

Reverse Auction PHP (RAP)

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Abstract— The online auction system is a model where we participate in a bid for products and service. This auction is made easier by using online software which can regulate processes involved. A system and method for designing a graphics product on-line. When a request to design a product is received, user personal information and preference are recorded. In the preferred embodiment, front end web servers communicate with on-line users while design activities and data storage functions are distributed to different servers, whereby the overall system is more stable and easily scalable. "Reverse Auction" is an online auction web site aimed at taking the auction to the fingertips of aspiring bidders there by opening up the doors of the "OPEN Auction House" to a wider cross section of Art Lovers and Antique Collectors. This site also acts as an open forum where buyers can come together and exchange their products. The site makes sure that buyers get a genuine product.

Auction — An Auction is Latin work which means augment. Auction is a bid, a process of selling; buying and services offered take place.

Key words: Bidding, Shop, Price

I. INTRODUCTION

II. LITERATURE REVIEW

The concept of auctions has existed for many years, but the research literature on auction theory expanded dramatically after the seminal paper by Vickrey (1961). Since then, a rich set of related literature, both theoretical and empirical, has evolved (e.g., McAfee and McMillan 1987; Milgrom 1989; Kagel 1995; Klemperer 1999; Krishna 2002). Auctions use the market mechanism to solve the most difficult business problem, that of pricing the product. With an auction, there is no guesswork for setting up a right price for the product or service, since the price is set by the market (above some minimum). Auction-based pricing is sometimes referred to as "dynamic" or "fluid" pricing, in contrast to set or static pricing mechanisms. In a traditional marketplace, auctions can be of the open-bid or closed-bid type. Classification into open or closed auction bidding is determined by criteria such as specific allocation rules, revealed number of bidders, commodities, payment options, and phases of delivery. In an open-bid auction, the bids partially make public each bidder's private information about the true value of the contract. Each bidder is thus able to learn from the bidding process and adjust their bid closer to the true value of the contract. According to one study, when the bidders have common values, the open-bid auction format produces greater cost savings (Milgrom and Weber 1982). In a different but somewhat popular classification framework (Huhns and Vidal 1999), traditional auctions can be either single-sided or double-sided. In a single-sided auction, which includes English or first-price open-cry auctions, Dutch auctions, first price auctions, and Vickrey auctions (Maes et al. 1999;

Vulkan and Jennings 1998), bidders are uniformly of type buyer or uniformly of type seller. In a double-sided auction (such as the clearing-house and continuous double type), multiple bidders and sellers are admitted at once during negotiations. Each auction type has advantages depending on the response time, privacy, avoidance of speculation, fairness, and sale price. Other more complex, but less popular types, of traditional auction may include combinatorial auction (de Vries and Vohra 2001) and multi-attribute auction (Bichler 2000). Consumer-oriented auctions focus primarily on price competition in a structured negotiated format of minimal bidding price, incremental bidding price, and "buy now" price options, with well-defined rules for the submission and modification of bids. Popular consumer-auction websites such as eBay and Onsale use an English auction model and share the property that all status information of the bid is conveyed immediately and globally to all participants. The auction progresses to higher bids and closes when no one is willing to exceed the current bid before the auction closing time, making the highest bidder the winning buyer of the item under bid. In traditional auctioning, the bidder must be present at the site of the auction, and the auction is conducted locally and not publicized, which is not the case with an online auction. Online auctioning helps people to carry out transactions with the convenience of their desktop computer. It also helps to conceal the transaction party's identity, thus protecting their privacy. Within a particular product category (for example, Men's wrist watches), bidders may find many brand or quality options (for example, Timex, Seiko, Rolex). Searching for a particular product that matches a bidder's budget and taste is easy and fast. Once the item is listed for the auction, prospective buyers or the bidders offer successively higher amounts for the item. All bidders are strangers to one another and do not anticipate engaging in future transactions (Katsh et al. 2000). The auction site administers the bidding process and announces the high bidder and price at the conclusion of the auction. The seller dictates the conditions of sale in the auction listing (eBay.com). While there are generally many bidders who compete with one another on price, the merchandise is sold to only one buyer, who is the highest bidder. The winning bidder is expected to pay first and then the seller delivers the goods (Prince 2003). Besides facilitating the auction process, auction websites can also specify the methods of payment that the seller will accept, although the parties may negotiate this and other conditions through e-mail either before or after the auction is completed. As such, the online auction website only facilitates the transaction and never takes possession of either the goods or the payment (Snyder 2000). For their services in facilitating the sales, such websites generally charge a small fee to the sellers based on certain pricing rules. eBay is the most well-known and popularly used online auction website (Cohen 2002) with 69 million registered users and over 12 million items available for bid every day in

hundreds of categories and subcategories. Auction websites, including eBay, require an easy registration process for all the users (sellers and bidders), and most aspects of the transaction (e.g., shipping, payment) are the ultimate responsibility of the respective parties. In summary, these websites offer a virtual marketplace to conduct selling and buying on-line through the auction mechanism. The characteristics of the virtual auction place are an interesting area of research for business professionals and researchers to identify factors that make them successful. Research on online auctions is not new. Some earlier studies have addressed issues such as the effects of auction formats (Lucking-Reiley 2000), the extent of the winner's curse (Bajari and Hortacısu 2003), the last minute bidding phenomenon (Roth and Ockenfels 2002), the value of seller reputation (Melnik and Alm 2002) and bidding behavior (Park and Bradlow 2005). In contrast to these past studies, the current study focuses on the interaction issue of the bidders (and buyer) with the auction website. Online auction websites can be classified as web-based information systems (eBay 2001b) and the bidders (as well as the sellers) as the system end-users. Consequently, the effectiveness of online auction websites can be measured in the context of user satisfaction for the bidders in the current study. Since the 1980s, user satisfaction has been considered an important measure of information systems success (Ives et al. 1983; Bailey and Pearson 1983; Baroudi et al. 1986; Benson 1983; Doll and Torkzadeh 1988; DeLone and McLean 1992). The literature on user satisfaction of information systems is popularly classified into user information satisfaction and end-user computing satisfaction. User information satisfaction (UIS) refers to the extent to which users perceive that the information system available to them meets their information requirements. User information satisfaction is often used as an indicator of user perception of the effectiveness of a management information system (Bailey and Pearson 1983; Doll and Torkzadeh 1988). As a surrogate measure of information system success in computing environments, UIS measures the success or failure of an information system (Galletta and Lederer 1989). End-user satisfaction is "the affective attitude towards a specific computer application by someone who interacts with the application directly" (Doll and Torkzadeh 1988, p. 261). To measure enduser computing satisfaction (EUCS), Doll and Torkzadeh developed a 12-item survey instrument comprised of 5 variables: content, accuracy, and format, ease of use, and timeliness which was a synthesis of the Ives et al. (1983) measure of UIS. Instruments that assess both general UIS (e.g., Ives et al. 1983, Bailey and Pearson 1983), and application-specific UIS, or end-user computing satisfaction EUCS (Doll and Torkzedah 1988), have been widely used by researchers (Gelderman 1998; Igbaria 1990; Somers et al. 2003). DeLone and McLean (2004) identify three reasons why user satisfaction has been widely used as a measure of information system success: 1) a high degree of face validity; 2) development of reliable tools for measure, and 3) conceptual weakness and unavailability of other measures. In recent years, several studies have used UIS and EUCS to assess customer satisfaction for online purchasing (Abbott et al. 2000; Cho and Park 2001; Eroglu et al. 2003; Kim and Lim 2001; Kohli et al. 2004; Lam and Lee 1999; McKinney et al. 2002; Reibstein 2002; Shemwell et al. 1998; Szymanski

and Hise 2000, Wang et al. 2001; etc.), and to measure website success (Abdinnour-Helm, et al. 2005). Based on the UIS and EUCS measures, Wang et al. (2001) developed a 43-item instrument to measure customer information satisfaction (CIS) toward websites that market digital products and services. Using exploratory factor analysis on 520 samples, the study identified 21 items to measure customer support, security, ease of use, digital products/services, transaction and payment, information content and innovation. Collectively, these studies have provided important insights into consumer perception by identifying features of Internet stores that have considerable impact on building customer satisfaction. However, there is still no widely accepted consensus on the satisfaction construct. This provides ample research opportunities to extend past studies in the context of new technologies. Of particular importance for the analysis is that a conclusive set of antecedent variables of consumer satisfaction with Internet shopping is missing. Furthermore, no studies have been conducted to empirically evaluate bidder (and seller) satisfaction for online auction websites. The objective of this paper is to explore the new dimensions in developing online auction bidder satisfaction using user satisfaction models from the previous studies. Bidder satisfaction is herein defined as the overall affective evaluation a bidder has regarding his or her experience relating to the online auction websites.

III. OBJECTIVES

A. General Efficiency

- To increase efficiency and services to the customers through better application of technology in daily operation.
- For increasing the efficiency of the system we used object oriented programming method.
- To be able to stand out from competitors in the ecommerce sites.

B. Specific Objectives

- To enable customers to see all the products without any authentication
- To enable the customers to have a visual confirmation that the bid was placed correctly.
- To enable the customers to know product details before bid.
- To ensure correct bid placement through visual interface.

IV. CONCLUSION

After developing the system we can conclude that this system having more flexible than manual system. User's bid is lowest and unique than user get that product at the bidding price. This is online reverse auction so user can bid the products by 24*7 i.e. any time within given limit on particular products by admin. If user want history about any products then user can easily get the history of that products. This system is user friendly, efficient also less paper work.

More research in this field is possible by contacting various e-commerce web site designers and proposing this idea to them if they approve the idea and ready to share all confidential details about their users then this may work as a

successful live work for them if it happens as so it will surely make online auction work useful for the people.

- Portable and flexible for further enhancement.
- Web enabled.
- Fast finding of information requested.

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