

ABSTRACT

In this modern era, the activities of buying and selling has become a common thing that is often done by the wider community. OLX is the world's leading classifieds platform in growth markets. OLX makes it so easy to connect people to buy, sell or exchange used goods and services. It's completely free, and it can be used from a laptop or mobile phone. Every month, hundreds of millions of people use OLX to find and sell furniture, musical instruments, cars, houses and more. You can buy and sell almost anything with OLX. Online sale and purchase of second-hand products is on the rise in India. OLX is a free-to-use website for consumer-to-consumer (C2C) online auction of used goods.

INTRODUCTION

OLX is a global online marketplace. The short form of OLX is Online eXchange. OLX was founded by Fabrice Grinda and Alec Oxenford in march, 2006. OLX is present in 105 countries. Olx is only a mediator between sellers and buyers. This app should enable a user to post an ad for selling a product or a service. It should allow college students to sell their books, notes, services, etc to the other campus students. It should allow the seller to post an article for the same, and let the other students search for the entities they require. Easily design rich ads with pictures. Control your selling or buying activity in OLX. Display your ads on your social networking profiles.

FEATURES OF OLX APP

- Consumers can buy and sell easily through a smartphone.
- Discover deals and buy from verified sellers in your neighbourhood.
- Safely get what you want from home and have conversations with certified sellers, negotiate with them.
- Manage your chats easily.
- Get recommendations based on your interest.
- Manage and edit ads on the go. The app is designed for fun, simple, intuitive, and a great shopping experience. It promises a cutting-edge experience that effortlessly helps you find what you need and sell something new in just seconds.

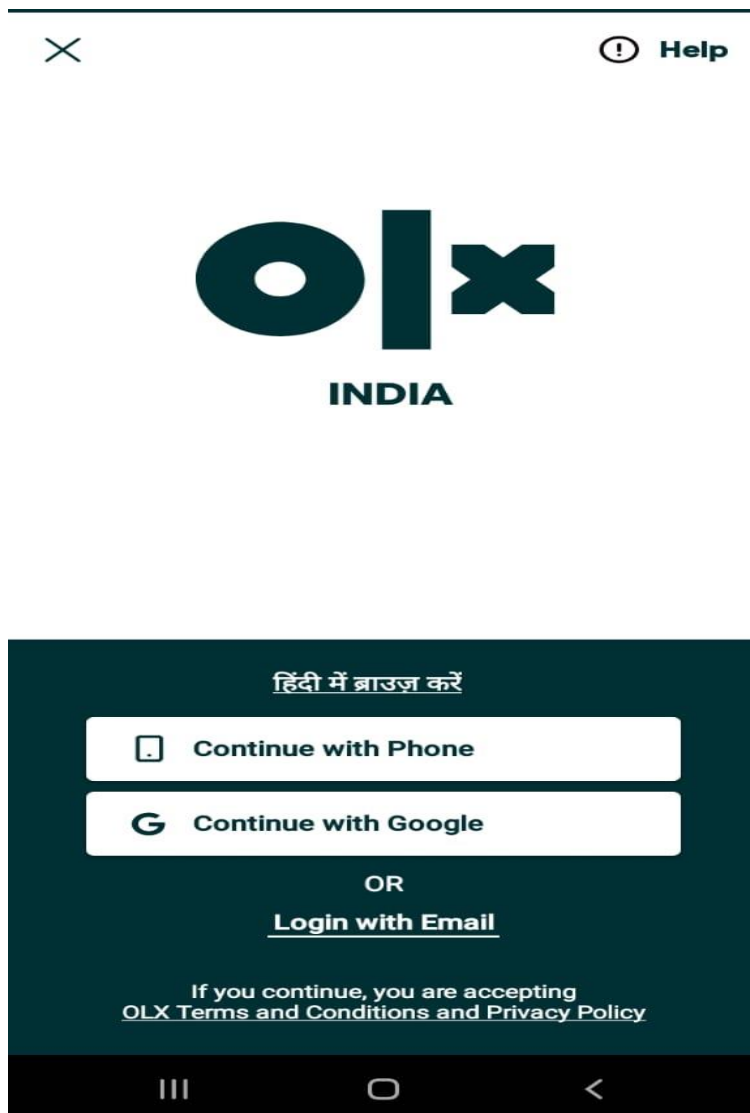
HOW OLX WORKS

The working process of OLX is as much as simple as any other methods of classified advertisement, as we have seen on newspapers. When a user publishes an advertisement in the website, the site indexes the data, which includes some rich-media content such as images along with the contacting and location details such as email ID or the mobile number. And, when another user, who would like to buy a product, especially a second-hand product for reducing the budget, searches in the mentioned category, he/she could find out the advertisement and the user will contact the advertiser if the user is interested in the product. If so, we can then follow the usual method of sending the product to him/her and hence receiving money.

SELLERS need to upload pictures of their goods, along with a title and description of and the expected sales price of the product.

BUYERS are allowed to browse through the several alternatives, contact the seller, negotiate with them one-to-one and then purchase the item.

This is how the OLX app looks after installation when you try to log in with your phone number or email.



- We are free to select any alternative that suits us.

FUNCTIONS OF OLX

OLX offers a variety of capabilities to simulate various functions that an application might carry out, including,

- Language
- Location
- Categories
- Notification
- Home
- Chats
- Sell
- My Ads
- Account
- Advertisement

LANGUAGE

Users can select a language that is most convenient for them.

There are essentially just two languages: English and Hindi. After selecting a language, click the continue button.

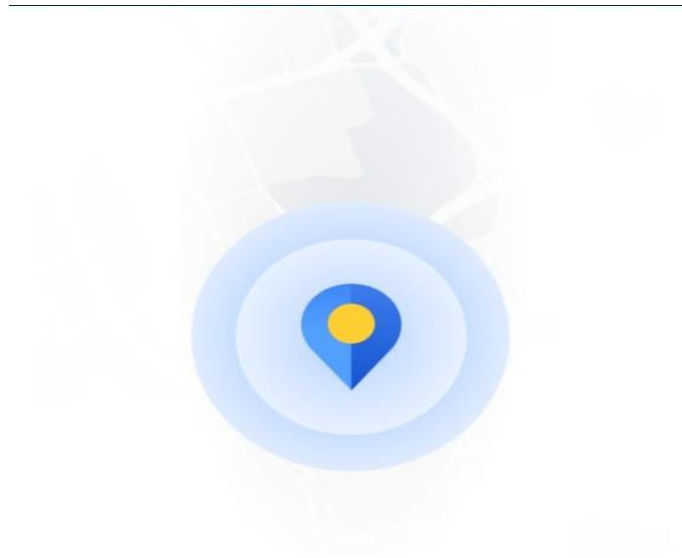
 SELECT LANGUAGE/भाषा चुनें

English ✓

हिंदी

CONTINUE / आगे बढ़ें

LOCATION



Where is your location?

Enjoy a personalized selling and buying experience by telling us your location.



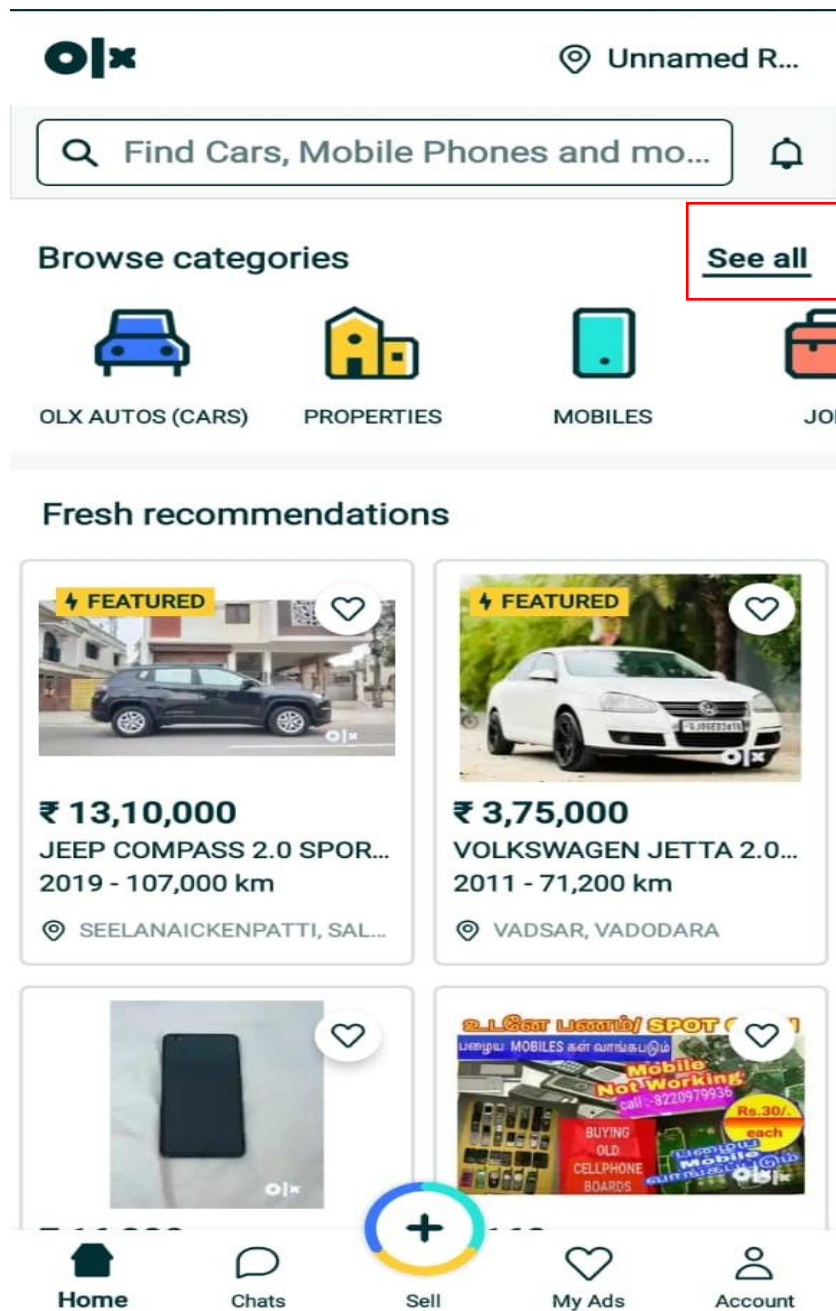
Find My Location

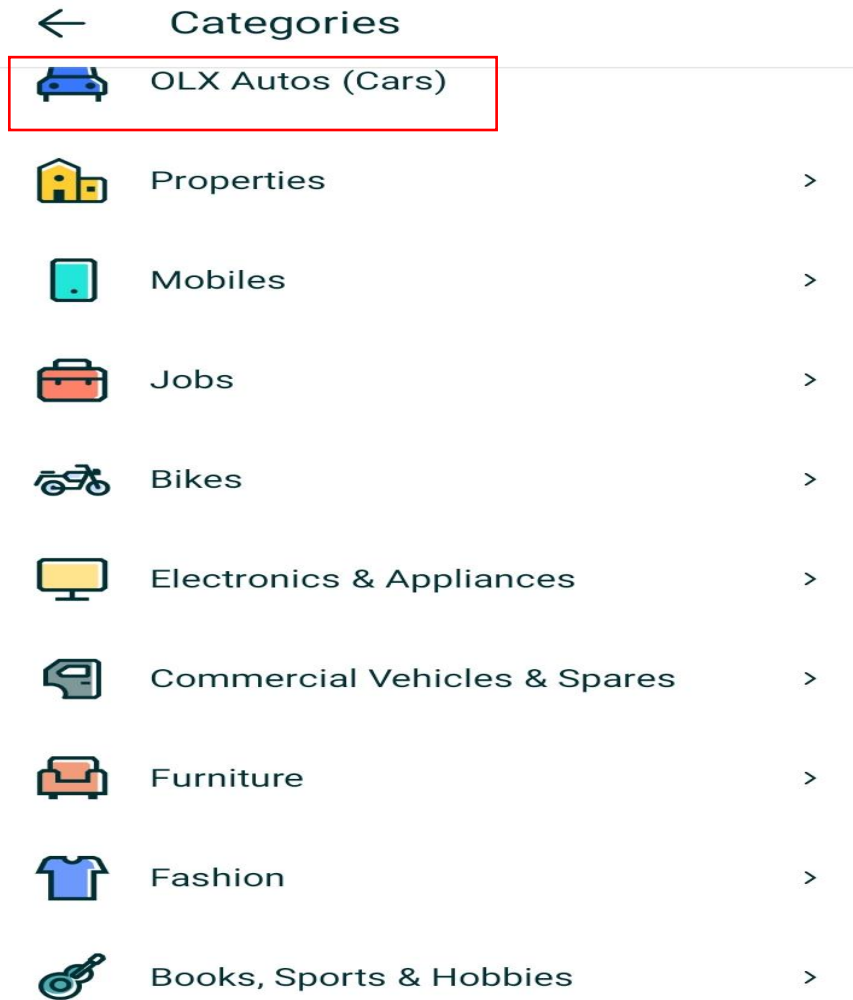
Other location

When you log in to the OLX App, if you select find my location, the location will be displayed automatically on the top left. The location can be changed by tapping on it if you so choose.

CATEGORIES

By selecting the "see all" option under categories, all of olx's possible categories can be viewed.





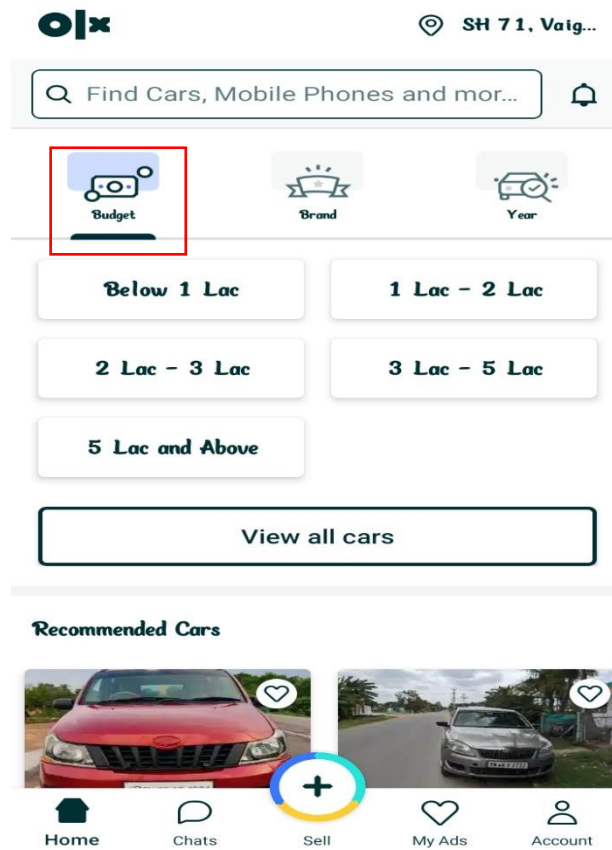
OLX Autos (cars)

When you select this category, three alternatives are displayed, including

- Budget
- Brand
- Year

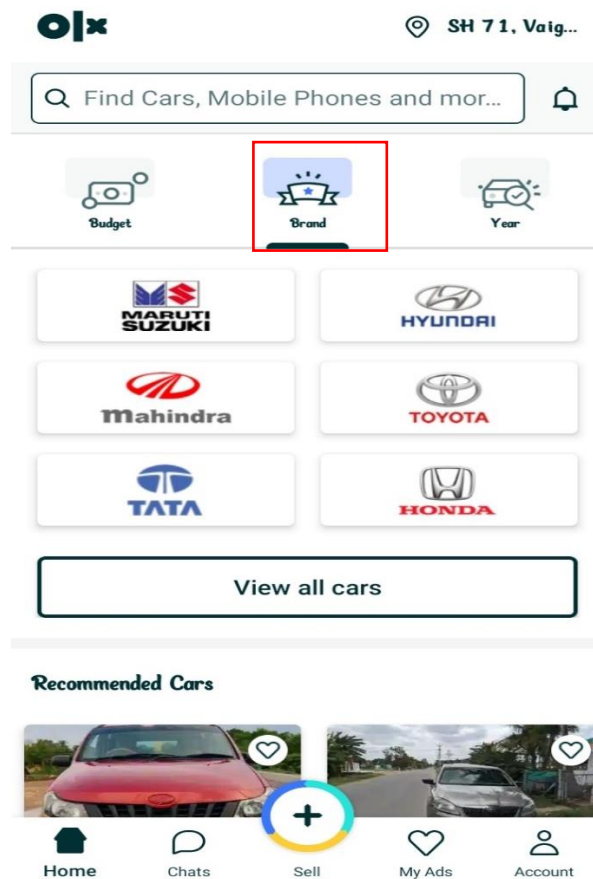
Budget

It displays all of the budget categories in the budget section.



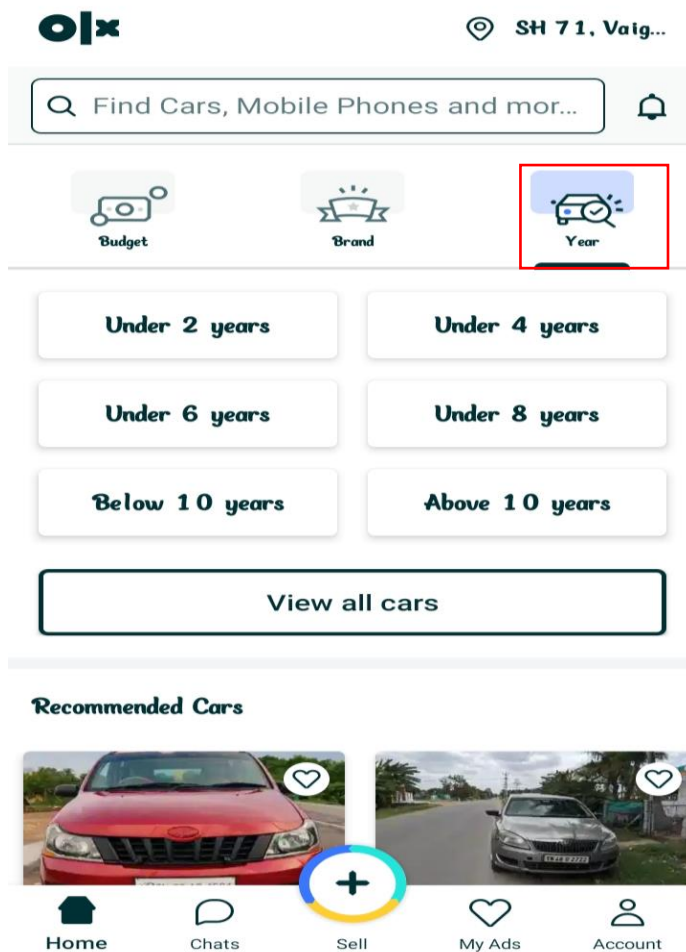
BRAND

It displays all of the brand categories in the brand section.



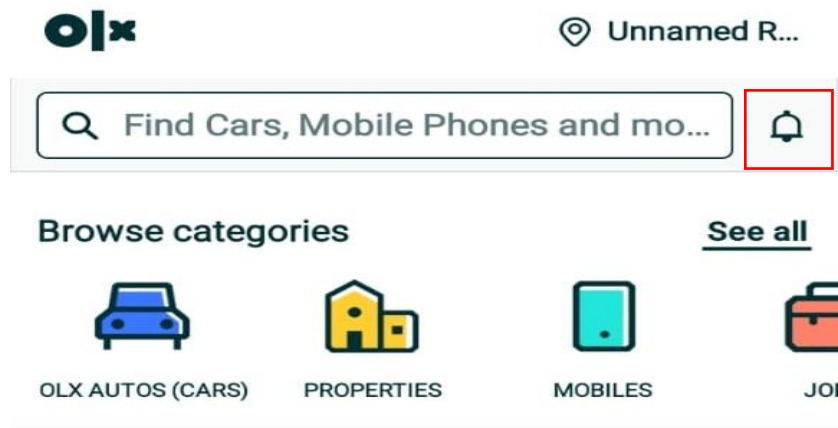
YEAR

It displays all of the year categories in the year section.



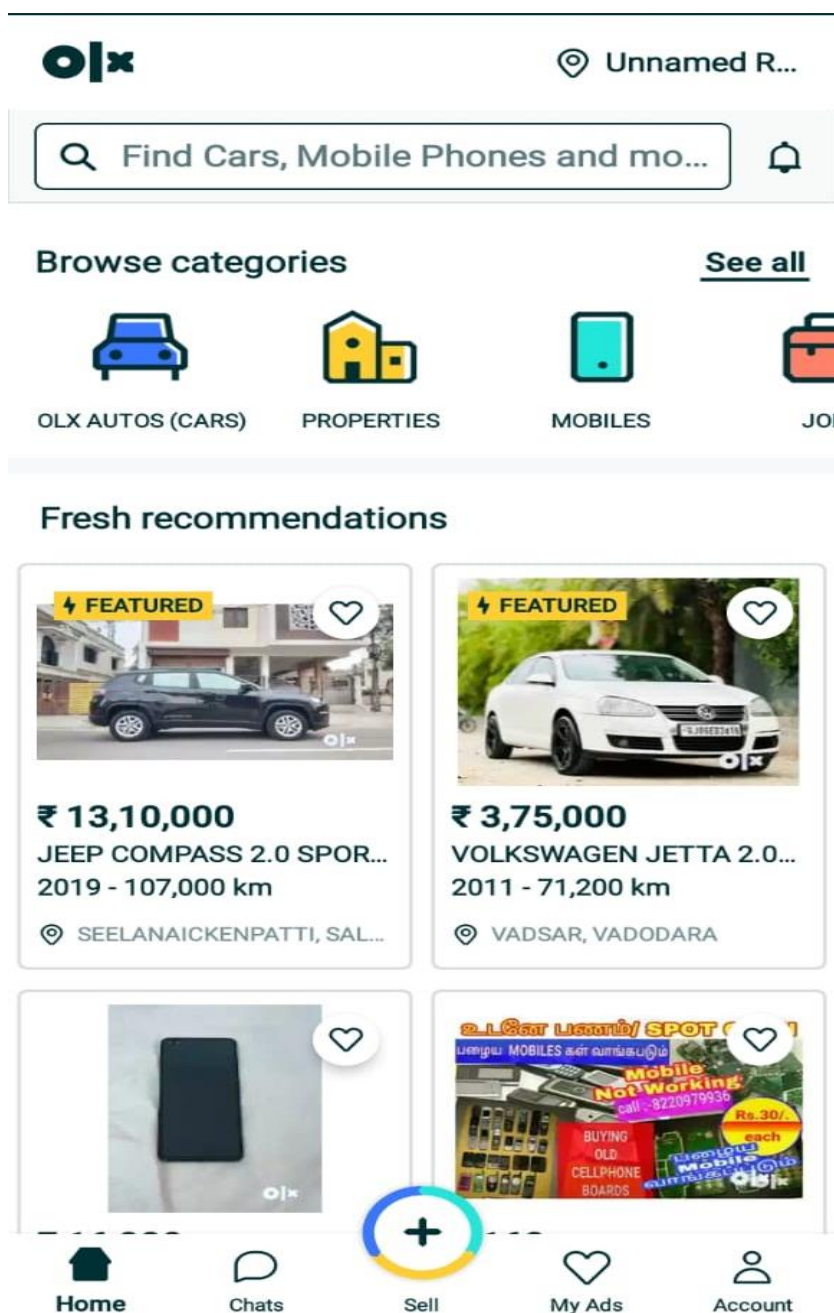
NOTIFICATION

The OLX app has a notification icon that displays all of the notifications that are related to the OLX app.



HOME PAGE

It includes all of the categories and their most recent recommendations on the home page.



CHATS

It has three sections in chats, including

- All
- Buying
- Selling



Chats

ALL

BUYING

SELLING

QUICK FILTERS

All

Meeting

Unread

Important



You've got no chat history so far.



Home



Chats



Sell



My Ads












Account

It appears in the conversation history based on these criteria.

SELL

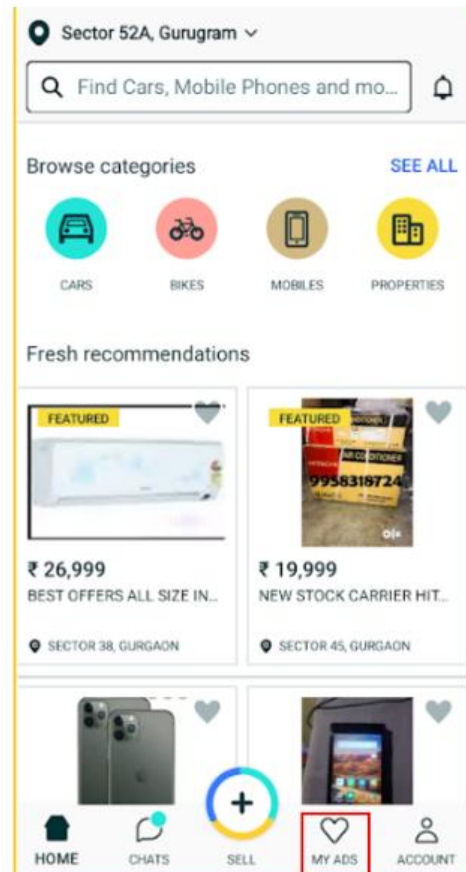
Everything sells on OLX - anything from cars, two-wheelers, mobiles, furniture, baby products, books, fashion, sports, electronics, musical instruments, pets, toys, ...phew...the list can go on.

 What are you offering?

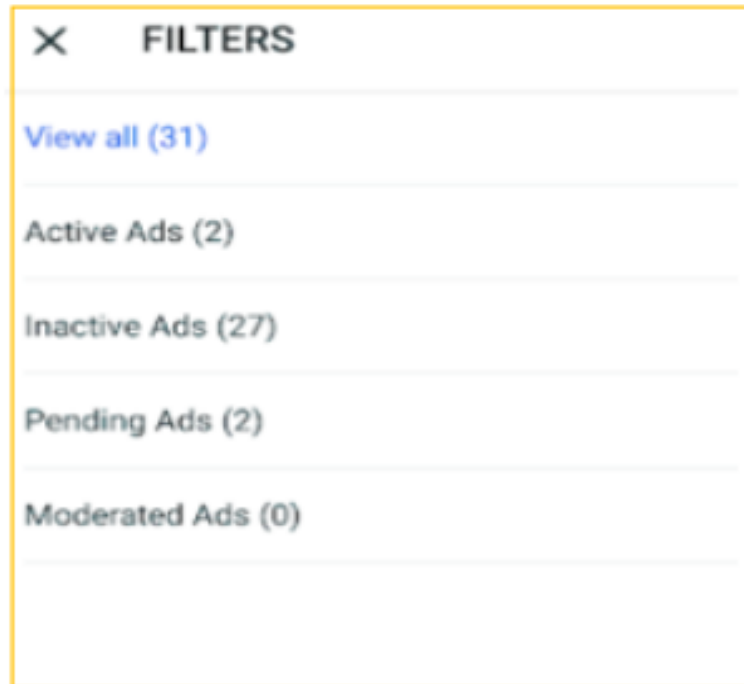
 Cars	 Properties
 Mobiles	 Jobs
 Bikes	 Electronics & Appliances
 Commercial Vehicles & Spares	 More Categories

MY ADS

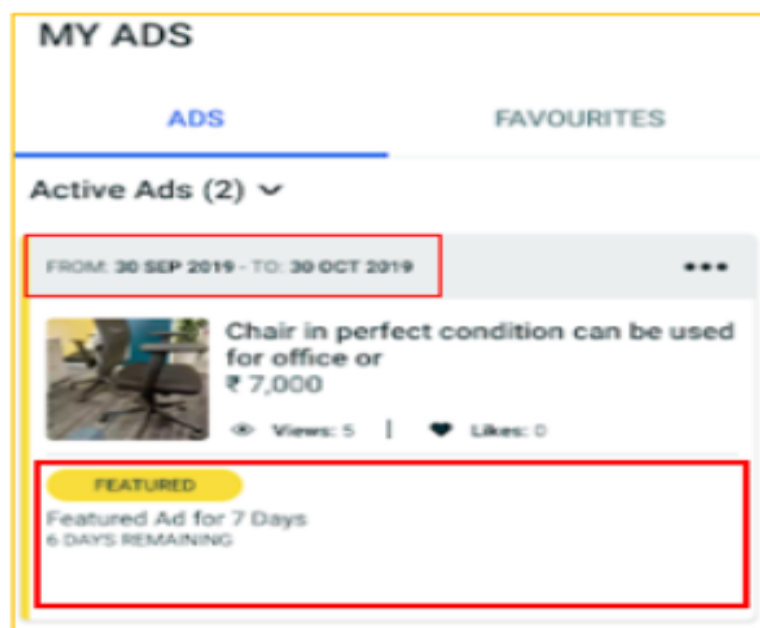
Step 1: Go to “My Ads” section.



Step 2: Under “My Ads” tap on Active Ads.

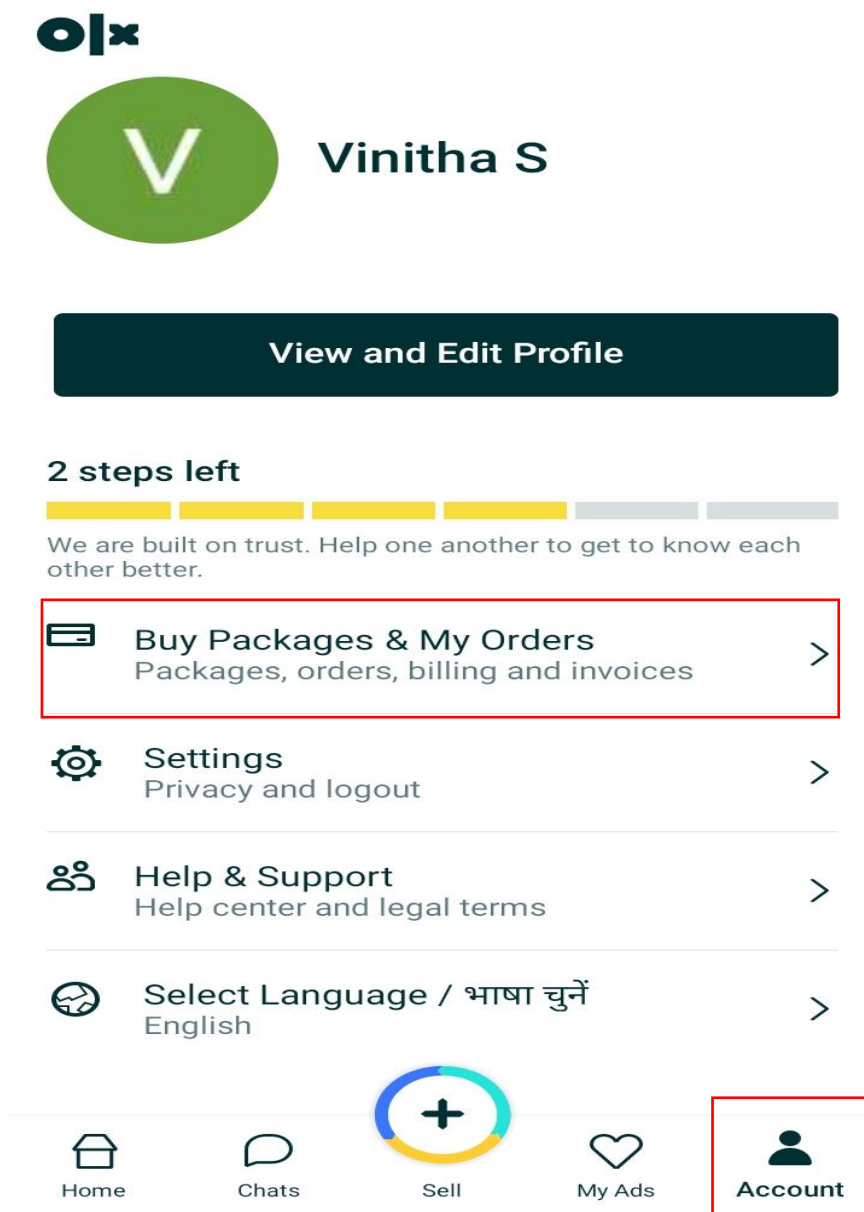


Step 3: In the Active Ads section; your Featured Ad will be displayed with a yellow tag. The validity of the featured Ad will be on the upper left as highlighted below:

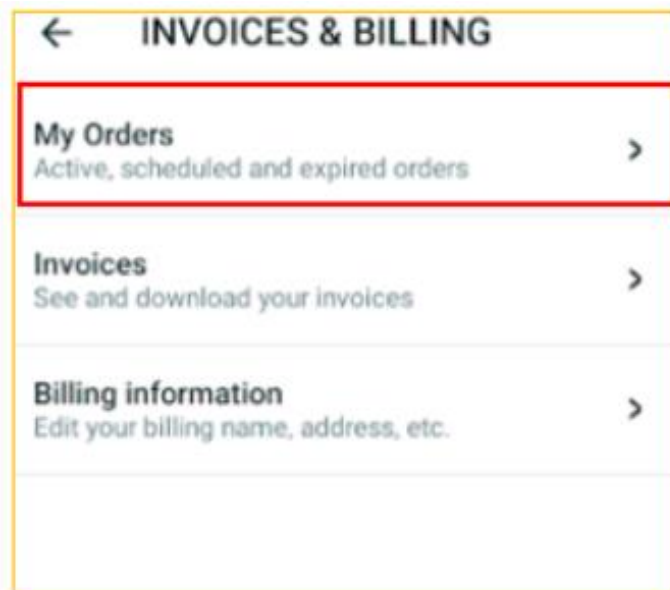


A user can also check the status of his Paid Ad orders:

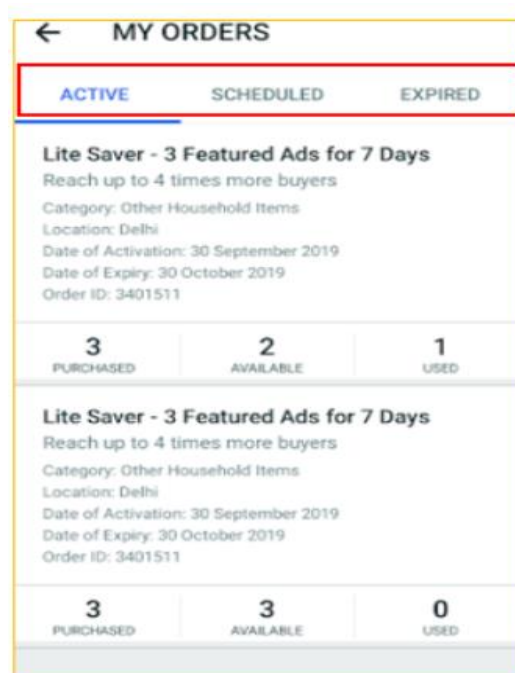
Step 1: Under “My Account”, go to "Buy Packages & My Orders.



Step 2: Under ‘Invoices & Billing’, select “My Orders”.

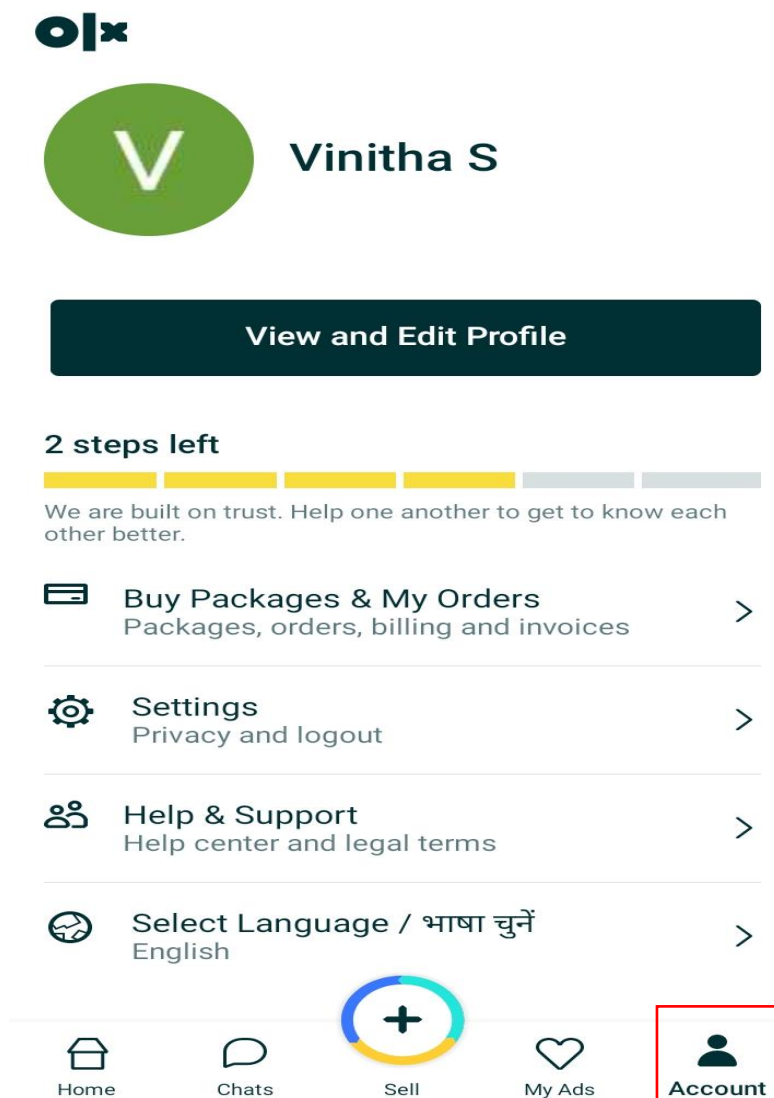


Step 3: Under ‘My Orders’ you can find out the summary of your Featured Ads. You will be able to see your active, scheduled & expired Featured Ads.



ACCOUNT

The account option includes several capabilities and keeps the user's account information.



SETTINGS

The setting option includes all of the application's parameters and settings.

Settings

Privacy

Create password



Notifications

Recommendations & Special communications

Logout

Logout from all devices

Delete account

HELP & SUPPORT

This option helps to resolve problems and clears up confusion quite effectively.

Help & Support

Help Center

See FAQ and contact support



Rate us

If you love our app, please take a moment to rate it



Invite friends to OLX

Invite your friends to buy and sell

Become a beta tester

Test new features in advance

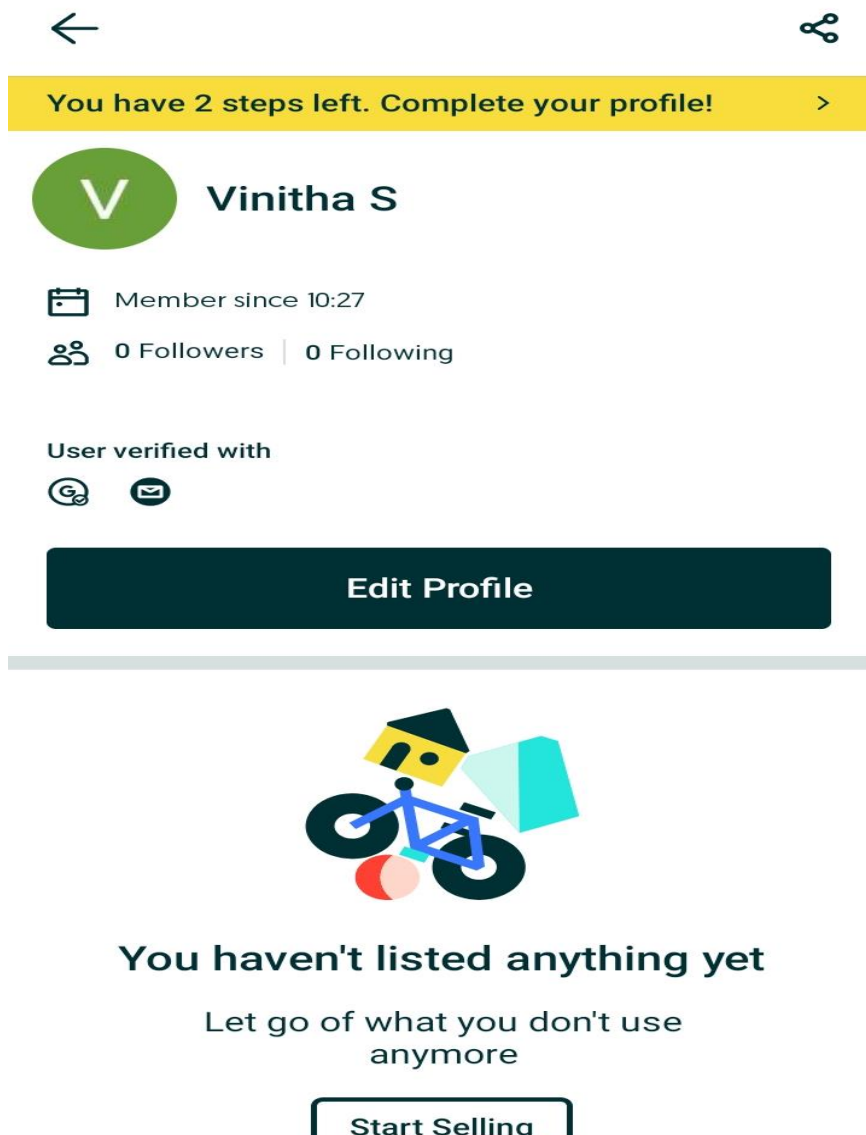


Version

17.08.011

VIEW AND EDIT PROFILE

This feature enables us to update our profile and view the list of our followers and following.




EDIT PROFILE

When selecting "Edit Profile," a few questions about us are asked.

×Save

Basic information



Enter your name

Vini tha S

9/30

Something about you

0/140

Contact information

Country

+91

Phone Number

>

You need to verify this number. Verified numbers let us reach you. [Verify it now >](#)

Email

vini thashanmugam2002@gmail.com

>

Your email is never shared with external parties nor do we use it to spam you in any way.

Additional information

Google

Link your Google account to seamlessly use your contact list.

Unlink

DELIVERY DETAILS

OLX offers shipping options that differ from country to country. However, the platform does not handle shipping itself. It is still the buyer's responsibility to book shipping, pack and send the items. The most direct way of knowing is to contact the OLX seller directly and ask them if they shipped your item. In case your item was shipped with a traceable service and the seller provided your email address or phone number to the courier company, you will probably receive shipping updates by email or SMS. Check your local OLX for the correct delivery price when shipping your products and if your buyer is willing to pay for it. Of course, you can always opt for sending the item on your own or your buyer's terms. One of the most popular delivery options is to simply meet the buyer in a safe place and finish the trade in person.

OLX does not offer payment options, and this part of the trading process is usually dealt with directly by the buyer and the user. The safest way to make sure you will get your items, or your payment is to, of course, agree to a trade in person. But if you live in another city or even country, this may not be possible. In some situations, you can agree to use Cash on Delivery when buying or selling on OLX: just make sure the seller is trustworthy and has good reviews. If you live in another country, this may not be possible, and in such cases, you may opt to use a safe payment application that offers you the chance to initiate a dispute in case the items you purchased on OLX are not as described.

STRENGTH

1. Large Presence

OLX has its presence in more than 100 countries. This is an excellent strength for the brand.

2. Brand Image

OLX has a strong brand image and has about 11 billion page views. Also, it sees about 200 million active users per month, 8.5 million transactions per month, and 25 million listings.

3. Strong Backup

OLX sees a strong back up by Naspers. It has a lot of experience in working with various eCommerce giants.

4. Strong Advertising Campaign

Yet another strength of the brand is its strong marketing efforts. It has an excellent marketing strategy, and its advertisements are popular on television, radios, many online channels, etc.

5. Strong Vehicle Category

OLX has a strong place in the vehicle category. It sees many sellers placing ads to sell their vehicle, and there are many buyers to purchase as well.

6. C2C Market Leader

OLX seems to be India's market leader in the C2C business. This is also the main strength of the brand.

7. No Specific Product

OLX has no limitations with regards to products. It has a massive portfolio of products where users can place their advertisements.

WEAKNESS

1. Technology-oriented

OLX is heavily dependent on technology, and it lacks features to convert non-internet users as potential customers. This is a great weakness for the brand because the number of users would reduce.

2. Competition

There are many competitors from the offline mode as well. Many people try to sell their products using many other ways like WhatsApp, word of mouth, etc. This is also a weakness for the brand because the users would reduce.

3. No Quality Assurance

As many buyers and sellers meet online, and various discussions take place online, there are chances that the quality would go off.

4. Online Fraud

As OLX is entirely an online platform where many people meet online and discuss their sale and purchase, there is a chance that it can enter fraudulent activity as well.

5. Fake Ads

As OLX is entirely an online platform where many sellers post many ads, there are chances that people post fake ads as well.

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6. Delay in Response

As OLX is entirely an online platform, it is dependent on people to log in to check for an update on their products. There would be a delay in response and for the product to be sold.

7. Non refund policy

OLX has a strict non refund policy, the buyer is supposed to check the product before making the purchase.

RATING AND REVIEWS

 Google Play Games Apps Movies & TV Books Kids

Ratings and reviews → Ratings and reviews are verified ⓘ

4.3

★★★★☆

2.77M reviews


5

4

3

2

1

 Adeeb Ahmed

★☆☆☆☆ July 29, 2023


I had a great user experience with olx from last 4-5 years. The app's functionality seemed promising, and I was excited to explore its features. However, i just uninstalled it due to incredibly lengthy video ads. While I understand that ads are an essential means for developers to monetize their apps, the frequency and duration of the ads in olx were downright unbearable. The ads seemed to appear at every turn,interrupting my usage and testing my patience.


246 people found this review helpful

OLX Global B.V.

July 29, 2023

Dear OLX user, We really apologize for the inconvenience. We request you to elaborate on your concern by sending an email to support@olx.in. We will check this for you at the earliest.

 Google Play Games Apps Movies & TV Books Kids

 Vish Ki

★☆☆☆☆ July 29, 2023


It was a decent app, it has become terrible showing full screen video ads every minute. I stopped using the app. I usually browse through olx ads while I'm waiting anywhere, traveling in metro etc. The app suddenly pops up a full screen video ad with music panicking me, embarrassing. I either have to watch the ad till "skip" appears or close the app. Ads are showing up like every minute. Even skip/close doesn't solve the issue cos I've noticed three ads coming one after the other. Very annoy...

190 people found this review helpful

OLX Global B.V.

July 30, 2023

Dear OLX User, We would like to extend our apologies for the unpleasant experience. We appreciate your valuable feedback as it helps us to improve our services, and the same will be shared with the concerned team for further review. Thank you for taking out the time. OLX Team

 Prashant B

★☆☆☆☆ August 3, 2023

It has become the worst app ever!! Been using it for years but now it keeps showing ads every 10 seconds and u can't search items efficiently. Try searching the term ipad and it will show you cars. Search OnePlus and it will show you houses and jewellery and what not. You can't even select price range above 25k if u select a category alongwith. U can't post ads easily. Unusable app, better use fb marketplace or even some random app but not this. Deleting this from my phone.

9 people found this review helpful

MY IDEA

- Due to the fact that it only comprises two languages, adding additional could be beneficial to speakers of other languages.
- Considering how frequently scams are carried out using this software, I believe that olx should begin checking its users.
- This app has exclusive rights to suspend accounts. To increase the number of users, avoid this as it gives out a negative impression to the users.
- The customers don't believe the app because they demand payment for showing the advertising, then remove them once they have been paid. By refraining from these actions, it will receive favorable feedback.
- It has extremely long video commercials. While acknowledging that the OLX advertisements' frequency and length were intolerably high. Reduce the length of commercials to avoid making people feel irritated by the constant presence of ads. reaching numerous users is quite beneficial.