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Survey on Existing Local Business Expansion Online Over Different Platforms

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Abstract: ***In this age internet plays an important role in our day-to-day life. We use internet everyday practically for every single task. Before e-commerce buying and selling were done without internet physically in the markets. Now days online shopping has become a headache for retailers and local vendors, local vendors are an integral part of urban economies around the world, offering easy access to a wide range of goods and services in public spaces. Even though street vendors are considered as informal, they are the vital contributors to Urban economies. In this 21st century most of the people are local vendors. Due to the use of online shopping local vendors are not able to sell their products effectively and it started reducing the business. This study aims to find out the problems faced by the local vendors and prospects needed, in order to help them to do their vending business. The paper provides solutions to help the local vendors and retailers who were losing out to the online business by proposing an android application where local vendor and retailers can sell the products and goods directly to the customers without involvement of any third party and to make then grow their business by proving a quality service to their local area.***
Keywords: Local vendors, retailers, Business-to-Consumer (B2C), Business-to-Business (B2B), Android, ecommerce.

I. INTRODUCTION

Online shopping is a type of eCommerce which permits clients to directly purchase goods or services from a merchant over the internet using a web browser. Online shopping has two types of process, first is Business-to-Consumer (B2C) and second is Business-to-Business (B2B).

The Proposed System has been designed considering the local Vendor to generate their revenue from the customers from their nearby locality without the need of any third-party delivery mechanism. Vendors themselves provide the delivery to their loyal and trust worthy customers and thereby make it a fully transparent ordering mechanism. We make sure that the customers get their products delivered from the vendor nearby their ordering location so that the orders being placed from diverse areas get distributed among vendor from the respective areas. this proposed solution is based on the idea of an online shopping app where local vendors can sell their products directly in their locality. The online shopping application has the shopping cart which permits the customers to create a list of items to be purchased.

At the time of checkout, the total is calculated for the items list in the shopping cart, including shipping and handling charges and the associated taxes as applicable. This project is of type one process i.e.- Business-to-Consumer because the products are sold directly to the customers.

There is still some difference in actually going to shops and hand-picking products to get the feel of their quality and features that cannot be experienced online. Customers also feel worried to carry out online purchases due to fear of less secure transaction process that may lead to hacking of user's sensitive data, insecurity of credit/debit cards, unreliability or breach of privacy. The project aims at removing flaws of both kinds of shopping and bridge the gap between physical and a virtual world.

II. LITERATURE SURVEY

A. Design of a Mobile Shopping App for Regional Products [1]

Your As the sale of mobile devices grow exponentially, the usage of mobile apps for purchasing purposes has also grown exponentially over the past few years. This paper introduces the design of smart mobile shopping app for regional products. One of the main features of this app is that it makes use of local Internet TV as much as it can. The Internet TV service provided by the local government is integrated into the app. Then the shopping and the Internet TV co-operate with each other. For example, if the Internet TV telecasts a regional emergency, it is automatically fed into the shopping app so that the notifications are sent to the users immediately.

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B. Study on E-Commerce and it's Impacts on Market and Retailers in India [2]

E-commerce is buying and selling of goods and services over the internet. Before e-commerce buying and selling were done without internet physically in the markets but after the arrival of e-commerce in India our life has become more convenient because of its number of advantages.

The advantages offered by e-commerce are online shopping of anything at any time and at any place, customers can find the products on e-commerce websites which is not available in physical markets, it reduces cost and time, without stepping out from home we can get our product at home [1]. Along with e-commerce there is also a popular term called e-business due to which the business of enterprises has increased electronically with the help of internet by which they can reach to many customers which increases their sales.

There is no specific definition of the terms E- commerce and E-business, they are used interchangeably. In fact, E-commerce is a part of E-business which focuses on external activities while E-business focuses on both internal and external activities of a business. E-commerce has a lot of good and bad impacts on different. The key of having a successful e-commerce is to reduce the negative impacts and increase the benefits at the same time.

C. A Study on Impact of Online Food delivery app on Restaurant Business[3]

The format of home delivery or the takeaways have gained plenty additional customers in locations like malls, offices and big-party orders for residential complexes. Individuals missing breakfast on the thanks to work, order-in. People, United Nations agency want a higher selection of company lunch or party, order in too. Everybody appears to be in awe of the net food order and delivery possibility for the convenience and immediate supply of food reception.

Besides, the convenience of ordering groceries from your mobile app or application program has definitely alienated some market share from the trusty 'kirana' or the mom-n-pop stores. Asian country is that the sixth largest grocery market within the world, however the organized sector as travel by a number of the net businesses mentioned on top of makes up just for 5-8% market share of the grocery business.

The overwhelming majority remains in hand by these native markets and also the mom-n-pop stores. This has some obvious impacts on the brick-and-mortar formats of in-dining restaurants as additional individuals opt to have restaurant-style cuisines right within the privacy of their homes or workplaces; however the impact isn't such a lot because it could seem to be. The nutrition business in Asian country is simply concerning a pair of decades recent, and remains mostly unorganized. Given the speed at that the organized sector is quickly growing, it's solely a matter of your time and a way larger chunk of world investments before a extremely massive impact is formed on in progress eating house businesses that will not have a delivery-focused format of their own. The demand of online ordering is real. It conveys to the customer base that you are a modern growing restaurant and very challenging to others that wants to be a convenient and accessible for all the guests who used to ordered regularly.

D. The Impact of Logistics Services On the E-Shoppers' Satisfaction[4]

The In a digital era, E-commerce is fast-growing industry. People never thought to live without E-commerce. A day without E-commerce would be complicated, inconvenience and impossible. There are many components in online shopping market that play important roles in satisfying online shoppers.

One of it is logistics services which influence online shoppers' satisfaction level. Thus, this study mainly explore how logistics services may influences online shoppers' satisfaction level. The specific aim of this paper is to determine the main logistics services elements that influences satisfaction of online shoppers. A total of 178 respondents who have experienced in online shopping were interviewed face-to-face using a structured questionnaire. Pearson correlation and multiple regression were used to analyze the data. The findings from the study revealed that service recovery, delivery service and customer service were the factors positively influencing the satisfaction level of E-commerce shoppers. The results of this study would helpful for online retailers to identify ways for improvement of their services especially from logistics perspective that eventually will enhance shoppers' loyalty and enhance satisfaction.

E. Android App to Connect Farmers to Retailers and Food Processing Industry[5]

The Mobile internet will help the farmers to sell their products directly to consumers and food processing industries. This paper provides market information to a farmer using its easy interface on the mobile application. The mobile application is intended to be used for fast and updated information delivering system for farmers. Also, it has native language support to make the transaction easy for farmers. The mobile application treats farmers as a seller and a buyer.

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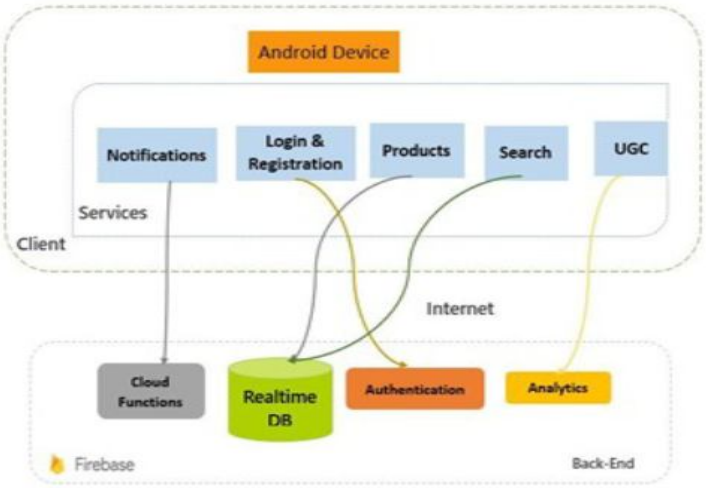


Fig 1. Android Based farmer Connect System

The intention behind this paper is to help farmers so they buy or sell their agriculture goods and products. Market prices provided by data.gov.in lets the system to keep the selling and buying prices in control. As the products are to be browsed and there may be plenty of products for the user. To make browsing easy many filters can provide. Farmers face many problems while selling their goods and products, this system promises to provide an easy and recreational way to sell the products.
The system lets the farmers to sell goods at a reasonable price and makes business even fair and transparent. Consumers are the opposite side of the same coin. This system lets consumer to choose from a wide variety of products, select the product as per their requirement and also to apply price filters. Location is a one of parameter for consumer and producer while selling or buying their product it will helps the user to get the product nearby their location. The basic objective of the system is to considers every one need and full fills their requirement with fair and transparent agriculture business.

F. Comparative Analysis

In the conducted survey of various systems, below ae some parameters which we consider to provide glimpse of the existing systems.

TABLE I

Sr.	Analysis			
	Delivery Days	Seller	Complaint	Impact
1. Amazon	1 to 7	Third Party	Amazon	Customer faces delay
2. Flipkart	3 to 10	Third Party	Flipkart	Customer Gets Delayed Service
3. Alibaba.com	3o to 60	Third Party	Alibaba	Highest Delay for product Delivery
4. Snapdeal	2 to 8	Third Party	Snapdeal	Product Delivery and Complaint Delay

III.CONCLUSIONS

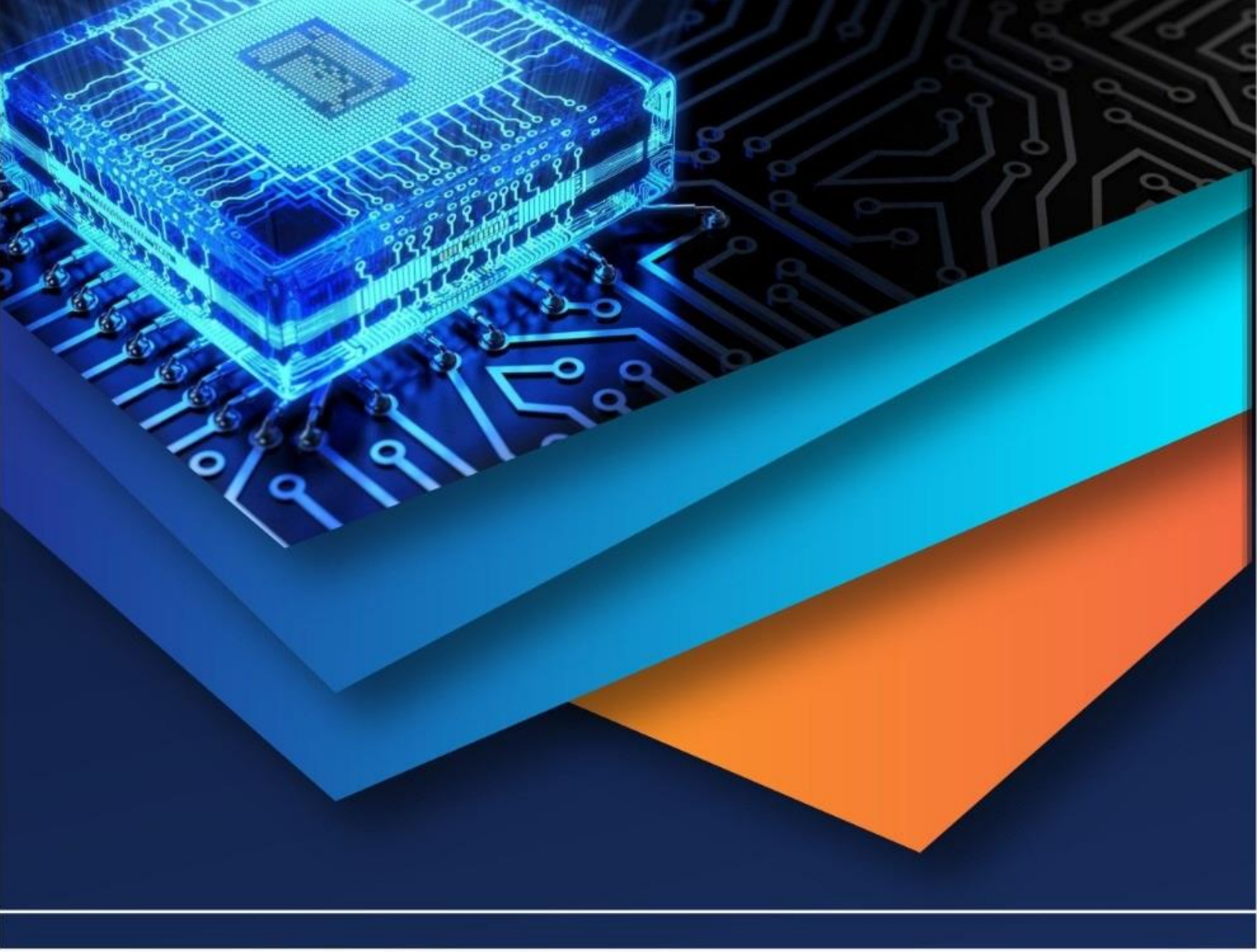
In this survey paper an Android App is introduced for the online shopping of local goods. This proposed mobile application treats local vendors as a seller and a buyer. The intention behind this paper is to help vendors so they buy or sell their locally produced goods and products to the consumers and deliver this product without any third-party platform and have a direct communication with the customers. This system will help the vendors to compare the price with the market and sell according to it. This system will be having a location tracker which will help the consumer to find the nearest vendor to him; this will save his time and money too.

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