



# INCREASE MARKET OF ECOMMERCE AND ITS IMPACT OF RETAILER: I-SMART SOLUTION

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**ABSTRACT:** In our routine life internet plays an important role. We use web day by day nearly for each and every work. Before e-commerce purchasing and selling were managed without internet physically in the business sectors however after the appearance of web-based business in our life has become increasingly helpful on account of its number of points of interest. The motivation behind this examination is to discover the impact and development of e-commerce and its effect on national and worldwide market. this exploration is for to see how E-Commerce as a part blasted and acquired a change the inclinations of the shopper along these lines contacting every one of their lives.

**Keywords:** e-commerce, internet, global market, consumer

## INTRODUCTION

eCommerce business alludes to any type of business exchange directed on internet. The most prominent case of eCommerce is web-based shopping, which is characterized as purchasing and selling of merchandise by means of the web on any gadget. Be that as it may, eCommerce can likewise involve different sorts of exercises, for example, online ticketing, internet banking, internet banking, and payment gateways.

eCommerce has changed the lives of individuals around the globe and its development isn't giving any indications of backing off. The year 1991 noticed another section throughout the entire existence of the online reality where e-commerce turned into a hot decision among the business utilization of the internet. Around then no one would have even felt that the purchasing and selling on the web or state the web-based exchanging will turn into a pattern on the planet.

The points of interest offered by e-commerce are online shopping of anything whenever and at wherever, clients can discover the items on web-based business sites which is no accessible in physical markets, it decreases cost and time, without venturing out from home it can get our item at home.

## LITERATURE REVIEW

In 1960s the start of e-commerce can be followed, when different organizations began utilizing Electronic Data Interchange in order to share business records with different organizations. The American National Standards Institute created ASC X12 as an all-inclusive standard for organizations to share archives through electronic systems in 1979. Individuals began sharing electronic reports through electronic systems in 1980s. The ascent of Amazon and eBay reformed the E-Commerce industry in 1990s. These days' shoppers can buy unlimited measures of things online from anyplace on the planet.

### 1. DIFFERENT MARKETS AND RETAILERS

#### a. Types of Markets

There are various types of market are existing. The brief discussion is as follows:

a. Market of auction: Market of sale: In a auction market the vender offers his merchandise to one who is the most elevated bidder.

b. Virtual markets or Non-Physical Markets: in the virtual market buyer and seller does not meet to each other. The buyer purchase services and good through the internet and by using the internet transaction are done. Like Amazon, Alibaba etc.

c. Market of financial: a financial market is referred as a market that deals with the liquid assets like money exchange.

d. Markets that exist physically: as the name implies in the physical market the buyer and seller can interact to each other and they exchange the money and items. Departmental stores, retail stores and shopping malls are come in this category of market.

e. For Intermediate: for the final products this type of market sells the raw materials and good.



- f. Market of knowledge: on the basis of products exchange of knowledge and information is deals in knowledge market.  
g. Black Market: A market is called as a black market where illegal products like weapons and drugs are sold.

### b. Retailers Types

Some types of retailers are described as follows:

1. E-tailer: This kind of retailer empowers clients to shop on-line through the web and purchase items which are then conveyed. This kind of retailer is profoundly helpful and can supply a more extensive geographic client base. E-tailers frequently have lower lease and overheads so offer extremely aggressive valuing.
2. Department Store: This kind of retailer is frequently the most unpredictable offering a wide scope of items and can show up as an assortment of littler retail locations oversaw by one organization. The retail establishment retailers offer items at different estimating levels. This sort of retailer includes significant levels of client support by including accommodation empowering a huge assortment of items to be obtained from one retailer.
3. Warehouse retailers: This kind of retailer is normally arranged in retail or Business Park and where premises rents are lower. This empowers this kind of retailer to stock, show and retail an enormous assortment of good at aggressive costs.
4. Speciality Retailers: Specializing in explicit enterprises or items, this kind of retailer can offer the client master information and a significant level of administration. They likewise include an incentive by offering frill and extra related items at a similar outlet.
5. Supermarkets: Generally, this sort of retailer gathers in providing a scope of nourishment and refreshment items. Anyway, many have now expanded and supply items from the home, style and electrical items advertises as well. Stores have noteworthy purchasing power and, in this manner, frequently retail merchandise at low costs.
6. Discount Retailer: This sort of retailer offers an assortment of limited items. They offer low costs on less in vogue marked items from a scope of providers by exchanging end of line and returned merchandise at limited costs.
7. Convenience Retailer: Usually situated in local locations this sort of retailer offers a constrained scope of items at premium costs because of the additional estimation of convenience.



Fig2: Retailers types

### PROBLEM DEFINITION

Today's generation rely on their phones to get through their day. They use it to make send text messages, checking their emails, music, playing games etc. Due to this, phones have become more of a personal assistant to people rather than a device used to send and receive phone calls.

With the invention of the smart phone, the entire world has become accessible to the person at a touch of a button. This was made possible due to the creation of the thousands of applications that run on these smart phones. These applications provide people with current minimum goods price in available retailer store and give freedom to retailers to connect and available for consumers. The Android Market, a place where Android phone users can download applications for their phones, has applications providing different information about minimum goods prices available at which retailer shop for consumer in one simple application.

#### Objective:

The I smart solution Android Application is projected to have these objective

- Develop and implement mobile based system get goods in minimum price after applying the GST



- The need of the project is to track retailers shop where goods are available at minimum price
- Create an android mobile application providing a consistent user interface for interaction between retailers and consumer

**PROPOSED WORK**

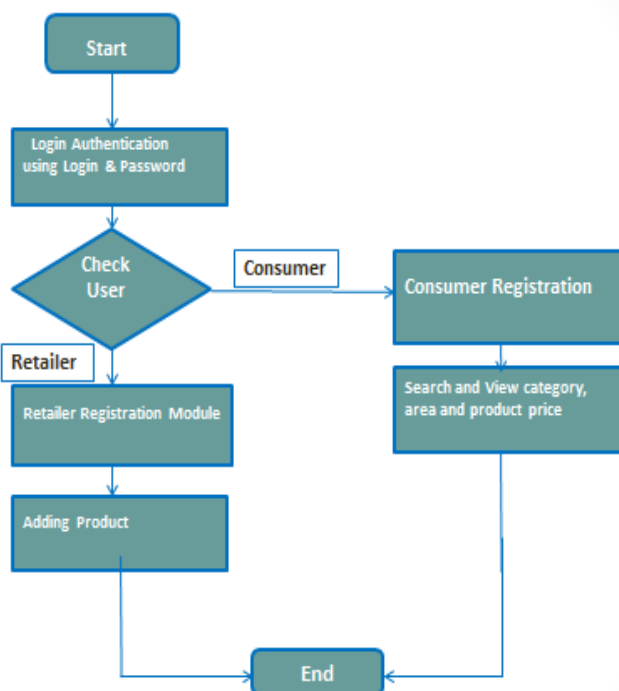
Nowadays Indian Govt. launched the GST on selling of goods and services so the consumers get those goods in different shop in different prices so because of that the goods which are at stock of any retailers make available at low price and retailer let know consumer through app that the specific goods available at the specific price sometimes it may be below the minimum Retail price. People always wants the goods available at low price to set their financial budget So this Application is helpful to consumer which goods available

The main idea behind this application development to create marketing strategy in which registered consumer and retailers involved and obtain the benefit to registered user because here in these app we gave the unique id for retailer and consumer so the when consumer go to retailer shop and ask for the goods at that time the retailers check in the app whether the consumer is registered user or not and benefit is given to only registered consumer after verifying registration number.

**Implementation Details:**

1. Home Screen for Retailers and Consumers Login
2. Retailers Login
  - Retailers' registration
  - Retailers Shop Details with Goods price Available
3. Consumer Login
  - Consumer registration
  - Consumer available Goods
4. Database:

**PROJECT FLOW DIAGRAM**



For Customers and retailers, the major benefits of ecommerce are as follows:

- Targeted Communication building
- Abundant Information is provided
- Cost and travel time is eliminated



- Locate the Product Quicker
- Lower cost.
- Remain Open All the Time
- Enable Deals, Bargains, Coupons, and Group Buying
- With an internet business site, the entire world is your play
- Gain New Customers with Search Engine Visibility
- Convenience and Easiness
- Overcome Geographical Limitations
- Provide Comparison Shopping

### RESULTS AND DISCUSSIONS

#### 1. SCREENSHOT

##### a. LOGIN

##### b. Registration Module (For Consumer and Retailer)



### CONCLUSION

In our routine life internet plays an important role. We use web day by day nearly for each and every work. Before e-commerce purchasing and selling were managed without internet physically in the business sectors however after the appearance of web-based business in our life has become increasingly helpful on account of its number of points of interest. eCommerce business alludes to any type of business exchange directed on internet. The most prominent case of eCommerce is web based shopping, which is characterized as purchasing and selling of merchandise by means of the web on any gadget. The points of interest offered by e-commerce are online shopping of anything whenever and at wherever, clients can discover the items on web-based business sites which is no accessible in physical markets, it decreases cost and time, without venturing out from home it can get our item at home.

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