

# Online Shopping Store

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**Abstract - Today the market place is flooded with several e-commerce options for consumers to shop from. A variety of creative and innovative products are offered in market. Online shopping is no more a privilege enjoyed by our friends in U.S.A or UK, today it is a reality in India. In last few years India has seen enormous growth in e-commerce and its influence in life of users. There is enough scope for online business in the near future if they understand the user's psyche and meetup to their needs. Internet has evolved the way consumers shops and buys goods and services, and has rapidly changed into a phenomenon. Many companies have started using the Internet with the aim of cutting marketing costs, thereby reducing the price of their products and services in order to stay ahead in highly competitive markets. Many experts are optimistic about the prospect of online business. In addition to the tremendous potential of the E-commerce market, the Internet provides a unique opportunity for companies to more efficiently reach existing and potential customers. Although most of the revenue of online transactions comes from business-to-business commerce, the practitioners of business-to-consumer commerce should not lose confidence. It has been more than a decade since business-to-consumer E-commerce first evolved. Scholars and practitioners of electronic commerce constantly strive to gain an improved insight into consumer behavior in cyberspace. Along with the development of E-retailing, researchers continue to explain E-consumers behavior from different perspectives. Many of their studies have posited new emergent factors or assumptions that are based on traditional models of consumer behavior, and then examine their validity in the internet context.**

## INTRODUCTION

This service will help people to get their day-to-day life products like groceries, vegetables, fruits and medicines in no time without any hustle from a nearby store. One has no need to go out and buy the things she/he wants which cannot be ordered from big e-commerce applications and if ordered, it might take a day or two to reach. Some main features will be

“Delivery in no time” & “Known Seller”. 79% of smartphone users make a purchase on mobile every six months. This type of service is really needed for people who have no time for purchasing day-to-day life essentials from physical stores. This service will sort out the rush and make things available all in the moment of no time. Here we will try to improve the user interface unlike other applications we will make it easier and less complicated with features which helps the user to shop with real ease. Online marketing is expanding really fast, every single person uses e-commerce sites or applications to buy products they need. E-commerce is the new market for people. They prefer online marketing rather than go and buy things by themselves. There are many more advantages of Online Purchasing compared with purchasing from a physical shop. Here you can explore all the products and brands which is quite impossible when you go and shop from a retail shop. It also enables cashless transactions where no need to carry cash all the time which is much safer, handy and less time consume service. It also promotes faster delivery because the seller will be your nearby shop holder. Generally, when you buy something from an e-commerce site you actually don't know much about the seller and what type of product, he is selling but here you will be buying product from nearby seller with his identity known and the type of products he is selling. The aim is to deliver the groceries, vegetables, medicines and things which are available in the store on the same day or maybe in 10 minutes, we can say no time delivery at your doorsteps from your nearby seller. The seller will be your nearby shop holder with his identity and this lets you purchase from a known seller rather than purchasing something from a big e-commerce site from a seller belonging to another corner of the country who is delivering it to you in 4-5 days. There are very few or maybe no e-commerce websites which are providing delivery of products on the very same day of ordering or maybe in 10-20 mins. and also, they

do not provide much details about the seller with his identity. Here in this service seller may be the known person to the buyer with identity because it will show all the nearest available stores to the buyer. We are restricting our scope by avail only limited categories of products which are essential for day-to-day life.

## LITERATURE REVIEW

The general aim of this research paper is to provide a complete and detailed picture of the overall purchase decision making of consumers shopping online for groceries, including pre and post decision stages. Although providing a broad description of the overall decisional process, the intent is to focus on the actual purchasing stage, shedding some light onto two details of this process-the in-store buying and browsing strategies used by online grocery shoppers and their reaction to in-store stimuli. The general consumer decision making process is characterized by a pre-decisional, a decisional and a post-decisional phase. 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 online groceries.

E-grocery is now gaining momentum because it promises relative convenience to the customer, given that customers can obtain the groceries they need from the comfort of their homes or offices and at a convenient time.

The present study deals with "consumer behavior" with reference to the online consumption pattern of grocery products in India. In this paper we cover the different dimensions of online consumer purchase pattern and consumption behavior with the increased access to internet paving way to more systematized and sophisticated approaches. For a developing country like India, where food and grocery purchases are done through unorganized sectors (neighborhood Kirana stores) holding 90-97%, remaining 3-8% is the operation of the organized sector, (hypermarkets, supermarkets) making its prominence felt by attracting major sectors of urban population.

## METHODOLOGY

React JS: - React is declarative, efficient, and flexible JavaScript library for building reusable UI

components. It is an open source, component based front-end library which is responsible for the view layer of the application. It was initially developed and maintained by Facebook and later used in its products like WhatsApp & Instagram. The main objective of react Js is to develop User Interface (UI) that improves the improves the speed of the apps. It uses virtual Dom (JavaScript object), which improves the performance of the apps. The JavaScript virtual DOM is faster than the regular DOM. We can use React Js on the client and server-side as well as with other frameworks. It uses components and data patterns that improves readability and helps to maintain larger apps. A react Js application is made up of multiple components, each component responsible for outputting a small, reusable piece of HTML code. The component is the heart of all reacts applications.

Node Js: - Node Js is cross-platform runtime environment and library for running JavaScript applications outside the browser. Node Js uses an event-driver, non-blocking I/O model that makes it lightweight and efficient, perfect for data-intensive real-time applications that run across distributed devices. Node Js also provides a rich library of various JavaScript modules to simplify the development of web applications. Node Js is extremely fast, I/O is asynchronous and event-driven. Node Js follows a single threaded model with event looping. Node Js is highly scalable because event mechanism helps the server to respond in a non-blocking way. Node Js applications never buffer any data. These applications simply output the data in chunks.

Mongo-DB: - MongoDB is a document-oriented database. It is an open-source products, developed and supported by a company named 10gen. The initial development of MongoDB began in 2007 when the company was building a platform as a service similar to windows azure. MongoDB was developed by a New York based organization named 10gen which is now known as MongoDB Inc. It was initially developed as a PAAS (Platform as a Service). Later in 2009, it is introduced in the market as an open-source database server that was maintained and supported by MongoDB Inc. MongoDB is a document database. Each database contains collections which in turns contains documents. Each document can be different with varying number of fields. The size and content of

each document can be different from each other. The data model available within MongoDB allows you to represent hierarchical relationships, to store arrays, and other more complex structures more easily.

### FUTURE OF INTERNET SHOPPING

People use the Internet to shop online for mobile phones, laptops and other consumer goods. If the Internet is anything to go by, India's technological and economic growth has moved into the top gear. With more India's online shopping registering a phenomenal 100 per cent annual growth, many retail chains and consumer durable companies are joining the Web bandwagon to tap the shopping market. The online shopping industry in India is fast catching on, not just in the larger metros but also in the smaller cities. At present the market is estimated at Rs.46,000crore and is growing at 100 per cent per year. According to Google, India has more than 100 million Internet users, out of which around half opt for online purchases and the number is growing every year. With such a large market size, companies, right from retail shops to consumer goods, are the Web space to attract potential customers. Even traditional retailers like Shoppers Stop, Westside and Pantaloons are looking at the online shopping space for growth.



According to the Associated Chambers of Commerce 24 and Industry of India (Assoc ham), the size of the online retail industry is expected to touch Rs.7, 000 crore by 2015, up from Rs.2, 000 crore now, at an annual growth rate of 35 per cent. According to industry leaders, portals offering daily deals and discount offers with good delivery services attract the largest number of online shoppers. The companies that

provide daily deals or discount offers are doing brisk business. People are looking for value shopping that saves their money as well as time. The customer behavior is changing dramatically. People are not only using the Web to book air tickets and movie tickets but also do not hesitate in placing orders for mobiles, laptops and other consumer electronics and home appliances. Seeing this bold consumer behavior, more companies are collaborating with such daily deal and discount sites. All the top consumer electronics and home appliances companies are listed with us. In the growing competition space companies with good delivery services score points over others. Keeping in mind this growing potential, not just large brands but even general retail chains are upgrading their sites for ecommerce, making it more convenient for customers to place online purchase orders. According to eBay, Indian online shoppers remain brand savvy, even when they are shopping online. The eBay India Census has found that brands such as Sony, Nokia, Samsung, Apple and Reebok continue to top buyers' charts. Category-wise lifestyle products, such as cosmetics, jewelry, watches, fashion products and fitness equipment contribute over 45 per cent to eBay's sales in India. Thus, it can be concluded that online shopping holds a great future ahead.

### ONLINE GROCERY SHOPPING AT GLOBAL SCENARIO

Online grocery shopping paves a threat to the traditional bricks-and-mortar retailers in various sectors and having lesser impact on food retailers. But this is changing – online grocery is coming of age. Online grocers have made 6% of the market capture in the UK, largely driven by online offerings from all major bricks-and-mortar players as well as a maturing offering from online-only player Ocado. Also, online grocers in the U.S. and Germany have a smaller share and has a scope of growing steadily. and moreover, major players such as Amazon Fresh and Walmart are ready to invest rapidly to accelerate this growth. As per a recent Nielsen Global E-commerce and the New Retail Survey, one quarter of global respondents are already buying groceries online for home delivery and more than half (55%) are willing to use it in the future. Online Grocery shopping finally picking up: With Amazon launching Amazon Fresh, disrupting existing grocery models, the existing players will have to ramp

up their “click” sales and leverage their network for delivery. and innovation of certain e-commerce models by retailers makes it easy for tech-savvy, time-constrained consumers to get the items one wan.

#### ONLINE GROCERY MARKET AT INDIA

The online grocery market in India has gained a lot of traction over the past few months with the emergence of a host of first-generation start-ups and already established traditional grocery chains expanding to the digital platform. India's online grocery market is estimated to grow at a compounded annual growth rate of 62 per cent between 2016-2022. The online grocery shopping is still in its nascent stage, the overall grocery market in India is already worth over US\$ 360 billion (Rs 21,60,000 crore) making India is the sixth largest grocery market in the world and is expected to touch US\$ 1 trillion by 2020, and also sales are expected to reach 2 percent of overall sales creating a potential market size of around US\$ 10 billion (Rs 60,000 crore) following the surge in number of players operating in the industry online grocery stores seem to be the next big opportunity in the e-tailing space. Also, there are many online grocers coming up every week. Going by the way the global e-grocers are growing and the growth of e-commerce in the Indian market, and online would capture a small but significant market share. Therefore, the rapid growth of organized and online players is going to make their prominence in the next decade.

#### CONSUMPTION PATTERN

As India is a developing country, dominated by the unorganized retail formats, emerging organized sector, most of the online grocers finding difficult to make their place in the present scenario. However, Various factors like increasing awareness and health consciousness, changing lifestyles and time poverty, increasing drift towards convenience and improving availability of convenience foods are increasing the share of processed and packaged foods (including ready to eat / ready to cook traditional and westerns food options, snacking etc.) in the consumer's food basket. Digital technologies are adopted more quickly by the more engaged younger and newer digital shoppers and also hasten the expansion of digital grocery shopping further.

#### SUCCESSFUL MODELS ARE

1- Select and Collect: -Though not the first to start this, early last year Walmart debuted its Walmart Pickup – Grocery service for registered customers. The concept allows customers to place their orders online any time from two hours to three weeks in advance and pick it up from a Walmart store, Neighborhood Market or select FedEx Office location, free of any delivery charge. Assortment includes about 10,000 items including dairy, meat and produce as well as other frequent use items. Tesco also started its drive through supermarkets as an extension to select existing stores. Customers order online, choose a collection time and later pick up their order from a designated area outside the store.

2-Online Subscription Service: - Consumers can create their order list online and select the frequency of replenishment. Orders will be delivered without additional charges at the specified frequency. Almost all online and click & mortar retailers have now got a subscription service in place. This online- offline play will push the market in a new direction and the most successful retailers will be at the cross-section of the physical and cyber worlds, leveraging technology to satisfy shoppers, through anytime anywhere commerce.

3- Virtual-market: -The big game-changer: In 2011, Tesco (Home plus) introduced the first virtual supermarket in a South Korean subway system and the model has spread to many other markets since. “Virtual stores”, are basically a virtual display of products on walls of metro stations and bus stops. Commuters can scan the QR codes with their smartphones for display of the products and place their orders as they wait for their trains or buses. In many cases, deliveries are made before the customer reaches home or the destination of choice. Smartphones are set to deeply change grocery shopping. Apps have been developed to pull traffic inside the stores and to drive brand engagement and loyalty. Further, the smartphone is likely to influence consumers by providing actionable information when they're standing in the aisles, ready to make the purchase decision. Supermarkets are already using the smartphones to: >> Provide nutritional information about food items by scanning the QR code >> Provide

deals and discount information for products in the aisles >> Allow shoppers to scan product barcode, building a shopping lists, and reordered products.

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### CONCLUSION

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.

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