

V-MART : Online Student Shopping Portal

Bhavesh Kumar Vasnani

Scope, VIT University
Vellore, India

bhaveshkumar.vasnani2015@vit.ac.in

Aman Goyal

Scope, VIT University
Vellore, India

Abstract – Internet shopping is a current marvel in the Field of E-Business and is certainly going to Be the fate of shopping on the planet. The Majority of the organizations are running Their on-line entryways to offer them Items/benefits online. Despite the fact that On the web, shopping is exceptionally normal outside India, its development in Indian Market, which is a substantial and vital purchaser advertise, is still not in accordance with the worldwide market. The potential development of on the web shopping has set off leading an examination on the web shopping in India. The present research paper has utilized Subjective and Quantitative research strategies to examine the effect of Demographic variables of purchasers on-line shopping parameters like fulfillment with online shopping, future buy goal, recurrence of on-line shopping, quantities of things bought, and generally, spend online shopping.

Keywords – Online shopping, HTML, Product, Software

I. INTRODUCTION

As of now the retail business in India is quickening. It isn't broadly acknowledged as the way it is acknowledged in Asian partners. India is eager to develop to be a generally essential player in the retail advertises Since India is a creating country, it is as yet not set up for it. What's more, they are investigating every possibility to wind up the best in retail Industry. Likewise India with a high on Cross culture factor, it permits diverse organizations getting assortment of item star getting distinctive customer sections.

To provide an online selling and buying website for seamless user experience. The website shall be effortless in uses like uploading a product for selling and should provide a trustworthy user experience. We aim to build a zero profit website where there is no cutouts from the user profits.

Therefore, we came up to an idea to develop a platform for students inside a University where they can sell and buy old used products from other students in the university. With this we try to remove the involvement of any third party which tries to cut a share of profit from the deal. The Objectives that we tried to overcome are:

- To build an online selling and buying website for seamless user experience. The website shall be effortless in uses like uploading a product for selling and should provide a trustworthy user experience.
- To host a zero profit website where there is no cut-outs from the user's profit.
- To provide a secure path for selling and buyin products from anywhere within an organization.

II. RELATED WORK

On-line shopping is a current phenomenon in the field of E-Business and is unquestionably going to be the future of shopping on the planet. The majority of the companies are running their on-line portals to offer their products/services on-line. Despite the fact that online shopping is very common outside India, its development in Indian Market, which is a substantial and strategic consumer market, is still not in line with the global market.

The potential development of on-line shopping has set off the idea of conducting a study on on-line shopping in India. The present research paper utilized Qualitative and Quantitative research strategies to think about the effect of Demographic factors of consumers on on-line shopping parameters like satisfaction with on-line shopping, future purchase aim, frequency of on-line shopping, quantities of things bought, and general spend on on-line shopping.

The data was collected through Questionnaires. The results of study uncover that on-line shopping in India is altogether influenced by different Demographic factors like age, gender marital status, family size and income.

The consequences of the investigation could be additionally utilized by the analysts and experts for leading future examinations in the similar area. [1] Web based business is gaining importance in Thailand. Customers have understood the advantages of web-based buying over obtaining from Brick and Mortars. Various researches have focused on descriptive research on customer satisfaction and furthermore, purchase intentions on online purchasing

however next to zero learning with respect to factors that are most powerful in motivating online purchase intention in Thailand.

This exploration uses a quantitative technique to test the conceptual framework of customer satisfaction that prompts online purchase intentions for all online users, experienced online purchasers and inexperienced online buyers.

The consequences of this exploration will increase researcher's comprehension on distinction in factors that impact online purchase intentions of experience and in experienced online buyers. [2] Uddin et al proposed that in the period of globalization electronic marketing is an extraordinary unrest.

Throughout the most recent decade most extreme business associations are running with innovative change. Online shopping or selling is the utilization of innovation for better marketing execution. While for training it is reasoned that higher education makes online shopping less alluring, for the income the connection comes about are so frail henceforth we proved nothing out of it. It is normal that this examination won't just help retailers in around the world to devise fruitful techniques for online shoppers yet it will likewise give a base to comparable contemplates in the felid of purchaser states of mind towards online shopping.

They conducted their survey based research among Gotland University students to find more about the online shopping scenario. [3]

III. PROPOSED SYSTEM

The website shall be effortless in uses like uploading a product for selling and should provide a trustworthy user experience. We aim to build a zero-profit website where there are no cut-outs from the user profits. The product is supposed to be an open source, under the GNU general Public License. It is a web-based system implementing client server model. The V-mart portal System

provides simple mechanism for users to sell and buy goods. The following are the main features that are included in V-mart portal:

- Cross . Platform support: Offers Operating support for most of the known and commercial operating systems
- Users Account: The system allow the user to create their accounts in the system and provide features of updating and viewing profiles.
- Number of users being supported by the system: Though the number is precisely not mentioned but the system is able to support a large number of online users at a time.
- Search: search is a simply local search engine based on key words.
- Rating System : The system generates rating for each product

- FAQS Section: Frequently asked section contains answer of problem which V-mart user frequently faced. The functionalities of the proposed system would be quite simple and would offer all the basic functionalities required when selling and buying products from a user to the user.

The functionalities are:

1. Buyers (Students)

- To access and view all the products
- across the website
- To be able to filter the product based on keyword
- To be able to filter the products based on type of products
- To modify the items in the cart
- To view buying and selling history.

2. Seller (Students)

- To post the item they wish to sell on the website.
- To communicate with the buyers.
- To view buying and selling History.

3. Administrators (Management)

- Create, and monitor accounts and activities of Users.
- Post notifications or communicate
- To all the users of the platform.
- Generates rating for each product.

IV. RESULT

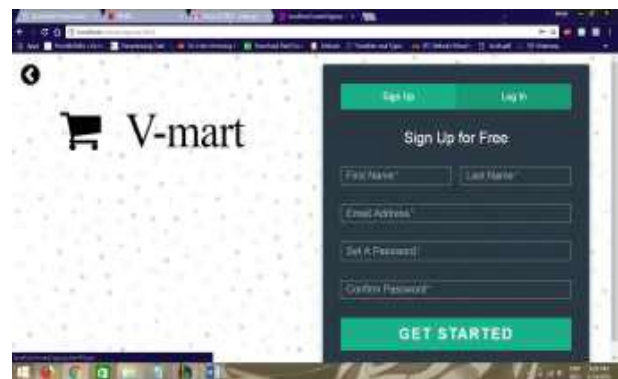


Fig. 1 Signup Page for V-Mart Store.



Fig. 2 Profile page for V-mart user.

We have successfully implemented an online platform for the students to buy and sell directly from the other students by connecting them all through our platform. The platform can be used easily providing several features for different kind of users. All the functional requirements as well as the non-functional requirements were successfully implemented in the platform providing good user interface and helping the cause.

REFERENCES

- [1]. G. Nagra and R. Gopal, “An study of Factors Affecting on Online Shopping Behavior of Consumers,” vol. 3, no. 6, pp. 1– 4, 2013.
- [2]. T. Jiradilok, S. Malisuwan, N. Madan, and J. Sivaraks, “The Impact of Customer Satisfaction on Online Purchasing” A Case Study Analysis in Thailand,” vol. 2, no. 1, 2014.
- [3]. M. Mahesh Kumar¹, Sobha.P.G. “A Study On Consumers’ Attitude Towards Online Shopping”. International Conference on "Research avenues in Social Science" Organize by SNGC, 2016 IJARIE-Vol-1 Issue-3.