TITLE: GROCERY SHOPPING WEBSITE

AS a project work for course

INTERNET PROGRAMMING LABORATORY(CSE326)

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 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. Moreover, some resistance to online grocery shopping, specifically, the shopping of fresh produce, was also still found among the Portuguese population.

 Additionally, based on two of the main consumer shopping orientations which shape online grocery shopping, price-sensitivity and convenience, this study uncovered consumer groups which presented distinguishable shopping strategies. These strategies are in general very focused and rational, and vary essentially based on the shopper's more prominent shopping orientation. Moreover, all consumer types were found to have general negative responses to online stimuli present during shopping. Thus, this dissertation contributed to the knowledge of consumer decision making processes for online grocery shopping, making wave for new and further researches in this field and contributing to managerial knowledge.
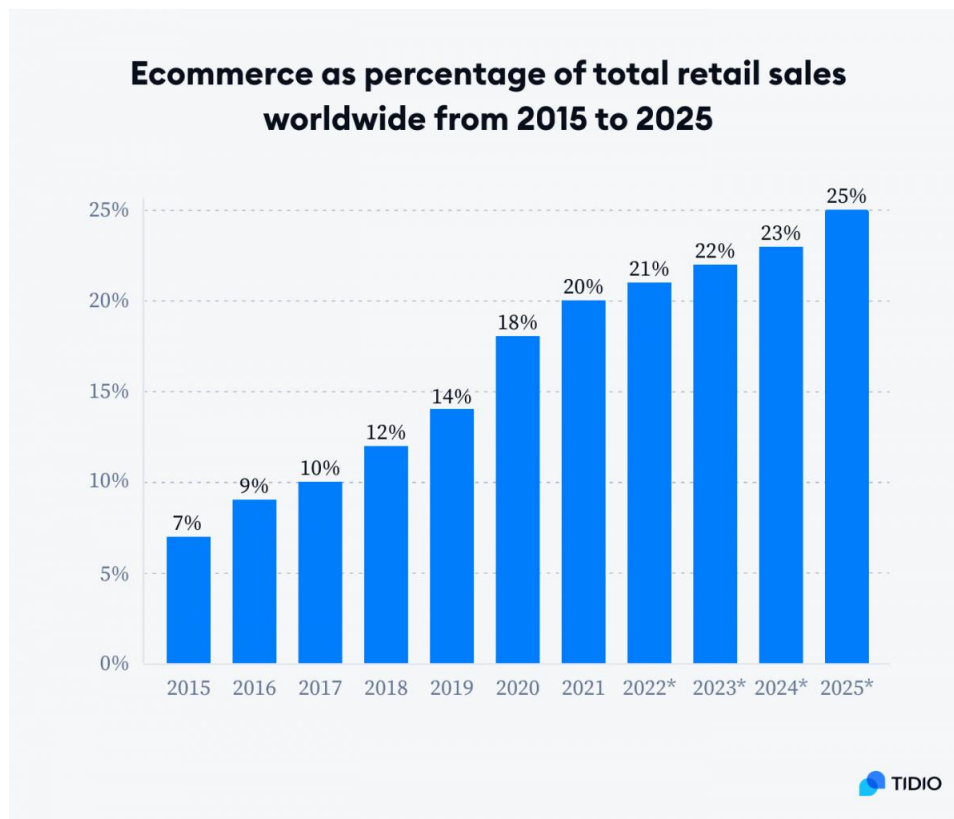
Fig.1-ecommerce as percentageof total retail sales worldwide from 2015-2025.

INTRODUCTION:

Our project is a website which is an online grocery store. The Internet has made all of our lives easier. You can do almost anything online anymore, including purchasing your groceries. A lot of people have actually come to prefer buying their groceries online today. This website allows users to buy groceries online which are needed in day-to-day life. This includes fruits, vegetables, pulses, breads etc.

This is a user-friendly website in which customer can view the item and price of the item it is buying. Whenever you purchase your groceries online you will be able to shop any time of the day or night, at your own convenience, regardless of what the weather outside may be, and still get everything that you need and want.

Our website GKart is a form of electronic commerce where the buyer is directly online to the seller's computer usually via the internet. There is no intermediary service. The sale and purchase transaction are completed electronically and interactively in real- time.

NOVELY OF THE PROPOSED WORK:

Our website has easy to navigate interface and user friendly.

Shopping can be therapeutic for some people, but for others, it can be a real hassle. Sometimes, only certain stores will have the kinds or brands of products that you want. Those stores might be a fair distance from where you live, so you have to spend time and gas money to get there… and, of course, you can even get stuck in traffic. Even if you get to the store, they may not have the item that you want in stock. And let's not forget the conundrum of having to visit multiple stores if you want to shop around for the best price on an item.

With GKart, you can avoid these pitfalls and keep your shopping experience simple by shopping online.

You can also get your items delivered straight to your door through common postal services, so there's no commuting needed on your part. We promise to deliver our products to our customers within 10 minutes of shipment.

RELATED WORK:

As pointed out by previous studies, (e.g. Lim, Widdows & Hooker, 2009; Ramus & Nielsen, 2005), the online retail market has grown tremendously over the last decades, with sales and consumer adoption increasing every year. However, this growth has been highly heterogeneous across retail segments. The online grocery business, in particular, has witnessed a difficult start in Europe and the U.S., with the online operations of established retailers and click-only grocery stores

struggling to survive (e.g. Peapod, Webvan, Home grocer, ShopLink) (e.g., Delaney-Klinger, Boyer & Frohlich, 2003; Lim, Widdows & Hooker, 2009; Ramus & Nielsen, 2005).

Consequently, the scope of previous academic research related to online shopping and consumer behavior has seldom addressed the grocery retail market, with the few existing studies focusing only on consumers' adoption and general attitudes and motivations towards online grocery shopping (e.g., Ramachandran, Karthick & Kumar, 2011; Morgano sky & Cude, 2000; Hansen, 2005; Verhoef & Langerak, 2001). As a result, not much is known about how exactly consumers shop online for groceries. In this contemporary society, bounded by the search of constant technological advances and innovations, consumers are becoming less and less loyal to any specific brand or retail format and increasingly focus on the satisfaction of immediate goals and needs (Deloitte & Harrison Group, 2010). Consequently, online shopping has become a highly profitable retail format, achieving high sales values across much of the developed world (e.g., Lim, Widdows & Hooker, 2009; Hand, Riley, Harris, Singh & Rettie, 2009). Although yet far from reaching its full potential in several markets, the current percentage of online grocery sales is certainly something to follow closely (e.g. Lim, Widdows & Hooker, 2009). As traditional and click-only grocery retailers begin to learn from past errors and learn to take better advantage of the technological innovations developed for the digital world, more companies are venturing into this segment with improved business models and service levels (Delaney-Klinger, Boyer & Frohlich, 2003). Concurrently, Western consumers are experiencing increasing time and budget constraints, both of which are impacting considerably their shopping behavior (Morgano sky & Cude 2000; POPAI, 2011; Deloitte & Harrison Group, 2010). Namely, they are becoming more value-conscious due to the current economic crisis, which together with the time scarcity felt, leads to an increasing demand for lower search costs, higher shopping convenience, better price deals and more rewarding purchase experiences (e.g., Morgano sky & Cude 2000; POPAI, 2011; Deloitte & Harrison Group, 2010). Such trends are likely to motivate a renewed interest in online grocery shopping in the coming years.

A similar website called Online Grocery Shopping website was made by CHITKARA University in 2012.

Its main objective was to introduce an online shopping website even in north-India as at that time online shopping and delivery was limited and was vastly used only in big cities like Mumbai, Hyderabad and Bangalore.

PROPOSED MODEL:

Our website has an easy to navigate interface and is user friendly.

It asks the user to register themselves on the website the first time you visit and the next time you open the website again you can easily login into your account and get your saved data back.

The website allows you to serve different grocery products over the internet and allows you to easily add them to your cart so that whenever you login again and want to buy the items you have saved in your cart you can whenever you want to. One of the benefits of the website is that it's very easy to use and even a person with no prior knowledge of online shopping can use it to order groceries.

ALGORITHM:

THE NAME OF OUR MAIN PAGE IS UP1.HTML

- **START**
- **REGISTRATION PAGE/LOGIN PAGE:**

The first page of our website is a registration/login page where the user can register if they are new to the website or login if they are already registered on the website.

For registration the user needs to provide a user id, password and their email id.

Whereas for login they are required to enter only the username and password.

There is a check box which they need to check before proceeding further, that is for agreeing to the terms and conditions of the website.

There is another checkbox which they can check if they want the website to remember their password.

- **SHIPPING:**

When the customer wants to order something, they are supposed to fill up the shipping form for delivery purpose, which contains first name, last name, street address, city, state and email.

- **ORDER STATUS:**

Users can easily track their orders using the order status page of our website.

This website asks for their tracking id and then provides the user with their order status.

- **CONTACT US PAGE:**

We have also made a contact us page which will be helpful for the users if they want to contact us directly if they are facing any problems.

We have provided our address, customer support number and our email.

- **FAQ's:**

There's a FAQ's page where the user can find the frequently asked questions on our website.

- **PRIVACY POLICY:**

Lastly, we have a privacy policy page which explains the privacy policy of the website to the users.

ROLE OF AN ONLINE SHOPPING WEBSITE:

In March 2020, much of the world went into lockdown, forcing many businesses to temporarily shut down.

When traditional shopping becomes difficult, or may even be scary, people are increasingly inclined to shop online. The fact that consumers were already embracing Amazon and other online retailers with open arms made this transition considerably easier.

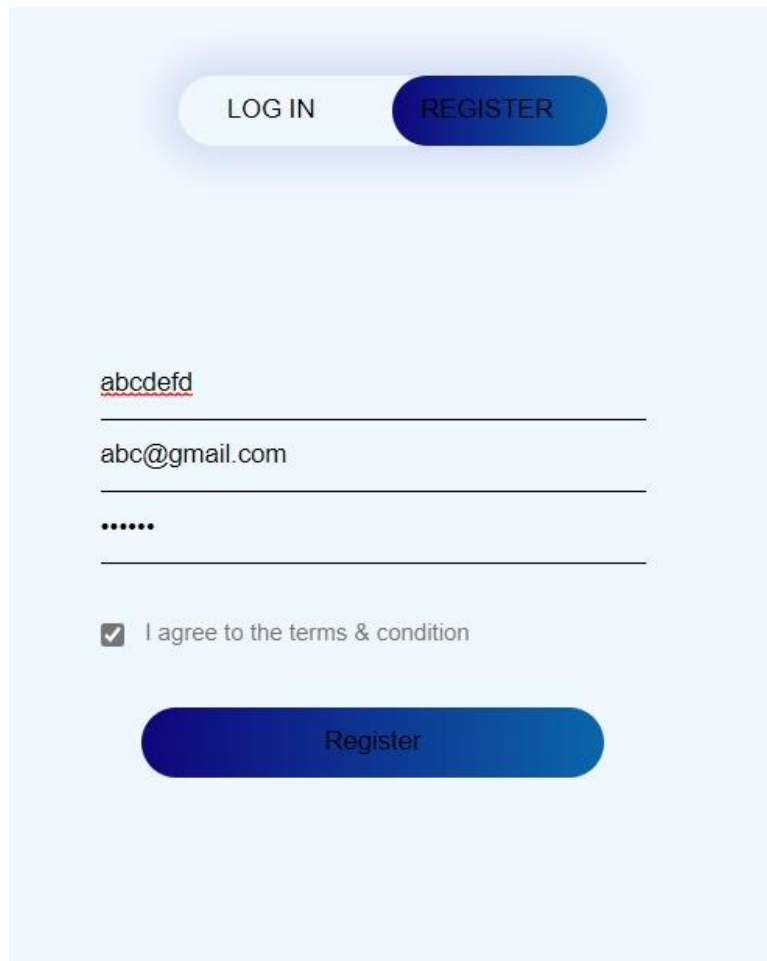In 2020, online revenue growth was up 44% and in Q1, 2021 it increased 39% year-over-year.

The advantages of online shopping didn't disappear even when retail businesses re-opened fully. Like it's so much easier than traditional shopping as you can order anything from anywhere, anytime. You don't have to travel anywhere to get your stuff, it is directly delivered to your doorsteps. It saves you the travelling cost and the exhaustion the travelling and shopping can cause.
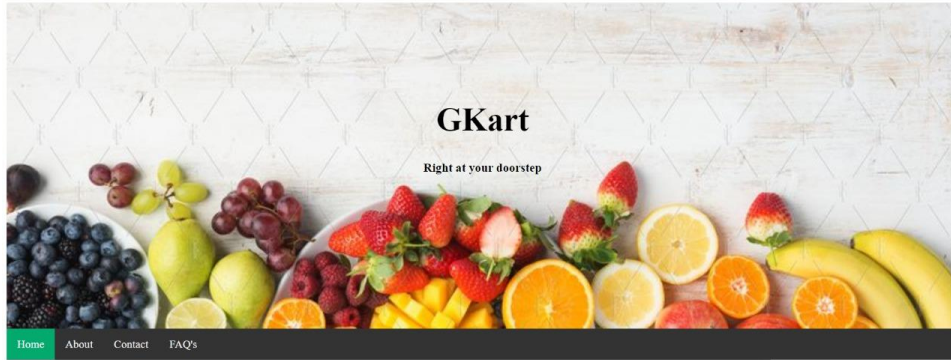
It's just more convenient and easier.

SIMULATION/RESULT:

- ## Registration Page:

- ## Homepage:

Home   About   Contact   FAQ's

- **Categories:**

Vegetables and Fruits

Staples

Gourmet and World Food

Dairy and Eggs

Snacks and Beverages

Packaged Foods

<<

>>

Dal (Whole)

Organic Tattva Toor Dal (Split)

Desi Choice Rajma Chithra (Whole)

Chana Dal (Split)

off

₹104 ~~₹150~~ 30% off

₹103 ~~₹150~~ 31% off

₹74 ~~₹130~~ 43% off

Add to Cart

Add to Cart

Add to Cart

Back to previous page

- ## Privacy policy

Privacy Policy

This Website is committed to protecting and respecting your privacy. This policy together with our terms of use and any other documents referred to here set out the core principle on which any personal data we collect from you or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it. We keep certain basic information when you visit our website and recognize the importance of keeping that information secure and letting you know what we will do with it. This policy only applies to our website. If you leave our website via a link or otherwise, you will be subject to the policy of that website provider. We have no control over the policy or terms of other websites. It is your responsibility to check their policy before continuing to access them.

Information we may collect from you

We may collect and process the following information about you:
  - Information that you provide by filling in forms on our site.
  - Information provided at the time of registering as a user on our website subscribing to our services or
    requesting further assistance
  - Information you provide when reporting an issue with our website
  - When you contact us, a record of that correspondence
  - Completed surveys that we use for research purposes; although you do not have to respond to them.

IP Address and Cookies

We may collect information about your computer, including where available, your IP address, operating system, and browser type. We also collect data for system administration and to report aggregate information to our advertisers. This is statistical data about our users' browsing actions and patterns, and does not identify any individual or collect personal information to our third-party advertisers. You may refuse to accept cookies by activating the setting on your browser which allows you to refuse cookies. However, if you select this setting you may be unable to access certain parts of our website. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you log on to our website.

Where we store your personal data

All information you provide to us is stored on our secure servers. Any payment transactions will be encrypted. Where we have given you (or where you have chosen) a password which enables you to access certain parts of our site, you are responsible for keeping this password confidential. We ask you not to share the password with anyone.

Your Rights

You have the right to ask us not to process your personal data for marketing purposes. We will usually inform you (before collecting your data) if we intend to use your data for such purposes or if we intend to disclose your information to any third party for such purposes. You can exercise your right to prevent such processing by checking certain boxes on the forms we use to collect your data. You can also exercise the right at any time by contacting us via email. Our website may, from time to time, contain links to and from the websites of our partner networks, advertisers, and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

Shipping:

Shipping

First Name

Last Name

Street Address

City

State
--State--

Email

• Order status:

Order Status

Tracking id

The order status page is the final page of your store's checkout. The order status page lets your customers:
* Check the status of their shipment without needing to contact you directly re-order products.
* See real-time updates on the location of their shipment.
* Opt in to receive shipping updates by email(grocerykart722@gmail.com) after checking out by using a phone number.
* Subscribe to receive news and offers from GKart by email.
* Click to begin shopping in your online store again.

Was this page Helpful?
Yes   No

• FAQ's:

FAQ's

01. How can I create an account at GKart? ⌄

02. How much time it takes to deliver the order? ⌄

03. Do i have to create an account to place an order? ⌄

04. Can i edit my order? ⌄

05. Can i order from any location? ⌄

06. Do you support bulk orders? ⌄

07. Did not receive order confirmation SMS? ⌄

- ## Contact Us:

Contact Us

Address

Sector-22, Rohini west
Subhash Nagar, 786787
New Delhi

Contact Details

Customer Support: grocerykart722@gmail.com
Customer Support: +91 7896574365

Company

About Us
Privacy Policy

Get Help

FAQ's
Shipping
Order Status

Follow Us

CONCLUSION:

Our website GKart is a form of electronic commerce where the buyer is directly online to the seller's computer usually via the internet. There is no intermediary service. The sale and purchase transaction are completed electronically and interactively in real- time. Its user friendly and easy to navigate.

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