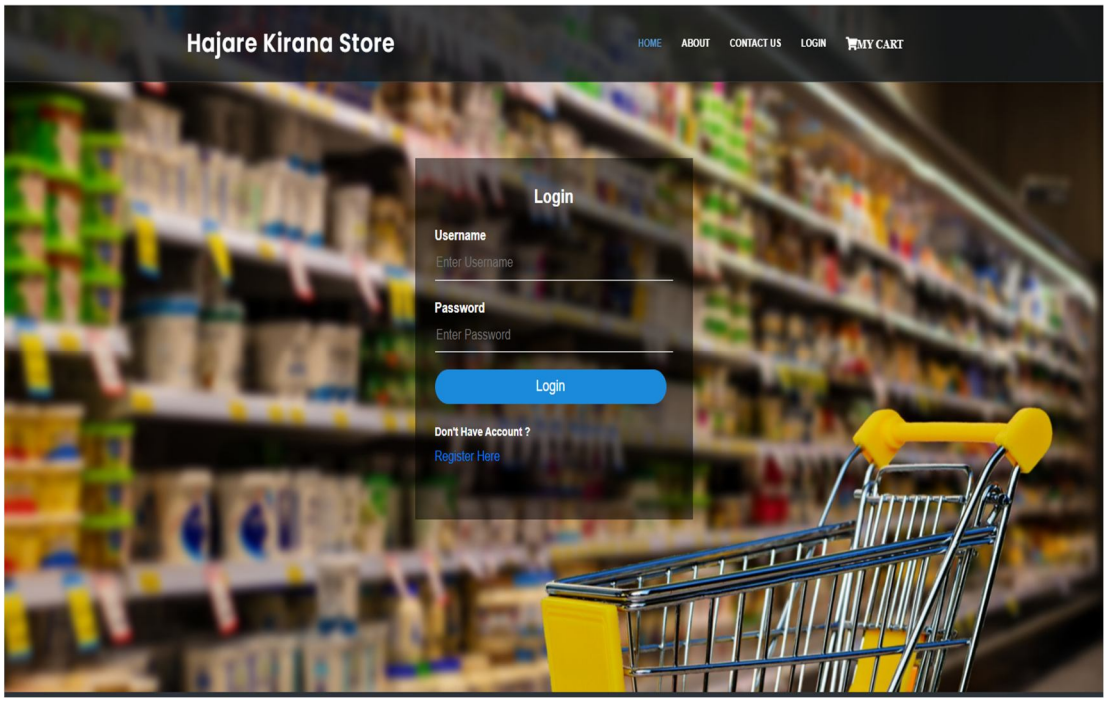


Fig. 3 Admin/User Login Module

C. Admin Add Product Module

In this module admin can add product with name, category, description ,price and product image. Admin can add or update information about a product such as its price, variants, and availability from the Products page.

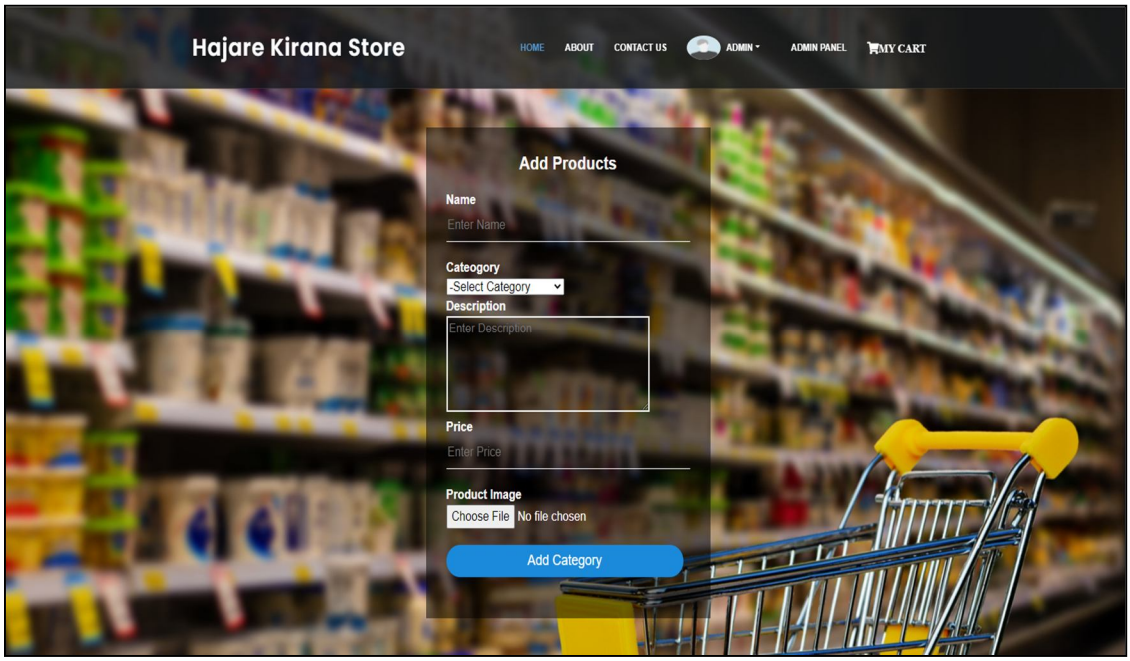


Fig. 4 Admin Add Product Module

D. View & Buy Product Module

In this module user can view name,description ,price of product and buy the product. And user can add to cart the product.

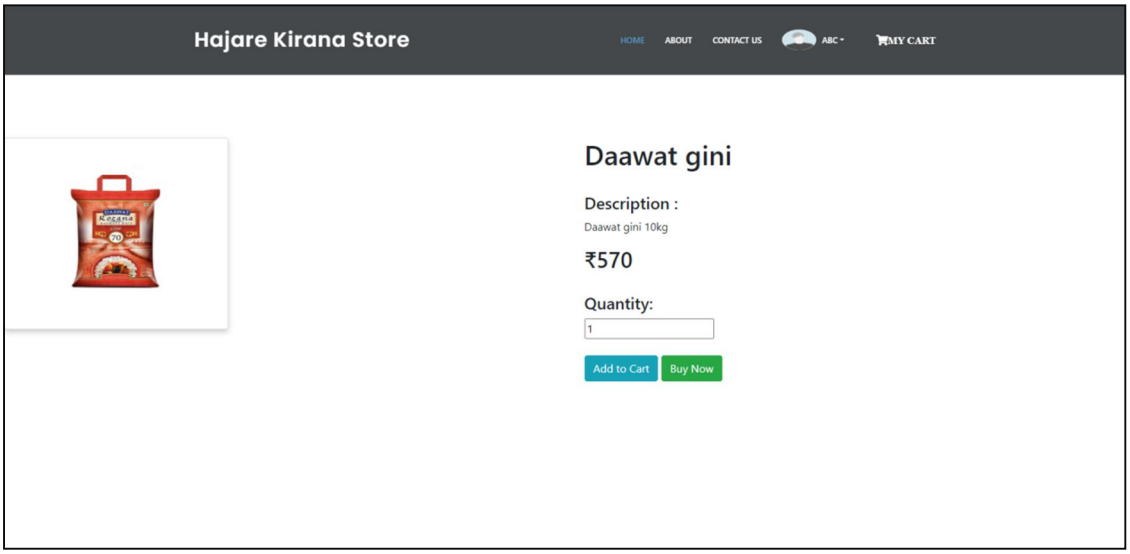


Fig. 5 View & Buy Product Module

V. CONCLUSIONS

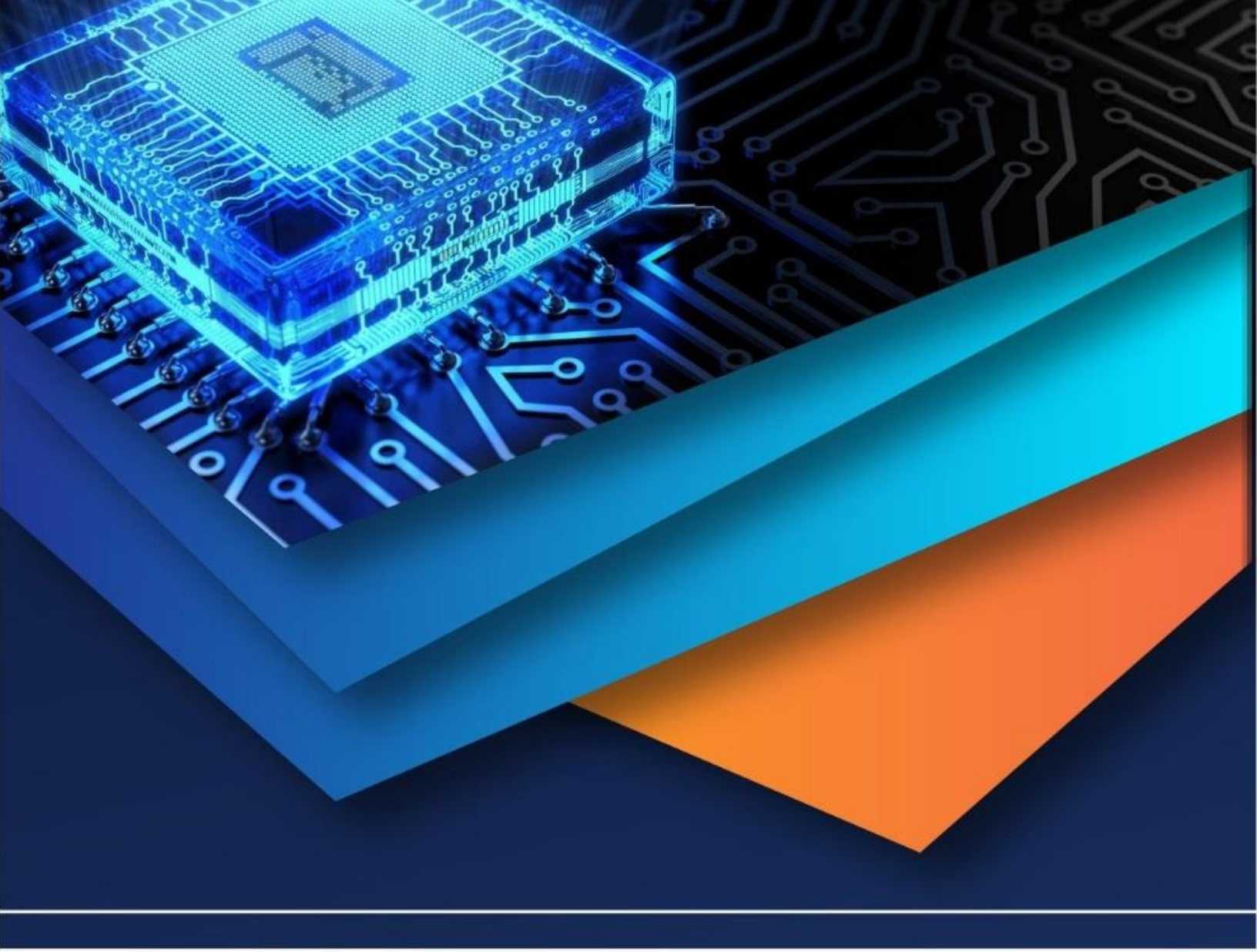
Technology has made significant progress over the years to provide consumers a better online shopping experience and will continue to do so for years to come. With the rapid growth of products and brands, people have speculated that online shopping will overtake in-store shopping. While this has been the case in some areas, there is still demand for brick and mortar stores in market areas where the consumer feels more comfortable seeing and touching the product being bought

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. In exchange, online shopping has opened up doors to many small retailers that would never be in business if they had to incur the high cost of owning a brick and mortar store. At the end, it has been a win-win situation for both consumer and sellers.

Online grocery services meet a number of consumer needs including providing products for niche markets or helping the time starved consumer shop for the mundane weekly groceries. By delivering products to consumers' homes, the homebound aged and handicapped can participate in the shopping experience. Even though there has been a great decline in the number of pure-play online stores, there appears to be a solid market for shopping online. The major business model that is working today requires the support of the established bricks-and-mortar supermarkets. This model is effective as it creates distribution efficiencies and leverages reputation, which is an important consideration for consumers in light of the perishable nature of many grocery products.

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