

GLA University, Mathura -2020

Mini Project

Literature Review Report



TEAM DETAILS

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Project Name/Title: "Grossify"

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INTRODUCTION

Problem Statement:

Q1.What we are creating?

We are creating “A real-time android application to shop online using android devices.”

Android based application is an application that runs within the Android device via Internet with accessing the operating system of any individual cell phone. The advantage of browser-based applications is that they can run on any versions of android.

Q2.What is our idea about?

In today’s era, we all are aware of our daily changing requirements and the need to shop as in the world of digital marketing.

Shopping the daily needs virtually is what when individuals interact without being face-to-face but through words and texts they sent or receive data to be shared. We can share information and the need can be delivered to us.

Shopping virtually make us elevate from being digitally literate to digitally fluent, collaborate using appropriate virtual tools and system and they are cost-effective and environment friendly too.

So putting our efforts into this application, we are going to create “Grossify”.

Reason for Selecting Topic:

The general reason is to portray a complete and detailed picture of the overall purchase decision making process of consumers shopping online for groceries, including pre- and post-decisional 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 changes.

This project is aimed at developing an android application that depicts online Shopping of grocery and purchasing using Payment Gateway. Using this software, we can improve the efficiency of their services of sales product. Online Shopping is one among the applications to enhance the marketing of the company's products.

Objectives:

- The App gives all the information about the grocery shop provides better services for customer.
- It provides the facility to the customer who wants to buy grocery products to lack of time.
- It provides facility to the customer to payment by the cash or Debit/Credit card or through Net banking.
- It's providing full details about the grocery product and related information about the product like cost, weight, and best before date etc.

METHODOLOGY:

As stated earlier the general aim of this dissertation is to develop, as accurately as possible, an overall image of the consumers' decision making process for online grocery shopping. The objective is to provide a broad description of the overall process, from the pre-decisional to the post-decisional phase, however being the intent to then focus on the actual decisional stage. Within the decisional phase, two details take particular consideration – the buying/browsing strategies used by online grocery shoppers and their reaction to in-store stimuli. However, as indicated in the preceding chapters, the body of research on online grocery shopping is not particularly extensive, with the majority of studies tending to focus on the drivers of adoption of such consumption behaviour, rather than on the actual in-store decision making process of shoppers – with a few exceptions, however mostly for generalized online shopping

As such, the appropriate method to empirically investigate the research questions established is an exploratory research approach, given that this approach is the most commonly used when there's a need to increase or clarify the understanding of a problem. Furthermore, and as in the case of this

dissertation, this type of approach is particularly useful when existing theories are insufficient or contradictory, when important concepts and its interrelationships are hard to establish and/or when an area of investigation is hard to differentiate from others

Scope for extension in Major Project:

This system will reduce the manual operation required to take care of all the records of booking information. And also generates the various reports for analysis. Main concept of the project is to enter transaction reports and to take care of customer records. Hence this software can be used in any mobile or devices to maintain their record easily. The data is directly stored in the database. This system allows to the customers to maintain cart for add or remove the product over the internet. The online shopping system well design database can help the management guide customers

Literature Review

According to our idea of creating a Real-Time Android Application named “Grossify” to establish productively and trusting virtual working relationships.

A review of the articles and business reports related to consumers’ grocery shopping decision making process, in both offline and online retail channels. The intent was to acquire a general overview of grocery shopping, in what pertains to this dissertation and subsequent research questions, and as such the focus relies mostly on the decisional phase and influencing pre-decisional phase of the grocery shopper decision making process. Based on the outcome of the literature review performed, a conceptual framework that guided the design and performance of the empirical studies, aiming at providing answers to the proposed research questions, is also presented.

The purchase decision making process in traditional retail environments:

- A consumer purchase is typically a response to a problem or need, and once a consumer realizes this, he or she undergoes a series of steps until his or her need is satisfied.
- When analysing the particular case of online shopping, factors other than those already reviewed come into play and should therefore be taken into account.
- This model is based on the central role occupied by traditional decision making processes in the online shopping environment, recognizing the existence of particular moderating and interacting effects

SOFTWARE REQUIREMENTS SPECIFICATIONS (SRS)

SOFTWARE:

Operating System : Android Device

Font-end Tool : Android

Back-End : Android & java

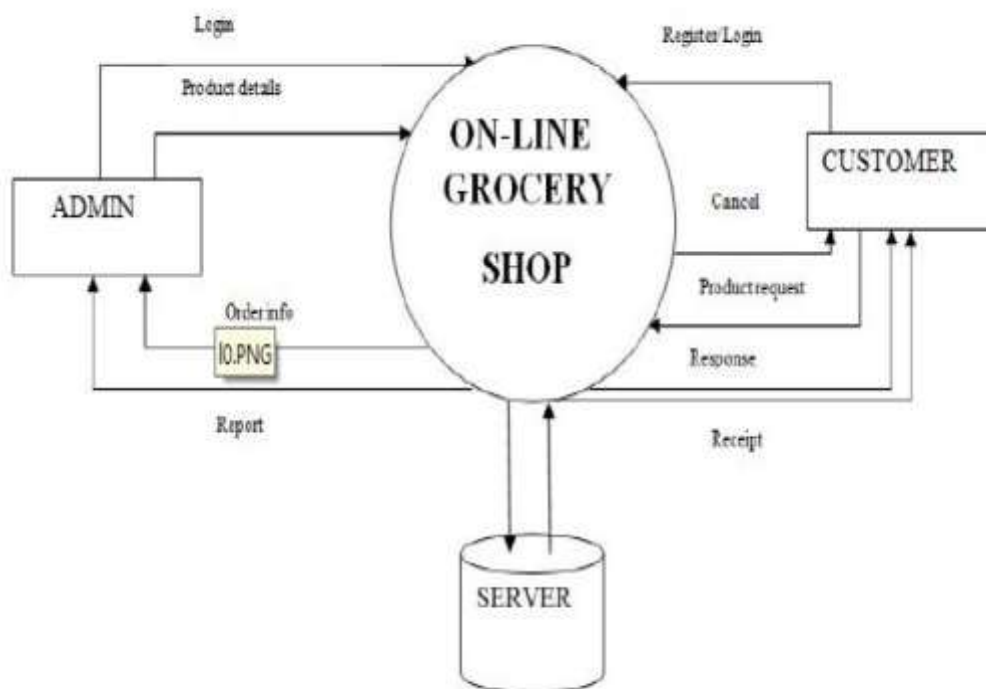
HARDWARE:

Memory : 2 GB RAM

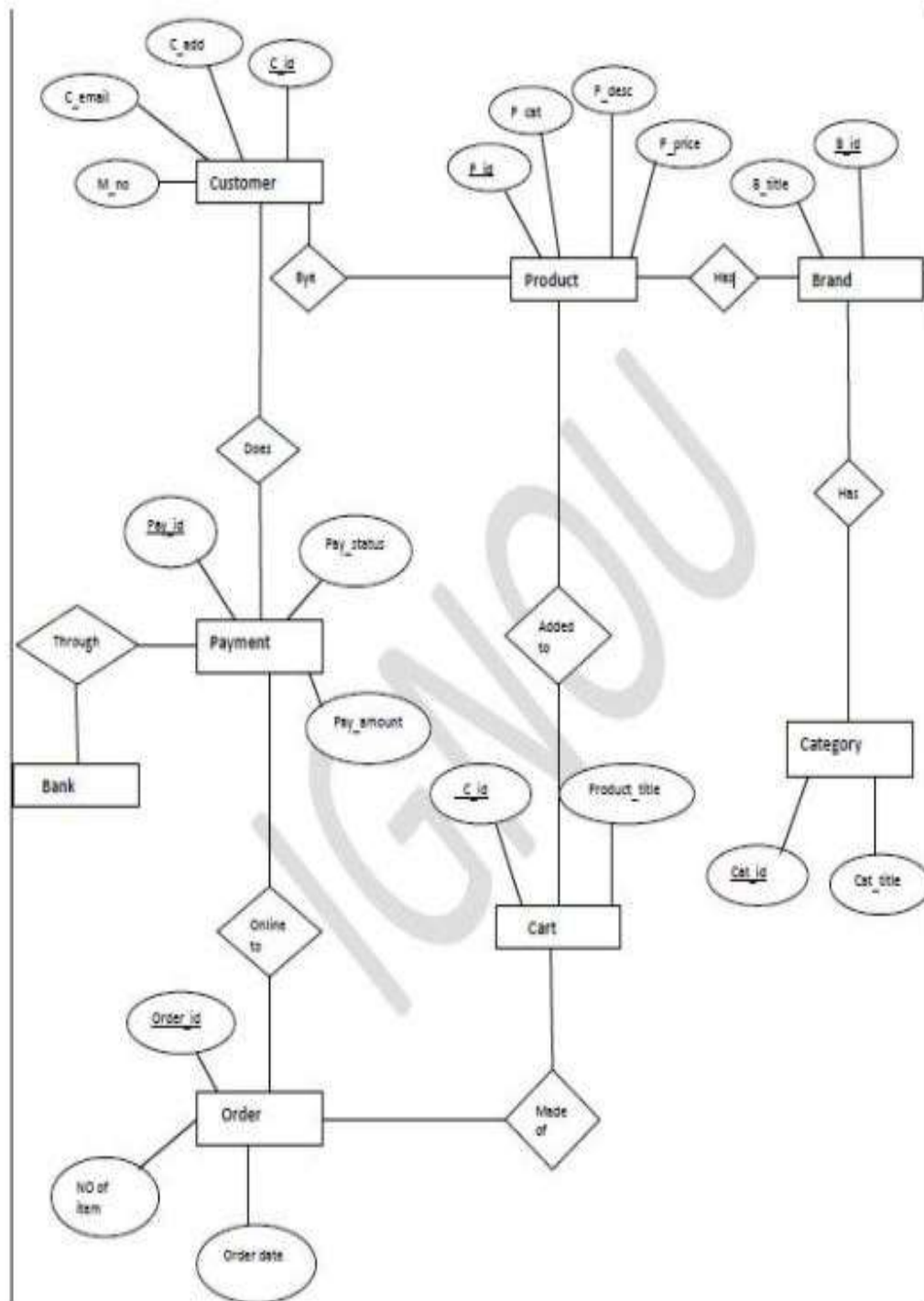
Cache Memory :128 MB or more

Internal Memory: 4 GB or more

Level 0 Data Flow Diagram:



ER-Diagram:



Use-Case Diagram:



CONCLUSION

The first conclusion this study provides is the realization of online grocery shopping in india as being a niche market. Although being generally well accepted throughout the world as a form of grocery shopping, with a retail business growing each year, during the execution of the methodology much difficulty was found in reaching actual online grocery shoppers, as the low survey response rate demonstrated. The latter could possibly be due to the general lack of interest of the targeted respondents on the study, the inappropriate method of survey distribution, or the actual low number of online grocery shoppers.

Moreover, regarding pre-decisional factors, and although results cannot be generalized, both studies uncovered similar results for the average shopper planning patterns, which further reinforces the previous point. As per the overall decision making process, this was generally found to be a rational process with utilitarian motivations, following defined planning and purchasing patterns established from previous shopping trips.