

SYNOPSIS
ON
GROCERY SHOPPING APP

SUBMITTED BY

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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 recognised 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 characterised 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.

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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

1. 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.
2. 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 behavioural intentions while shopping for groceries online. This study presents substantial empirical support for the sufficiency of Ajzen's TPB model in online shopping behaviour. Thus with all the other three variables of the TPB, the study demonstrates the predictive utility of the TPB to determine online shopping behaviour, specifically for grocery shopping in the city of Vadodara.

III. PROBLEM STATEMENT

There are a lot of apps 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.

TECHNOLOGIES / SOFTWARE REQUIREMENT

- Android mobile device (All companies like Samsung, Google, Oneplus etc.)
- Code Editor: Android Studio
- Front End: Kotlin, Xml
- Back End: PHP, Microsoft MySQL Server 2019

HARDWARE REQUIREMENTS / HARDWARE USED

- Intel i5 Or Above
- 8GB Ram or Above
- 1.8ghz Speed or Above
- Hard-Drive Capacity 512GB Or Above
- 15'' Inch Colour Monitor

MODULES DESCRIPTION

In the application has multiple facilities:

- Login
- Products with detail
- Shopping Cart
- Online Payment
- Order Tracking

LOGIN

Login is a portal Module that allows users to type a user mobile number and otp to Login. A login page is an entry page to the app that requires user identification and authentication, regularly performed by entering a username and otp combination.

PRODUCTS WITH DETAIL

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. And Users can purchase all of these products as per their need.

SHOPPING CART

In this module users can add multiple product in their shopping basket as per their need.

ONLINE PAYMENT

In this module users can pay the total order amount with multiple payment mode for easy and fast order process. With this feature we don't need to worry about cash exchange.

ORDER TACKING

In this module users can track their order step by step and they will notify using notification for order stages.

CONCLUSION

Finally, in this grocery shopping app, we have a system where users order the item according to the wish given by the filters he chooses and specify the no. of it and makes the payment; he gets the order as staff picks out the items from the racks and give to the user. Admin assigns the staff to the racks. In the analyzes, the profit and gain and booking for the customers.

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