A Survey on Current Incent in Online Shopping

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Abstract— Online shopping application is a very important feature used in e-commerce to help people making purchases online. The Business-to-Customer facet of E-commerce is the most visible business use of the internet. The primary goal of an e-commerce site is to sell goods and services online. E-commerce is fast growing and gaining ground as an accepted and used business paradigm. Many business houses are implementing application providing faciality for performing commercial transactions on the internet. It is indeed to say that the process of shopping on the web is becoming commonplace. Online shopping application feature allows online shopping customers to "place" order in the cart. The software calculates as total for handling postage and shipping charges on the order, packing and taxes, if applicable upon "purchasing". Different products available in the system are provided to the user in catalog. Shopping cart is provided to the user. The shopping cart application is implemented grow larger and faster business. This application will let customers to view and order products from anywhere in the world. Under this application many products and services can be ordered. Online shopping application is expanded through new goods and services in order to offer a product portfolio corresponding to the market. Thus our survey demonstrates the effectiveness and efficiency of our proposed online shopping application.
Key words: M-Commerce, Mobile Computing, Online Shopping

I. INTRODUCTION

M-Commerce is next generation of E-Commerce. M-Commerce enable users to access internet without needing to find a place to plug-in. M-Commerce is the buying and selling of products and facilities through wireless smartphones.

Online shopping application deals with developing an M-Commerce app for online selling different type of products. It provides users with a catalog of different types of products available to buy in different stores in order to facilitate online purchase a shopping cart is provided to user. Online shopping application has been developed to allow to business grows larger and faster. The app sells different types of products. Under this app many products and services can be ordered

Fig. 1: Online shopping application

II. MOTIVATION

Numerous consumers needs such as browsing and searching for product, ease and convenience obtaining information about firms, products, brands comparing product features and prices shopping 24/7 having fun and excitement while shopping for some products are all fulfilled more effectively and efficiently than conventional shopping.

Online buying is free from going for marketing, dressing up to go to market, driving, traffic jams, crowd and finding a place for parking.

III. LITERATURE SURVEY

In this section we introduce literature survey on various shopping applications and web sites available nowadays,like Flipkart, Snapdeal, mantra etc. Each application having various features and drawbacks. All the good and bad points about these apps are covered in this section as follows.

A. Flipkart:

Whenever Flipkart app launched on the same network connection, it took considerably longer time to load. It asked us to login first. If we skipped it, To load the home page it took over a minute but the lag disappeared after the device was connected to a high-speed internet. The interface having no difference from the web page. The landing page of the app having multiple rows, showing the latest products that are available for customers to purchase followed by attractive offers, deals, fresh arrival, go to offer zone and shop category wise. Offers are at the bottom. One good thing about the Flipkart app is the quick user manual that pops up when using the app for the first time. While searching for a product, the filter doesn't work well. when we were searching for the cover for smartphone, it continued to show us the options for samsung, Micromax iPhone smartphones, etc.at the browsing of the app, a box appears on the page that quickly move to the grid mode from the list view and vice versa. You should be careful about the seller with Flipkart too. on the small screen, you might miss the delivery cost mentioned below the price, has an option of delivery in a day - by paying a little extra you can choose it.

B. Snapdeal:

It is simple in design. On the top there is search bar along with a basic option menu, attractive offers and deals of the day. This is followed by a list of categories such as electronics, fashion and lifestyle and home needs, kides. On 2G data connectivity the app works quickly as well, but the images takes some time to load. Browsing within the app every category Snapdeal has listed top brands, quick links and even top sellers to enhance the shopping experience. As compare to Flipkart the filters work well in Snapdeal. you can view the delivery option if any on selecting a product,. You can see the rating for the standard delivery by the seller, comparing with a view of other sellers and key features. On selection, you can continue to make the payment using the standard payment options. Most of the goods present in Amazon and Flipkart are also available on Snapdeal. Tracking the order or viewing shortlisted products

is simple by clicking the option menu on the top. There is also a percentage sign on the top that takes you directly to the offers with discount. But in daily deals, prices are not listed along with the products in the grid view. You have to click on the product to view the price. This is slightly cumbersome as every time you will have to wait for the application to load the product only to view the price More so, when products on discount are limited and go out of stock quickly.

C. Amazon:

When this app is accesses for the first time, it asks you to get logged in. it's your choice to register or not. There are deals, followed by best sellers and deals of the day. You can view recently viewed products and you can shop products by departments. Order, access recommendations.

You can also view the product by searching through search bar. When you put product name in search bar the list of products comes instantly does not matter if you have 2G connection. Images are easy to load and you can switch between list view and grid view. When a product is selected, it takes c 15-20 seconds to load the product's details, the shopping experience is amazing. You can add items in the cart and move to checkout section. But it is always recommended to read reviews of product and seller.

D. Myntra:

This application takes time to load. The home screen contains offers. Offers contain discount percentage. If you need to look for a product, search tab is available to find any product. You can view products by selecting the gender (male,female) or babies. It provides eastern, western wear, accessories, etc., and is further divided into sub-categories.

This scenario isn't remains the same during weekend sales because there is huge traffic on the app. During weekend sales you are unable to view products from menu so the search option is useful at that time, filters gives easyness to view products. You can add product to the wish list or in the cart. The images are wide and clear to get better view of garments and accessories. Once the order is placed, you can track the process. You can even arrange a return or exchange with a simple tap.

E. HomeShop18

HomeShop18 is another popular app in the e-commerce market. The Android app from the company provide service not just to view the products present on their website but also allow you to stream their TV programs in their mobile application, so you can watch them, and order products by simply tapping the call button given in the app.

Groupon provide daily deals with big discounts. Groupon is not a typical e-retailer. It basically provide deals but there are always some products available for purchase as a part of these deals. Like other websites which are multi-national, Groupon India is also present as a part of the multi-national application.

IV. CONCLUSION

Online shopping have brilliant future in India. Attitude towards online shopping is getting improved in India. The online stores are usually sighted by the merchants. The comfort and advantage provided by these stores for 24X7

has made very easy shopping for customers. The customer can shop from anywhere, anything and anytime with secure payment option by using internet. Customers can do comparison of product prices over different stores by saving time and money. We are developing an android application where different, different store will be registered and user will be able to shop from stores.

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