DIGITAL ENABLED VEGETABLE SELLING

K. P. Patel[1], D. K. Parmar[2] and R. S. Parmar[3]

1 &2 Assistant Professor, College of Agricultural Information Technology, AAU, Anand - 388110
3 Associate Professor, College of Agricultural Information Technology, AAU, Anand - 388110
Email : rsparmar@aau.in

ABSTRACT

Today e-commerce business is rising rapidly. With online shopping rapidly increasing in India, the retailers selling fruits and vegetables are also witnessing an upward trend. Data shows that more and more people are switching from traditional to online shopping. Then why not vegetables can be purchased online? "Digital Enabled vegetable selling "is one of the platform where customers can purchase vegetables from their home. This portal allows customers to search vegetables of their choice. They are exposed to wide variety of vegetables .Customer can select any vegetable and can get corresponding details like prices, stock availability. Purchase quantity ranges from 0.50kg to maximum 5kg per user .They can also add vegetable to cart for further purchasing. This portal also has review and rating system, consumer can review their purchase can also rate it .consumers can also read others posted reviews also. One new thing in this project is that ready to cook vegetables (cut vegetables) are also put for selling. This is targeted for those consumers who are engaged in their jobs and not have enough time to go to vegetable market. This system also allows admin to add new vegetables, update price and quantity of vegetables. Admin can also change delivery charge. It allows to generate different reports like daily sales, delivery reports and stock reports. Fresh and best quality of vegetables are delivered to consumers door step at nominal delivery charge.

Keywords : digital, vegetable selling

INTRODUCTION

Online shopping is an online platform for buying various products or services using online transaction processing and electronic data interchange. We know it by different names such as E-shopping, e-web-store, e-store, online store, or virtual store. Michael Aldrich of UK, invented and pioneered the idea of online shopping, which boomed and got popular as time passed, throughout the world people and companies too realized the importance and affective punch of online shopping, in India the online shopping is gaining popularity. If we compare both type of shopping i.e. online and traditional, the online shopping is better than traditional one as everything is available to us at just with the click of the mouse. Here the not to go to the market, and need not to waste time and money (conveyance of petrol/diesel) for comparing from different shops, etc. Its major and soul feature is to provide you a trust able and easier opportunity to buy your necessary products from home observing the ins and outs of each product of several categories. Online shopping is a latest invention of modern technology. The platform where we complete the task of online shopping is known as E-shopping Web site. It is a big relief in your daily busy life as it makes your shopping task easier with several features such as broader selections of products and categories, detail description and review of products, and their competitive pricing. In the age of modern technology, online shopping is a great and worldwide network technology to show you a border less market beyond the limitation of time, place, and price. According to the statistics, the e-commerce sale has reached at $1.5 Trillion this year and the future expectation is more than $1.92 next year. There are many online shopping portals in India from where anyone can purchase, compare the goods and order the same i.e. Homeshop18.com,Flipkart.com, Yebhi.com, Myntra.com, Shopclues.com, and Snapdeal, etc. with them there are foreign giants i.e. Amazon.com, and Alibaba.com, etc. Has made entry into the Indian market too to tap the vast resources.

Online shopping is beneficial to the buyers and sellers, as buyers get the maximum discount, different varieties; easy comparison, etc. and the latter ones collect detailed information and study about the product's response and comments / reviews of users. The number of Internet users is constantly increasing, which is also significance that online purchasing is increasing rapidly (Joines, Scherer & Scheufele, 2003, Chauhan *et al.,* 2016 and Parmar, et al.,

2016) Online shopping is like a vast ocean that provides each and every thing we want from minor to major things i.e. books, grocery, electronics, fashion apparels, footwear etc. In the research conducted by Khan and Mahapatra (2009) they advocated that technology brings and enhance the quality of services. After industrial and agricultural revolution, internet revolution has changed the world, it brought down the time and distance gap. As the internet users are growing, with the mobile / computer users, the online shopping craze will also grow.

OBJECTIVE

To know digital enabled vegetable selling

METHODOLOGY

Web based vegetable selling portal has been implemented as three tier structure viz., Client Tier ,

Application Tier and Database Tier. Each Tier has its own function. The Client Tier is implemented using HTML, CSS, JavaScript. The Application Tier is implemented using ASP. NET. ASP.NET is a web application framework developed and marketed by Microsoft to allow programmers to build dynamic web sites, web applications and web services. ASP. NET is built on the Common Language Runtime (CLR), allowing programmers to write ASP.NET code using any supported.NET language. Database layer is implemented using MySQL (http:/www.mysql.com) database for storing vegetables data. It is the world's most used open source relational database management system (RDBMS) as a server providing multi-user access to a number of databases. It can be accessed using the browser of the user's system. The system is completely menu driven and offers user-friendly screens organized to simplify and reduce effort to understand. The layer structure of Portal is presented in Fig. 1
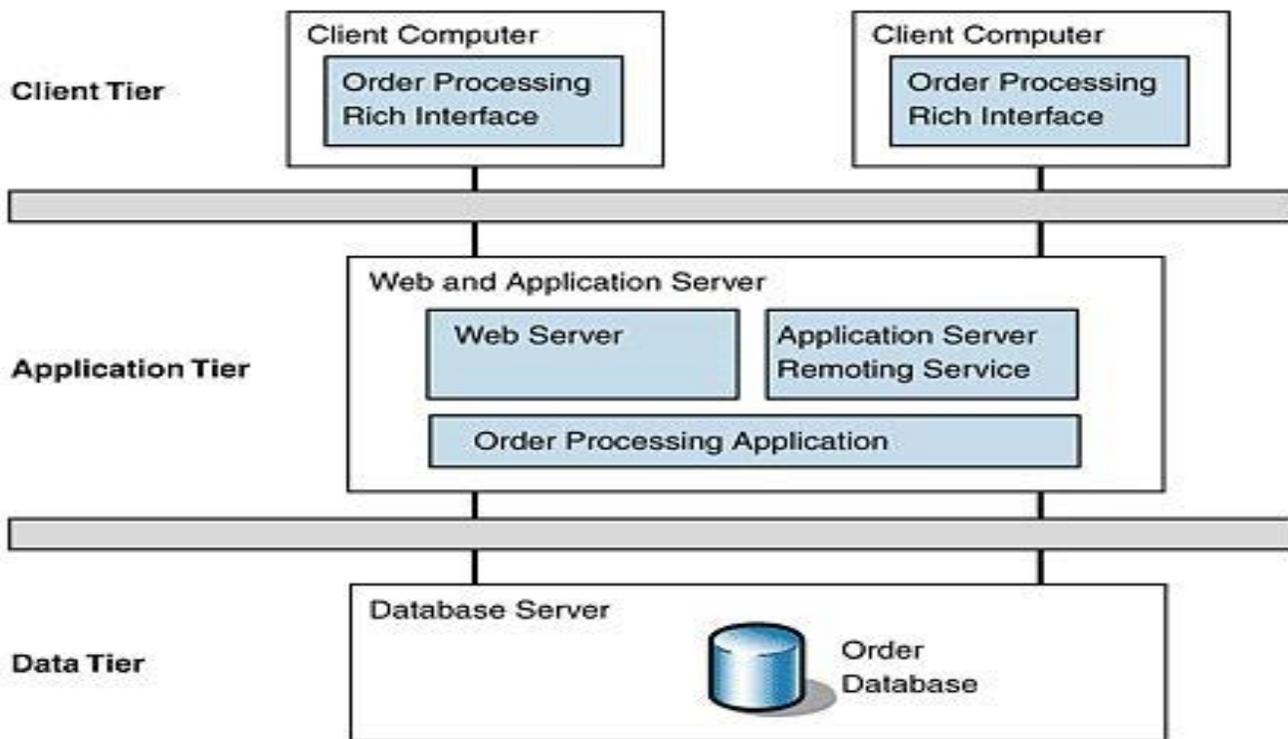

Fig. 1 The layer structure (Architecture) of the Portal

The Home page (Fig.2) of Digital Enabled Vegetable Selling has menu items like "HOME","VEGETABLES","LEAFY VEG","EXTRA VEG","EASY COOK","FAQS". By clicking on these menu options one can move to desired page.

Fig.2 Home page of the portal

When user clicks "VEGETABLES" option Fig.3 appears. This contains regular vegetables which are daily bought by the consumers. Here there are two button ADD and BUY to purchase vegetables.
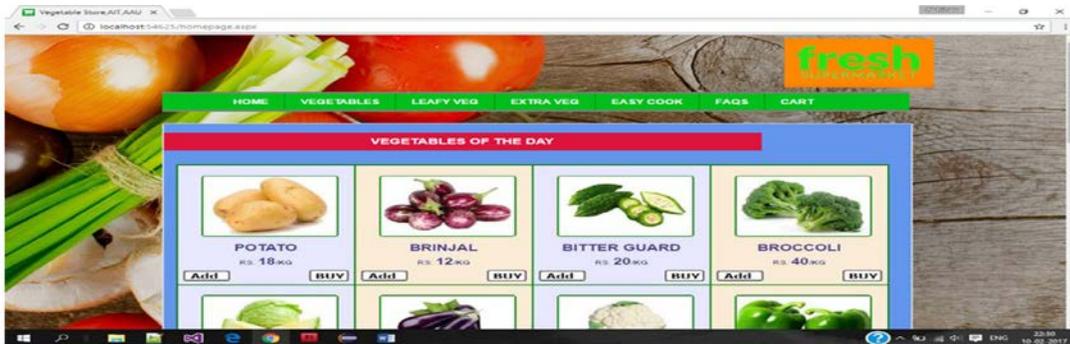

Fig.3 Regular Vegetables

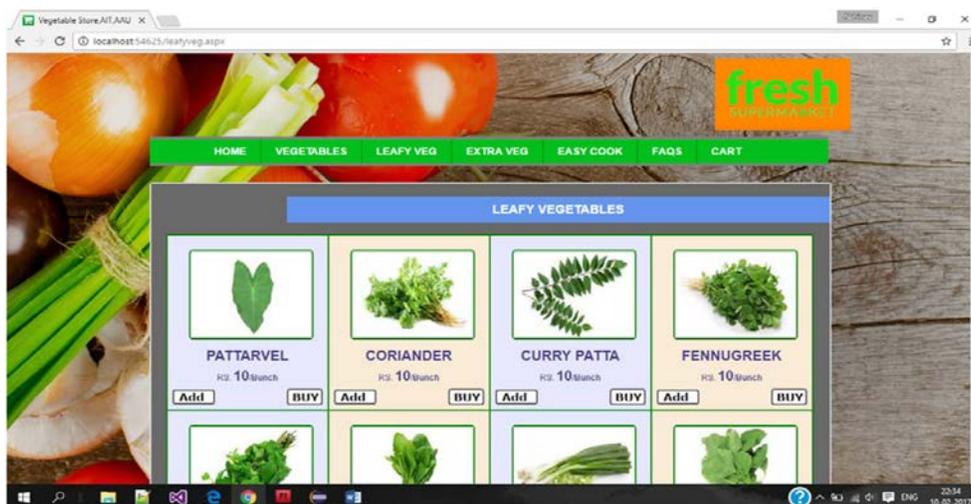Fig.4 will appear when user clicks "LEAFY VEG" option. Here vegetables are sold at per bunch.

Fig.4 Leafy Vegetables

When users choose "EASY COOK" option then Fig.5 will appear. This contains cut vegetables (Ready to Cook) vegetables.
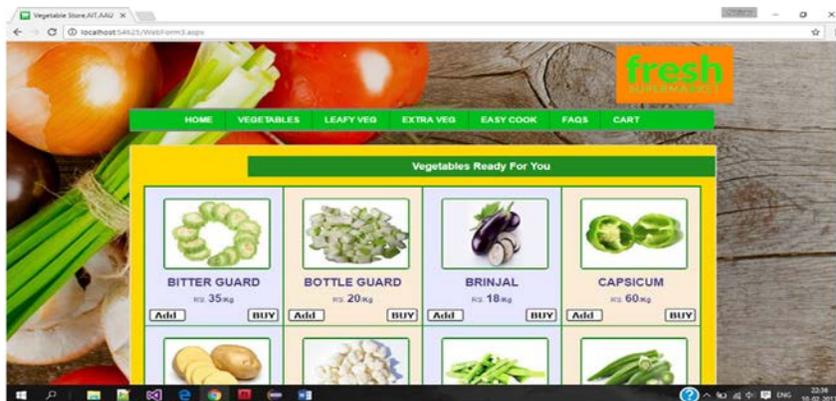

Fig.5 Easy to Cook Vegetables

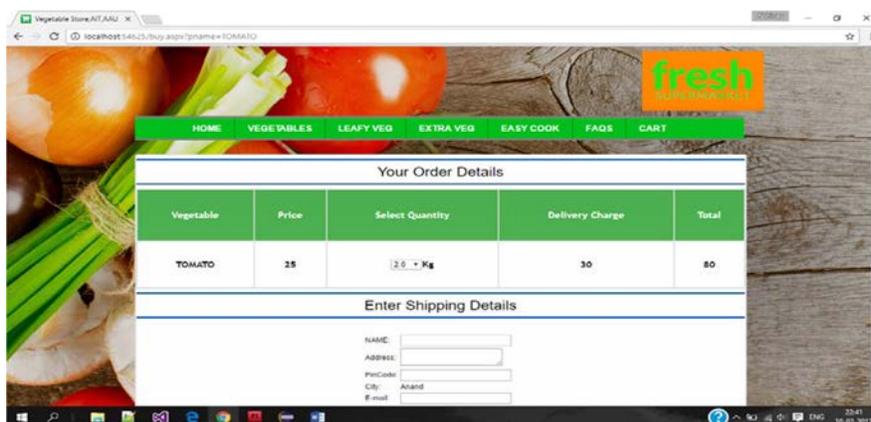This appears when user selects "Buy" option for any vegetables.

Fig.6 Check out Details

When user clicks FAQS option, different FAQS with answer is provided as shown in Fig.7.
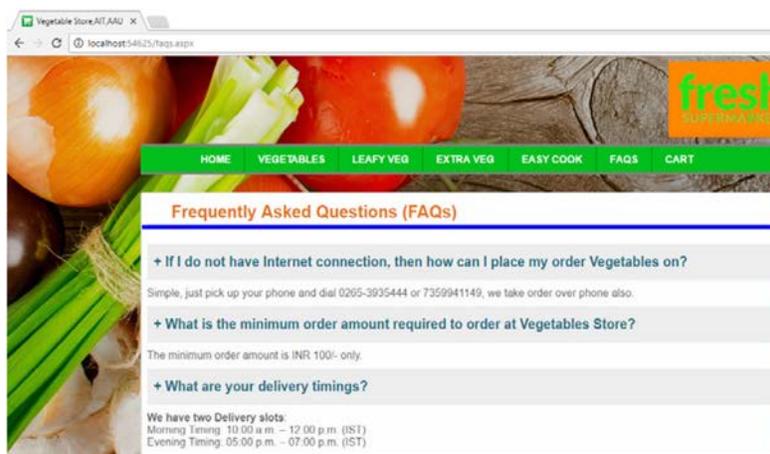

Fig.7 Frequently Asked Questions

CONCLUSION

This portal may help those consumers who do not have enough time to go to vegetable markets. We want to tap those growing sections of consumers in urban areas. They can just order their favourites from their home and vegetables will be delivered at their doorsteps. This portal provides wide variety of vegetables at nominal price which are far better than market price. The main goal is to reinvent India's freshest and finest food practice by sourcing and serving the very best. Be it the freshest fruits & vegetables and many more. For the portal consumers' requirements come first and to serve them better and offer the best in terms of eminence, benefits, savour and taste grown and maintained for some years.

REFERENCES

Bansal, R., (2013). Prospects of electronic commerce in India. *Journal of Asian Business Strategy*, 3(1), 11-20

Bijalwan, P., & Sirswal, A. (2013). A comparative study of online retail (E-tailing) with conventional retail in special reference to India. *International Journal of Retailing & Rural Business Perspectives,* 2(3), 467-473

Chang, T. Z. (2000). Online Shoppers' Perceptions of the Quality of Internet Shopping Experience. AMA Summer Educators Conference pp. 254-255

Chauhan N. B., Patel, J. B. and Vinaya Kumar, H. M. (2016). Innovative ICT Models for sustainable agricultural development. National Seminar SEEG-2016: Lead Paper, pp: 75-80.

Chuleeporn Changchit, Shawn J. Douthit, and BenjaminHoffmeyer, (2005), "Online shopping; Company business management", *Journal of Academy of Business and Economics,* Vol. 5 (3)

Dahiya, R., (2010). Factors impacting behaviour of consumers towards on-line shopping in India: A factor analysis approach. Pragyaan: *Journal of Management,* 8 (1), 33-40

Duval, Y. (2001). "Emerging business models in the e-grocery industry", Proc. 3 rd European Conference of EFITA, Montpellier, France, 2001, 427-432

Jarvenpaa, S.L. and Todd, P.A., "Consumer Reactions to Electronic Shopping on the World Wide Web", International Journal of Electronic Commerce, Vol. 1, No. 2: 59-88, 1997

Parmar, R. S., Kathiriya, D. R. and Kamani, G. J. (2016). Digital-Enabled Services for Agriculture Development. Guj. J. Ext. Edu., 27(1): 20-23

Punakivi, M. and J. Saranen, "Identifying the success factors in e-grocery home delivery", *International Journal of Retail & Distribution Management, 29(4), 2001, 156-163*

Shama. A. (2001). E-coms and their marketing strategies. Business Horizons, Vol. 44 No. 5, pp. 14-20

Småros, J. and J. HolmstroÈm,"Viewpoint: reaching the consumer through e-grocery VMI". *International Journal of Retail & Distribution Management,* 28(2), 2000, 55-61