



# AGRI REVENDER

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**Abstract:** The e-marketplace has emerged as an efficient and important vehicle for transactions in the e-commerce industry, academia and industry alike have recognized trust as a central factor enabling e-commerce. We need to design and implement a system that will check both buyers and sellers so that both parties will have trust in one another when transacting. Our project operates an online marketplace for consumer-to-consumer sales, particularly targeting users in emerging markets, with a view to providing a safe, reliable and efficient way for consumers to buy and sell goods.

The agricultural application provides its users with information about the nearby available products like plants, seeds and agricultural machinery. Sometimes, these products may get abided due to surplus purchase. Collaterally, there are some people who may require the same quantity of products. The main features of this application includes information retrieval facilities and marketing from anywhere in the form of obtaining statistical information about fertilizers, pesticides, seeds, and plants.

**Keywords:** Online customer, customer behaviour, Purchase intention, Online shopping

## I. INTRODUCTION

Surplus purchase of agricultural products leads to wastage, sometimes it gives loss to the farmers. Which is a very common problem we are seeing in our neighbourhood. Our application will help the farmers to solve this problem. By selling their excess products to other people who have stipulation of the same product. The application will have both seller and buyer interfaces where a single person can sell his products at the same time he can buy the products if he wants to.

## II. LITERATURE SURVEY

According to Monsuwe, Delleart and Ruyter (2004), there are five external factors to understand consumer's intention to purchase on the internet which is the consumer personality, situational factors, product characteristics, previous online shopping experiences and the trust in online shopping. Consumer's traits including their demographic factors such as age, income, gender and educational level will lead them to have the intention to shop online.

According to Xia and Monroe (2009), their study concluded that consumers with a shopping goal are more responsive towards promotional messages such as "pay less" and "discount" while consumers without a shopping goal are responsive towards promotional messages such as "save more" and "free gift". Xia and Monroe (2009, p.691) cited from (Monroe, 2003) that price promotion has several benefits such as to increase demand, adjust fluctuations in supply and demand, and increasing consumers' purchasing over time.

## PROPOSED SYSTEM

Our proposed system is to develop an application using which the above entire flow can be automated so that the farmers can sell or buy the surplus products. Users get to know the information about the nearby available products like plants, seeds, pesticides, agricultural machinery. Sometimes, these products may get abridged due to surplus purchase. Collaterally, there are some people who may require the same quantity of products. The main features of this application includes information retrieval facilities and marketing from anywhere in the form of obtaining statistical information about fertilizers, pesticides, seeds, and plants.

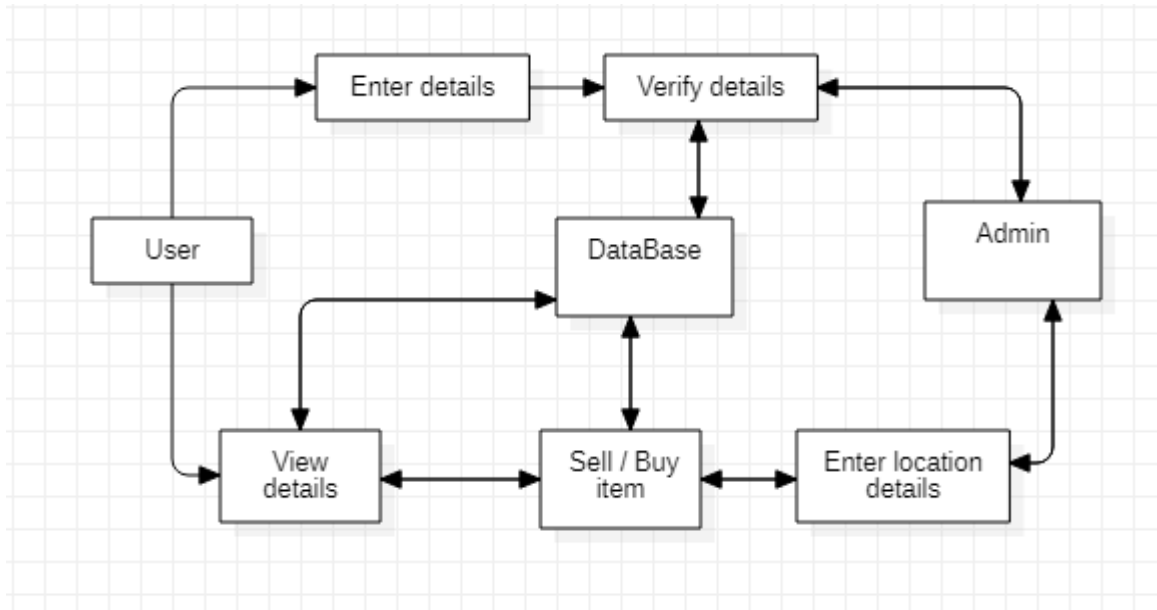
## III. PROPOSED SYSTEM WORKING

### A. Architecture:

In this model, we have 4 modules on the user side and 2 modules on the admin side. One is the registration module where the user can create his own account by completing the registration process. The second module is for checking the posts and uploading the post. Here the posts are available according to their pincode. If the pincode is the same then the posts are available and can buy the product. The Third module is to edit the post after it is sold the post is



edited by the admin or the user who has posted. The Fourth module is for payment , here it can be done online or offline and can also make a call to the user who has posted the product for further information.



## B. Algorithm Steps:

### User:

- Start.
- Open theApplication.
- Login into the site by giving valid credentials.
- If you don't have any account, create an account by giving all the details required in the registration form.
- If the user wants to sell the product then he will fill in the required details.
- else if he wants to Buy the product then he will check for details and go to the payment process.
- Submit and confirm the transaction.
- Users can see the results of the location.
- Logout.
- Stop.

### Admin:

- Start.
- Open theApplication.
- Login using the valid credentials.
- Admin can also view all the details provided by the user when he fixes the transaction.
- Admin can store the data that needs to be displayed to the user.
- Logout.
- Stop.

## C. Implementation

Visual Studio Code is a streamlined code editor with support for development operations like debugging, task running, and version control. It aims to provide just the tools a developer needs for a quick code-build-debug cycle and leaves more complex workflows to fuller featured IDEs, such as Visual Studio IDE. Material-UI provides an optional CssBaseline component. It fixes some inconsistencies across browsers and devices while providing slightly more opinionated resets to common HTML elements. Typography is used to arrange the letters and fonts such as user interface activities.

The Firebase Real time Database is a cloud-hosted NoSQL database that lets you store and sync data between your users in real time. The application is used for a wide range of purposes, including data warehousing, e-commerce, and logging applications. The most common use for NoSQL however, is for the purpose of a web database. The firebase database is used to store the data.

#### IV. RESULT

In order to access the application for the first time, he/she should sign up into the application by submitting all the required and specified details. To login, he should submit the id and password respectively. If the people are authorized then they will go to profile and that profile gives details about their products. Unauthorized people can also view the products but they are unable to purchase. Only they can purchase it if they register. If the people do not have registration they will go for registration then they will be able to login. Users can upload statistical data like quantity of product, quality, amount etc. The required people and authorized persons are able to do shopping or selling their agricultural products.

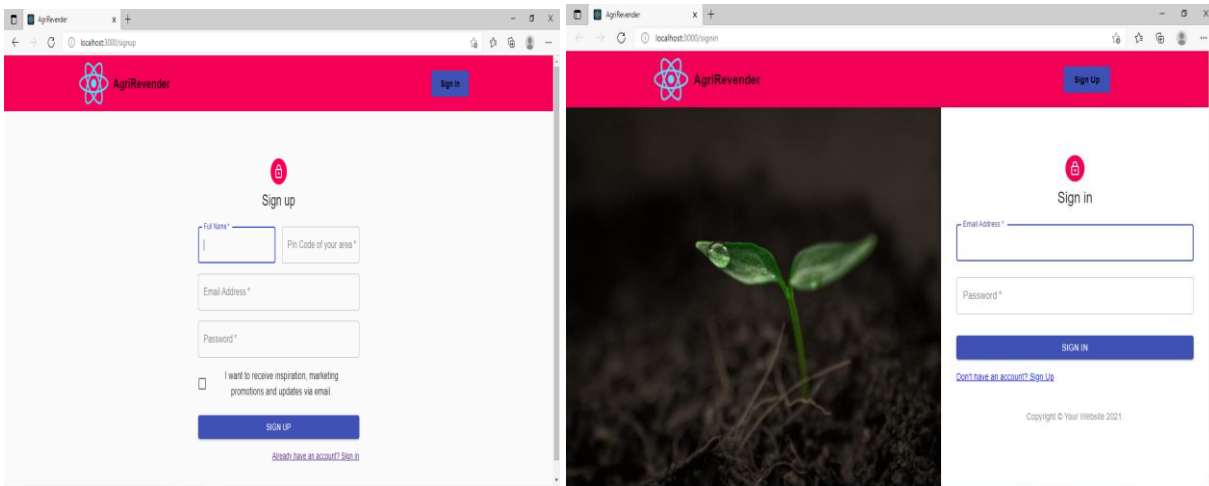


Figure 1: Signup and login module

He/she should first sign up in order to be able to use the application. Next we can login into the application and check for the post or upload post.

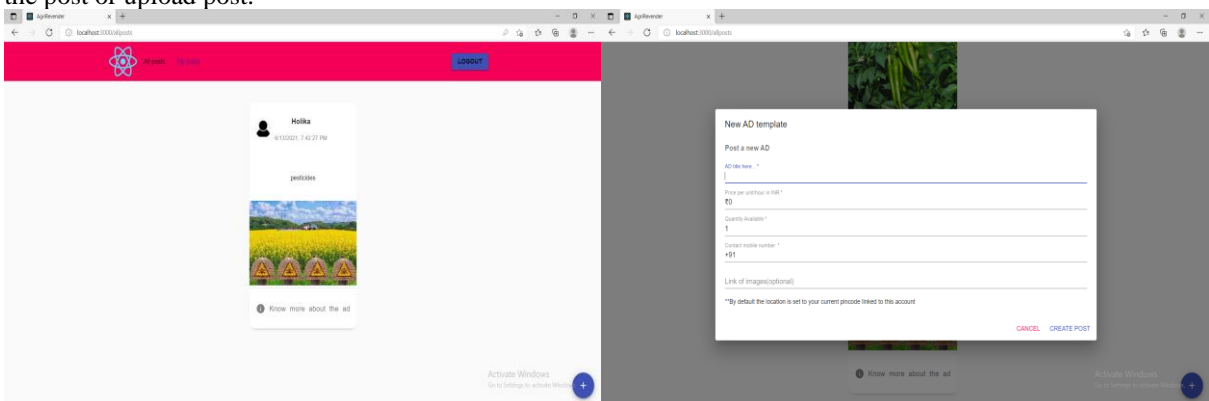
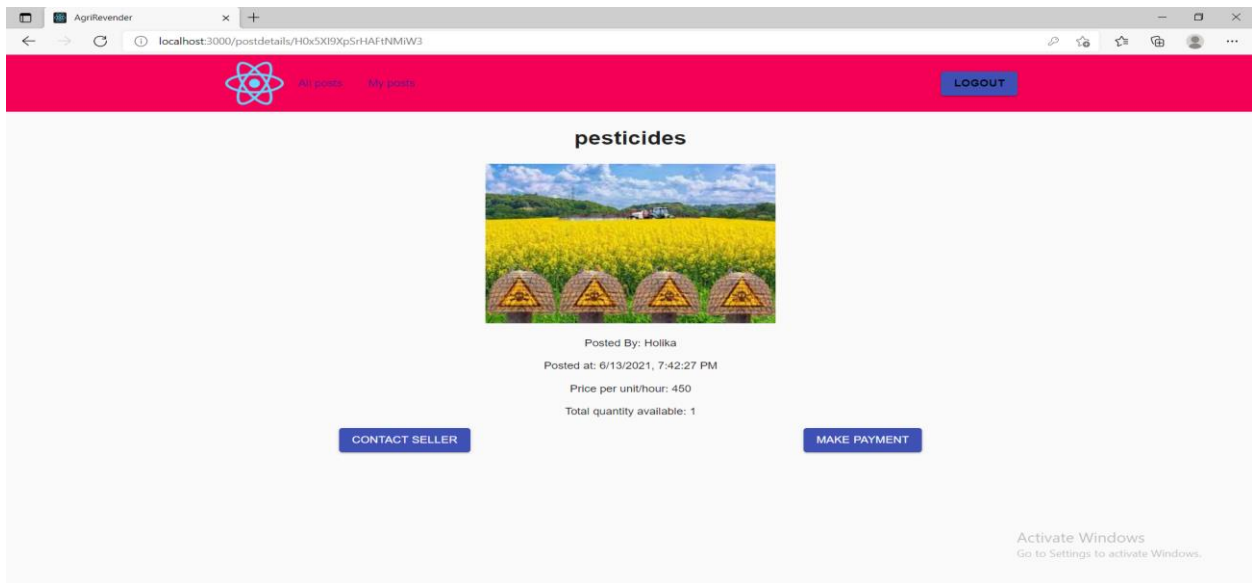


Figure 2: All post and My post module

He/She can create posts in my posts module once registered. Registered people are able to see the posts nearby (like pincode) in all posts module which are for selling products.



**Figure 3: Payment module**

He/She chooses the product to buy then they will have this page by clicking on know more about this ad which is on the post. People are able to contact sellers or are able to make payment.

## V. CONCLUSION AND FUTURE WORK:

### Conclusion:

Technological developments and the proliferation of the internet introduce a new type of consumer called online consumer. Nowadays, companies treat the web as a sales channel; and service quality and after service quality are among the most important dimensions of web channels in order to increase the level of satisfaction of online customers. In addition this online environment has many relative advantages to mainly farmers. The relative advantages attract customers to more convenient, easier, time saving. Features of a user-friendly website have also received considerable attention in previous articles. Product type and product characteristics are also intensely studied in past papers.

### Future Work

- Impact of payment type, service value, online feedback, and auctions on online purchase intention.
- Impact of product variability, guarantee, and knowledge on online purchase intention.
- Impact of avatars, message framing, and playfulness of websites on online purchase intention.
- Impact of web navigation ability of consumers, their involvement, cognitive adoption, and perceived observability on online purchase intention.

Furthermore, social media will continue to be a hot topic and will be investigated at a tremendous rate within a more digitalised world.

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