



Online Jeans Shopping App

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ABSTRACT

An Online Jeans Shopping System that permits a customer to submit online orders for jeans. The main objective of this application is to make it interactive and its ease of use. It would make searching, viewing and selection of jeans easier. They can also view the product reviews and also write their own reviews. When ordering goods, this app provides a virtual shopping cart for holding items selected for purchase. Successive items selected for purchase are placed into the virtual shopping cart until a customer completes their shopping trip. Virtual shopping carts may be examined at any time, and their contents can be edited or deleted at the option of the customer. The application also supports a drag and drop feature so that a user can add a product to the shopping cart by dragging the item in to the shopping cart. Considering the security of user's personal details such as contact details, and location related data the application implements encryption technique.

Keywords: Virtual shopping cart, security, encryption.

1. Introduction

The rapid developments in the communication technologies result in crucial transformations in human life. One of these transformations is related to the changes in shopping styles. Along with the improvements in the internet, online shopping has been more popular among users. Consumers can shop from online stores that allow them to shop without physically going into shops. Nowadays, the internet has been an essential business platform for the trade of products between organizations and consumers and even between consumers themselves. The Online Jeans Shopping System is a basic e-commerce application. To make the android application, we plan to use android studio. With the support of the Android Studio, we can easily build Android Studio for various Android models and screen sizes. The main intention behind this Online Jeans Shopping Application is to improve connectivity between places and peoples, as people from all over the world can order any product and buy it. In our shopping app the customer has a facility to request for a particular material of cloth in their opted jeans. Also in our app, the customer details are end to end encrypted, so that their personal details don't get leaked. These features will make sure customers are satisfied with the brand and give a positive review. The project shall also go live since most of the users should be able to have access and experience our application.

2. LITERATURE SURVEY

Online buying behavior is affected by various factors like, economic factors, demographic factors, technical factors, social factors, cultural factors, psychological factors, marketing factors and legislative factors. Customers choose an online-shop mainly based on references, clarity terms of delivery, graphic design and additional services. Often customers read discussions on the Internet before they spend their money online and when customers are incapable of purchasing the product faster and without any inconvenience then they leave that online-shopping platform. [1] Kotler, (2003) described Consumer buying method as learning, information-processing and decision-making activity divided in several consequent steps: Problem identification, Information search, Alternatives evaluation, Purchasing decision, Post-purchase behavior. Eftymios, identified the main constituent of the online shopping experience as follows: the functionality of the platform that includes the elements that trade with the respective platform's usability. The emotional elements planned for lowering the customer's hesitation by communicating trust and credibility of the online seller and the platform and the content elements including the aesthetic aspects of the online presentation and the marketing mix. Usability and trust are the issues more oftenly found to influence the online consumer's behavior. Karayanni[3], examined the discriminating of potential determinants between online- shoppers and non shoppers. Free shipping is a great motivator to purchase the products and customers are willing to pay nominal charges for getting their products. While comparing the offline-shopping with online-shopping, consumers take product price and shipping charges almost equally into deliberation. There are some ways that online-retailers can improve the experience for their consumers. The first is to write the expected delivery date of the order, customers are willing to wait for their orders but want to know just how long that force is. Timely product shipment encourages shoppers to recommend an online retailer. Consumers also want to track updates and delivery notifications to understand when their package is incoming. Online shoppers want flexibility in their shipping, mainly the ability to give special delivery instructions or schedule a delivery time. Customers also want to get the address changing option for filling the wrong address when they are purchasing online.

Future scope of this project:

- Delivery status based notifications
- Inventory management for easy maintenance.

3. MODELING AND ANALYSIS

The main focus of the modeling and analysis is to provide a detailed report on the modeling. In this section, we present the graphs and charts to show the analysis and the glimpse of our research work. This contains very useful information regarding the modeling of the research. In this we have made an app named ‘The Jeans Shopping App’.

Flow Chart

The flow chart shows the methodology of the system and how it works and operates . It also shows all the possible action which are performed by the user. It shows the flow of action which is performed by the user on the system. Flow chart is as follows:-

Figure 1:- It indicates the flow of actions

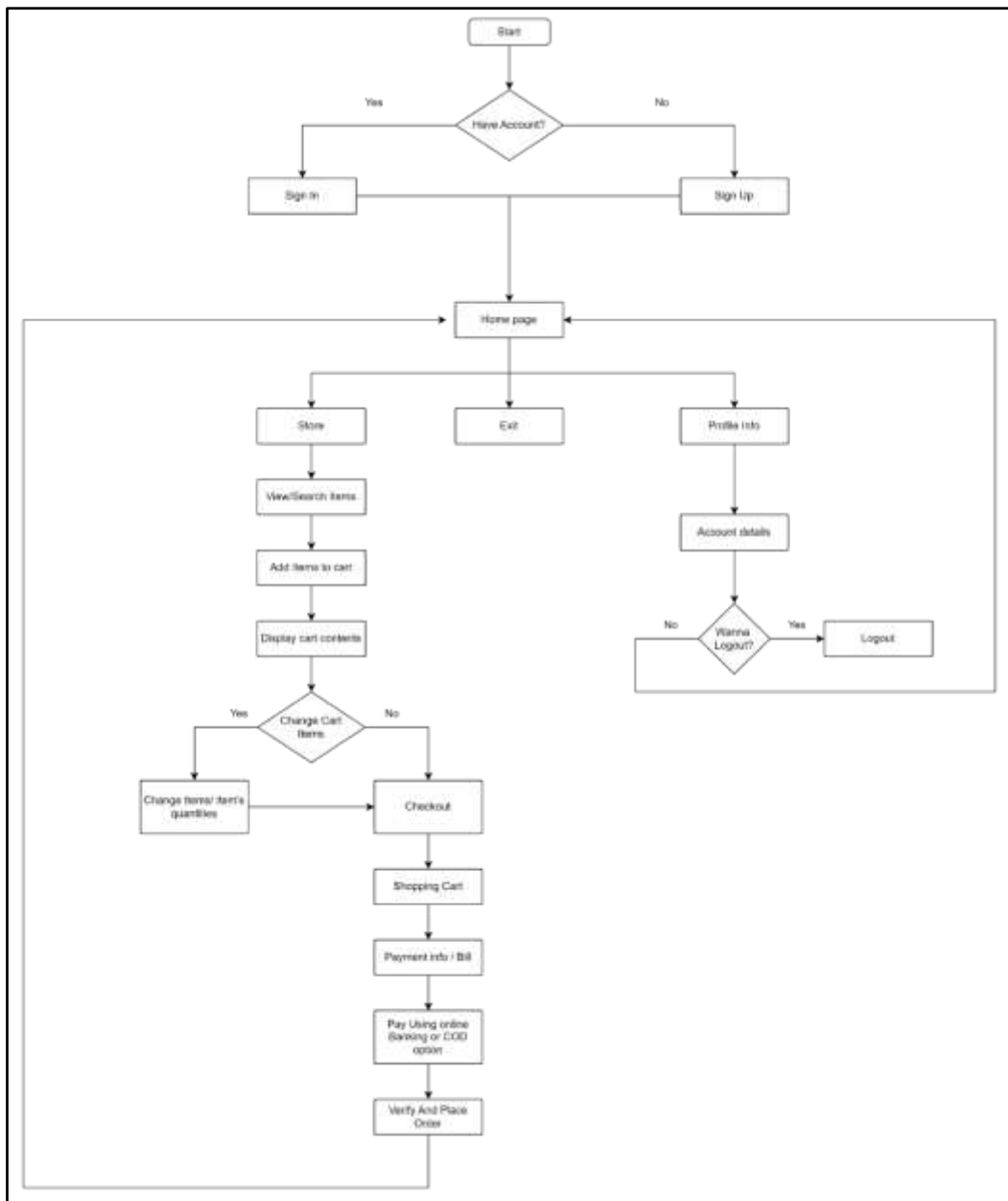


Figure 1: Flow chart for depicting the flow of operations.

4. CONCLUSION

It is clear that most of the consumers want to purchase the products online. In the present environment the people fail to have time to visit the stores and purchase the products offline. Online shops play a great role for these types of consumers who have no time and want to avoid the crowded places. But still there are some points that affect the consumer's behavior about online shopping such as reliability of the product, customer satisfaction and latency in receiving the product on their addresses. But in the coming 5 to 10 years, the online shops will give a tough competition to the offline shop retailers. As we know that the numbers of online consumers are rising, online shopping will be the future of the shopping industry. At last it is clear that in the future there is huge scope for online shopping. The consumers are more attracted towards online shopping due to fair deals, discounts and cashbacks. In order to keep pace with the world, we intend to take the business of our client online through this application.

5. References

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