

# Implementation on Online Trading System

Ashish Kadgi, Prashant Bagul, Akshay Kokare, Nitin Adgale, Prof. Madhavi Darokar  
#1234Department of Computer Engineering,  
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**Abstract:** In this paper an attempt has been made to highlight the impact of the increasing trend of online shopping over the various fixed shop retailers. Retailers comprise of a large section of the population and a larger population is dependent upon these retailers. But the advent of e-stores with their attractive incentives and wide varieties has slapped on their face the fear of uncertainty and helplessness. This study looks into the various aspects about how retail businesses are being affected and also the various recovery mechanisms they are coming up with to counter those e-stores in their race of survival. This paper we working on online product trading based on different category. The main aim of this system we provide the direct connection between manufacturing and retailer to get maximum profit to the seller and minimum cost with budget to the end user.

**Keywords:** E-stores, retailers, profit-margin, window-shopping, online trade.

## I. INTRODUCTION

Purchasing products or services over the Internet, online shopping has attained immense popularity in recent mainly because people find it convenient and easy to shop from the comfort of their home or office and also eased from the trouble of moving from shop to shop in search of the good of choice. Online shopping is a form of e-commerce which allows consumers to directly buy goods and services over the internet through a virtual shop. Some of the leading online stores currently in India are Amazon, Flipkart, Snapdeal, etc. Retail is a process of selling goods and services to customers through multiple channel of distribution. Retail stores may be small or big but they mostly operate in the same line as "purchasing to sale". Retail form of business is as old as civilization and is the most basic form of business.

## II. TYPES OF RETAIL STORES

**Departmental Stores** - A department store is a retail store which offers wide range of products to the end-users under one roof. In a department store, the consumers can get almost all the products they aspire to shop at one place only.

**Discount Stores** - Discount stores also offer a huge range of products to the end-users but at a discounted rate. The discount stores generally offer a limited range and the quality in certain cases might be a little inferior as compared to the department stores.

**Supermarket** - A retail store which generally sells food products and household items, properly placed and arranged in specific departments is called a supermarket. A supermarket is an advanced form of the small grocery stores and caters to the household needs of the consumer.

**Malls** - Many retail stores operating at one place form a mall. A mall would consist of several retail outlets each selling their own merchandise but at a common platform.

The Internet has many advantages over retail stores. Firstly, the choice, whereas the bookstore at the corner of the street or the nearby cloth store hardly offers 5000 references on its stalls or 20 designs of a particular garment of same size, Amazon has got hundreds of thousands of variety. Internet is full of online retailers offering 10 times or even 100 times more products than the average retailer can possibly dream of. For an e-commerce website, the costs of storing and referencing a product represent a small fraction of the cost as compared to the cost of storing and referencing a product for "physical" stores. From the customer satisfaction and availability of services, online shopping is creating a major impact upon the retail stores.

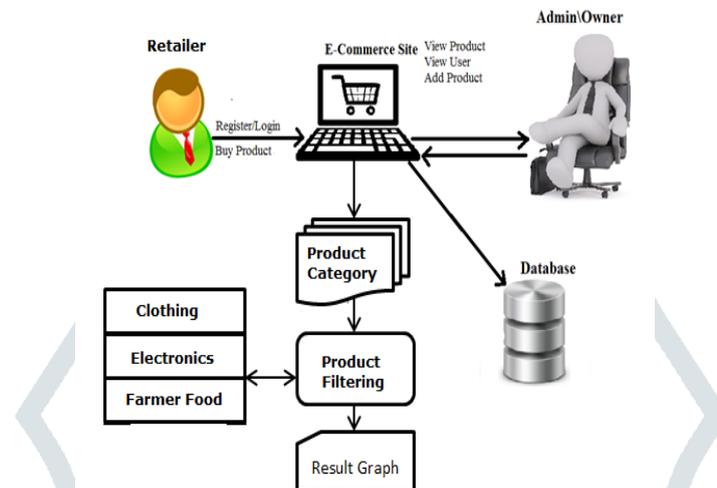
## III. LITERATURE SURVEY

Prof. Ashish Bhatt (2014) in article entitled "Consumer Attitude towards Online Shopping in Selected Regions of Gujarat" published in Journal of Marketing Management stated that online shopping is gaining popularity among people specially the younger generation but in today scenario to become equally popular among all age groups e-marketing will have to cover a longer distance. As per study mode of payment is depended upon income of the respondents. People from different age groups are doing online shopping regularly. The attitude of consumers is changing with the time. In a country like India, consumers are finding online shopping very comfortable because of many variables like cash on delivery, customization or personalization of the websites, home delivery etc.

Prashant Singh(2014) in his article "Consumer's Buying Behaviour towards Online Shopping A case study of Flipkart.Com user's in Lucknow City" published in Abhinav stated that future of e-retailers in India looking very bright. E-retailers give consumers the best way to save money and time through purchasing online within the range of budget. Flipkart.com offering some of the best prices and completely hassle-free shopping experience. The whole concept of online shopping has altered in terms of consumer's purchasing or buying behavior and the success of E-tailers in India is depending upon its popularity, its branding image, and its unique policies.

Upasana Kanchan , Naveen Kumar and Abhishek Gupta(2015) in their article “A Study of Online purchase behaviour of Customers in India” Published in ICTACT Journal on Management Studies stated that online shopping is gaining popularity among people of young generation. Higher income groups and educated people are purchasing more via e-retailing websites. People have hesitations in doing online shopping due to security concerns. At the same time people are resistant to change because of technological complexity in making online purchase. Companies involved in online retailing should focus on building trustworthy relationship between producers and customers.

#### IV. PROPOSED SYSTEM



**Fig 1. System architecture**

##### A. Description:

##### ADMINISTRATOR:

The administrator is the super user of this application. Only admin have access into this admin page. Admin may be the owner of the shop. The administrator has all the information about all the users and about all products.

This module is divided into different sub-modules.

1. Manage Retailer
2. Manage Products
3. Manage Orders

##### RETAILER:

1. Registration

A new user will have to register in the system by providing essential details in order to view the products in the system. The admin must accept a new user by unblocking him.

2. Login

A user must login with his user name and password to the system after registration.

3. View Products

User can view the list of products based on their names after successful login. A detailed description of a particular product with product name, products details, product image, price can be viewed by users.

4. Search Product

Users can search for a particular product in the list by name.

5. Add to cart:

The user can add the desired product into his cart by clicking add to cart option on the product.

### V. RESULT

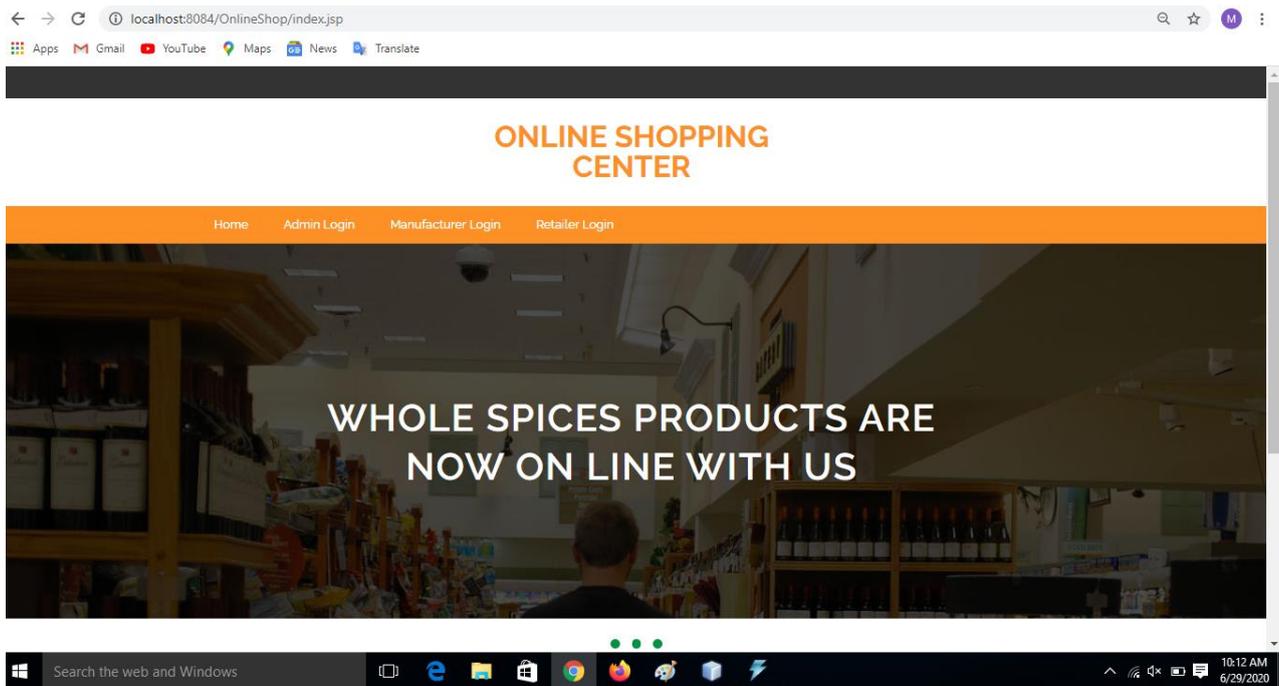


Fig 2. Home Page

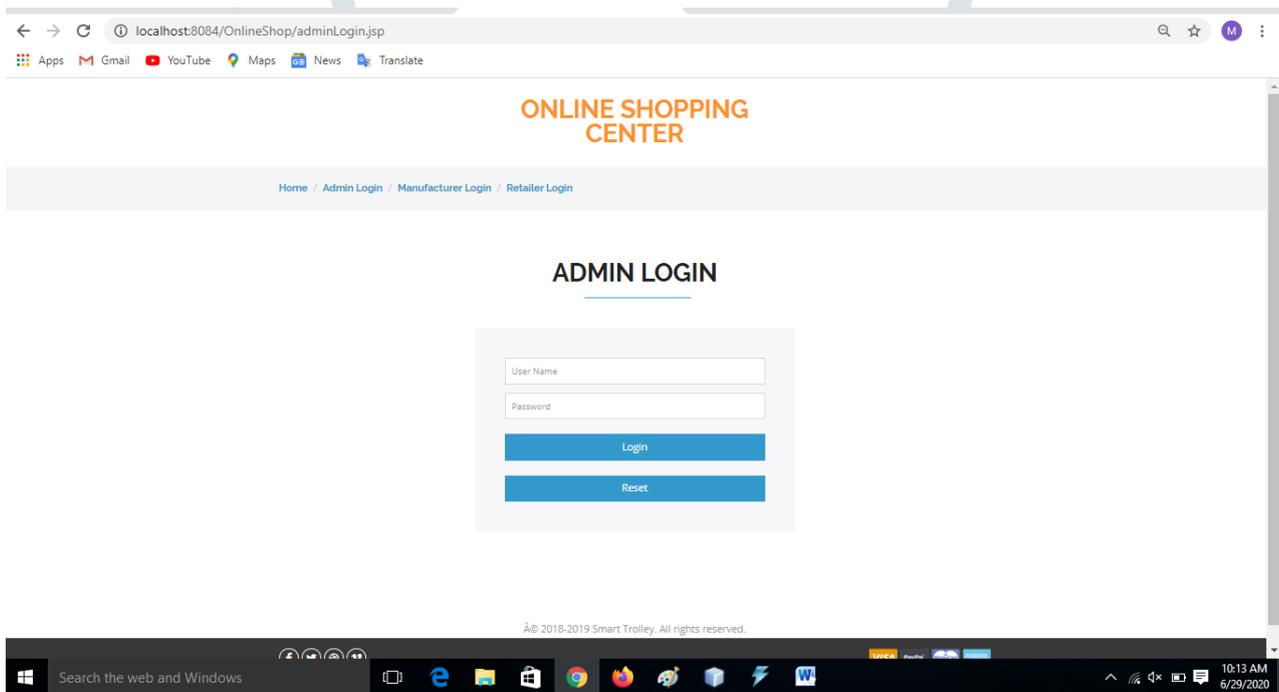


Fig 3. Admin Page

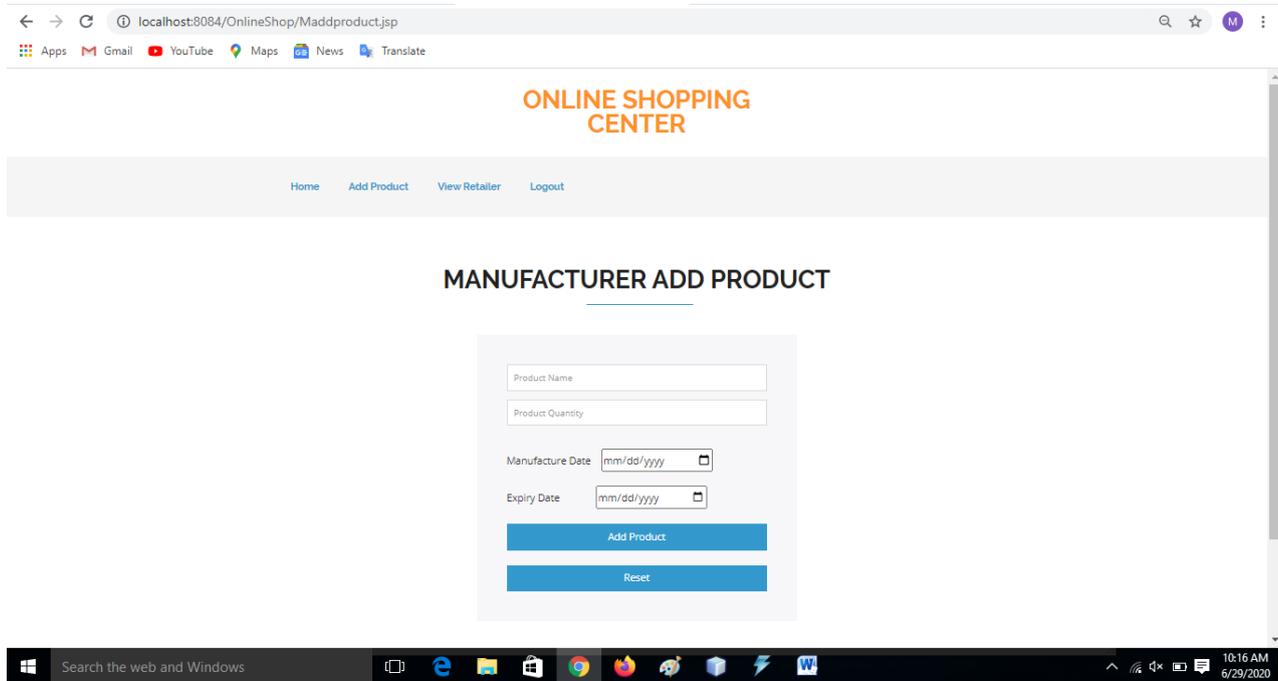


Fig 4. Add Product

## VI. CONCLUSION

The face of retail has changed. The advent of technology in recent period being the primary reason for it. Today, retailing means going into shopping centers and going online. In all these, small retailers miss out somewhere. But the nearby store is always the most important concern for all reasons and seasons. It needs to revive not just survive. The retail stores need to simply uplift its pattern of business and face the competitive world with a more positive outlook. E-stores and retail stores both have to survive, none at the cost of the other.

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