Customer Demanding Products In Online Shopping-A Novel Framework

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Abstract— E-Commerce is the Digital Technology of buying or selling products online. In 2020, E-Commerce of India is predicted to bounce from certain billion of its income to tremendous increase in total income which is highest in the world. The sector of online purchase is prominent by the penetration of mobile, increasing internet, growing facility of e-payments among users has improved the purchase of e-commerce products in India. The branded products like televisions, mobile phones, laptops are the products that hits majorly on the e-commerce shopping, that are purchased by ordering through the mobile phones applications. On the other hand, the other pattern of online shopping is by bidding. Online bidding on Deal is exciting & easy. Buyers can bid or buy instantly, and sellers can use website to get rid of unwanted items. Hence the scope of the project is to develop an application for the User to shop by bidding their desired product online, then acquiring that product. The seller with satisfying bid rate can sell the product. The buyer can acquire bade product by delivering them to the buyers location.

Keywords— Seller, Buyer/Bidder, Bade, Set price, Auction, pre-approved bidder, block, trade brokers

I. INTRODUCTION

E-shopping has become one of the emerging shopping methods from the internet has bloomed up. There are many advantages of online shopping as it saves time, availability to purchase products 24x7 in spite of any location. Today, this is also the reason why e-shopping are booming commerce in India and across the country. Online shopping involves buying television, smart phones and other electronic appliances that can be either first-hand or may be second-hand. Online auction is the pattern in which buyers buy the product with fun and excitement by adding their bids in each auction. Using internet facility, users can involve in the auction from anywhere across the globe and at any time 24x7 with a PC or Mobile phones and an internet connection. The User can purchase products at reasoning prices by involving in e-auction. Online auctions are easy to

Participate by both seller and bidders because of C2C Business firm. The application servers the bidders to view the

Current bade rate of other competitive bidders. Bidders can be monitored by seller using their user Id.

II. BASIC RESEARCH CONCEPT

The user has to register in to become the member of application using their unique user Id and password. Every time the user enters into the application using his/her user Id and password. Both seller and buyer have unique login and signup in order to track the buyer's details by seller whenever he/she bids. The seller will upload the item to be sold using the seller's login with description of the product. On the other hand, the buyer has to register his account using recommended fields (username, password along with the shipping details). The buyer has to sign in every time he bid. The user can view on the categories for the products that he is searching for. User can search, bid, buy or comment on unique items from sellers worldwide. The user can compare prices on the whole with other user's bargain deals. Once bade amount is pleased to seller's content, then "BUY NOW" option will be enabled to bade bidder. You can also save your favorite searches and sellers for quick access for the future search.

A. SELLER

Seller can list their items for sale by furnishing the products with a detailed description with images using the seller's login. The items can be of phone, laptops, computers and its accessories, books, home and kitchen appliances etc. The seller can request a payout; manage bidders, rate buyers, view listings and answer to the bidder's questions in a private or public chat. The seller sets the suffice price for the product rather than setting up the minimum price and also sets the time limit for bidder's to bid products, it can be of days, weeks and months which is based on the sellers comfort to sell the product. The seller also has the ability to *block* the bidders thereby the buyer will receive an alert either by email or message indicating that you are not allowed to bid on the specified product. The seller can create a *pre-approved bidders* list in order to maintain confidentiality while selling the products to a restricted group of buyers. A *trade broker*, who is an experienced seller, helps the inexperienced sellers to bid the products as a guide for bidders.

B. BUYER

Buyer enters into the application using the buyer's login then proceeds with searching the product that he is looking for. If the buyer identifies the product that suites for his needs then

he progresses by bidding the product with a lower or higher amount than the suffice price. Buyer can keep track of orders; add items to watch list, review and rate sellers with their products [8]. The buyer can bid for any product. If the user has to discuss with the seller then he can use sellers private chat or through comment box. In case if the bade amount of any bidder is maximum bade price until the time limit reaches deadline then buy now icon will be automatically enabled to the user. For example, if a user wants to buy a Samsung mobile with J2 model for Rs.5000 then buyer can bid the product. If the bidders bade price reaches the maximum bid rate till the deadline of bidding then the application will notify an email alert to buy product.

Fig. 1. Bidding section of application

III. IMPLEMENTATION MODULES

In the traditional shopping applications, the buyers will search on the products that he needs and views on the full description of the product. If the buyer is comfortable with the product then he bids on the products. Each bidder cannot view on other competitive bidding rate and does not have the ability to extend the time limit [10]. In this proposed application, both the buyer and seller have the individual login. In the buyers Sign in, the user has to fill the fields such as user id, shipping address, contact number, email id used for authentication of users. Whereas the seller sign up contains fields such as seller id, email id and contact number. The user has to login each time using user id and password. The seller uploads the products by providing the description of products along with the images of the described product. The buyer will search on

the product that he is looking for. If the buyer is comfortable with the product then he will bid the product. The buyer can bid every time he signs in [9]. The bidder has full accessibility to bid on the product within the time limit. The buyers can rate the products and leave their comments in the comments section so that it will be helpful to bid and purchase the product. The seller has the ability to block the bidders if he is not convenient with the buyer. The seller can extend the time limit for bidding. The seller can set Pre-approved bidders list in order to sell the products to the specific group of members. The trade off bidder will help the ignorant person who does not have knowledge about the online auction. The modules for the application design are explained below:

A. SIGN UP/SIGN IN

The seller signup registration contains user Id and password. The buyer signup registration contains fields such as user name, password, shipping address, mobile number. Both seller and buyer contains unique login. After login the seller can upload the products and buyer can search on the desired products.

B. BID NOW

The buyer keeps on searches the product until he gets the desired product. Suppose if the buyer is intended to buy the product he will set the price [6]. During the time of bidding, the top ten bidders are sorted and displayed. This will increase the competition between the bidders to enhance the bade amount for the product.

C. BUY NOW

. In case the bidders bade rate is maximum until the closing time of auction then the buy now option will be enabled to the bidder and alerts an email message to buy the product. The product can be purchased through online payment or by cash on delivery [7].

D. PRE- APPROVED BIDDERS LIST

The seller forms a group called *Pre-approved bidders* restricted to sell the product with in a group. The members of the group can only participate in auction to maintain confidentiality.

E. BLOCKED BIDDERS

The blocking can be made unavailable to certain buyers. The blocked bidders cannot participate in auction, in order to provide privacy to sell products.
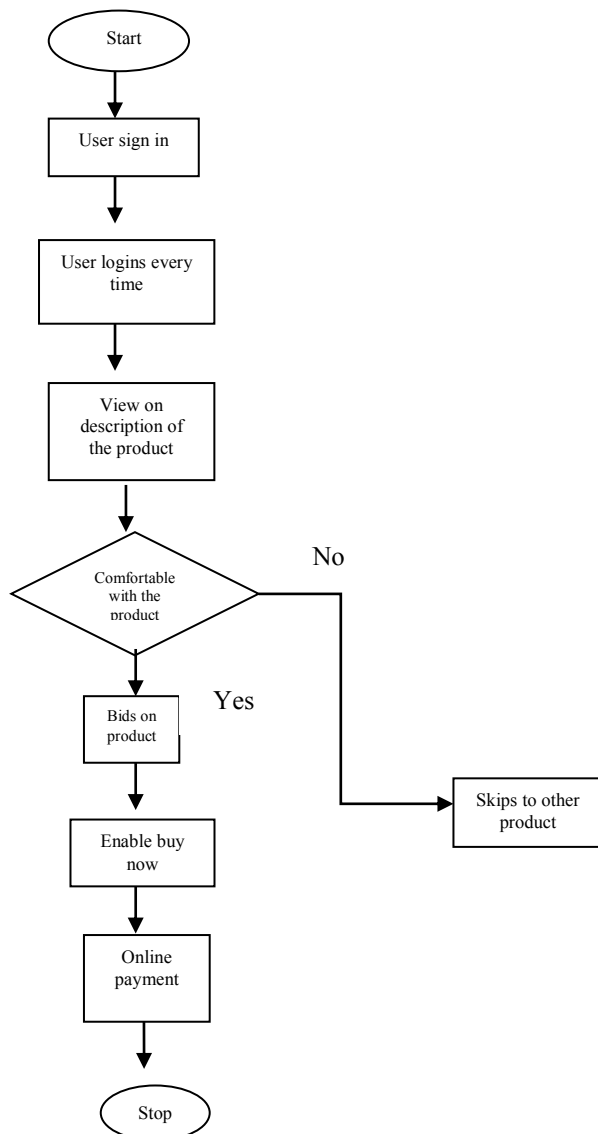
Fig. 2. Flowchart for the designed application

F. TRADE OFF BIDDERS

If the buyer does not have knowledge about

Online auction, then the buyer will contact the trade off buyer. Thereby the trade off buyer will have the full privilege to bid the products in amid of buyer. He will purchase the advisory product on demand of buyer with the reasonable price and payment section will be handed over to the buyer after the trade off bidder has enabled with the buy now option.

IV. ADVANTAGES

Bidders can be monitored by the seller with their User Id. Sellers can block the bidders and make their items unavailable to a specified bidder. The blocked bidders are not allowed to bid on seller's listings. The sellers can create the pre-approved bidders list in order to restrict the bidding to the specified group of buyers. The time deadline for bidding can be limited or extended based on user convinces. The buyer can submit more than one bid.

V. FUTURE ENHANCEMENTS

Sometimes the products to be sold can be fake that is there may be chance of fraudulent products. The online payment may not be secure. Therefore research activities must be made on this regard.

VI. CONCLUSION

The application has the ability to bid on the products in limited time strategy and eliminates anonymous bidders. Everyone can view the products in detail and have the ability to bid and purchase with convenience. This enhances great bargain deals between seller and buyer with an excitement.

VII. LITERATUREREVIEW

Liao et al [1] proposed and explained the concepts of knowledge extraction from data mining with the knowledge patterns, rules, and knowledge maps and suggested solutions to online purchasing.

Hongyoun et al [2] proposed and explained the consequences of customer identity and increases the confidence in online shopping by maintaining multi –channel retailer.

Kuo et al [3] proposed the concept of post-purchase intentions and post-recovery satisfaction among customers. Moreover, while positive emotions increase post-recovery satisfaction, and vice versa.

Thirumalai et al [4] proposed the concept to identify the product type based on order fulfillment process during transaction.

Sinha et al proposed the importance of customer and dealer relationship over the online transaction of the products by which they cannot meet in persons during the transaction.

Lee et al [5] proposed the perspective information processing which reviews the negative comments of customers that is leaved over the online transaction.

Seybold et al proposed that customer can build a trust by contributing their feelings about the products. Customers can obtain information by interacting with the customer through online experience.

Choi et al proposed the concept of explicit rating of certain products that would certainly help the customers to buy the product by using the collaborative filtering techniques using recommended services.

Barnes et al proposed the concept of focusing the attractive consumer segments of the online suppliers by discovering clusters using the relevant features.

Shih et al proposed the concept of recommended techniques that is derived from the frequently purchased items in each portal which induces one to one marketing that improves e-commerce.

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