

Smart Location Based Shopping: Mining E-Commerce Data from E-Shop Websites



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ABSTRACT

In this system an attempt has been made to highlight the impact of the increasing trend of online shopping over the various fixed shop retailers. Retailers comprise of a large section of the population and a larger population is dependent upon these retailers. But the advent of e-stores with their attractive incentives and wide varieties has slapped on their face the fear of uncertainty and helplessness. This study looks into the various aspects about how retail businesses are being affected and also the various recovery mechanisms they are coming up with to counter those e-stores in their race of survival. This paper also unravels the effect upon the profitability of the various concerns due to increasing trend for online shopping. Although the periodicity of the study is less yet an effective attempt has been made to enlighten the scenario along with concrete suggestions.

Keywords: Stores, fixed retailers, turnover, window-shopping.

I. INTRODUCTION

This paper presents the current changing scenario of shopping mall in small town consumers and impact of malls in their buying behaviour. This paper provides information about the changing stories of the small town consumers, their rising incomes in the hands of the young population, expansions in the availability of the products and services, easy availability of the credit and rising acceptability of debts has affected the buying behaviours of consumers.

In this system we are going to collect all malls in one network. This collection provides the good service to customer in less time. This paper starts with the impact of shopping mall, but what shopping mall in general means 'it is a group of stores or shops in a building'. The first thing that comes in our mind about the shopping malls is that it is a big enclosed building housing a variety of shops or products. But in brief a shopping mall, shopping centre, shopping arcade or simply mall is one or more buildings forming a complex of shops representing merchandisers, with interconnecting walkways enabling visitors to easily walk from unit to unit, along with a parking area a modern, indoor version of the traditional marketplace.

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OBJECTIVES

- 1) To identify good & bad experiences regarding shopping malls when more than two malls get connected in same network.
- 2) We are providing region wise shopping mall.
- 3) The Google map are provided in this system.
- 4) Product comparison table are include in the system.
- 5) In product buying time add to cart option are available.

II. LITERATURE SURVEY

In general, the people are willing to buy the cheapest products. Also, the location of shopping malls is an important factor, too. People prefer to choose closer shopping malls for buying a product even though the product's price is high. Furthermore, they prefer to buy the cheapest product in the closest shopping mall. Therefore, the people have to search the location of

shopping malls and products which are available at each shopping mall

The advantages of this application are-

- Customer satisfaction
- Cost savings
- New business opportunities
- Time saving
- Allow for considerable profit
- Improvement of Customer relations

While coming across various technologies such as Online Shopping, where items are purchased online through various websites, the drawbacks encountered were –

- Fraud
- Shipping cost
- Deprives our Tangibility
- Lack of Options

In traditional shopping method various difficulties faced are-

- Long queues
- Huge waiting time
- Carrying heavy items home

Survey was conducted at three shops –

- Reliance Fresh
- SGS
- Big Bazar

Issues-

- Long queues
- Barcode scanning for each item
- Payment issues on a regular basis

The retail industry has been advocating “Smart Shopping” for many years by adopting various technologies to enhance the shopping experience at the retail environment. The vision of smart shopping promises is to provide on-the-spot information about various discounts, schemes, etc. at your fingertip.

III.RELATED WORK

Purchasing products or services over the Internet, online shopping has attained immense popularity in recent mainly because people find it convenient and easy to shop from the comfort of their home or office and also eased from the trouble of moving from shop to shop in search of the good of choice.

1.Shopping cart systems: Simple shopping cart systems allow the off-line administration of products and categories. The shop is then generated as HTML files and graphics that can be uploaded to a webspace. The systems do not use an online database. A high-end solution can be bought or rented as a stand-alone program or as an addition to an enterprise resource planning program. It is usually installed on the company's web server and may

integrate into the existing supply chain so that ordering, payment, delivery, accounting and warehousing can be automated to a large extent. Other solutions allow the user to register and create an online shop on a portal that hosts multiple shops simultaneously from one back office.

2. Online shopping (or e-tail from electronic retail or e-shopping) is a form of e-commerce which allows consumers to directly buy goods and services over the internet through a different and virtual shop we can compare the different products with different shops. Some of the leading online stores currently in our area is like in hadpasar

3. Retail is a process of selling goods and services to customers through multiple channel of distribution. Retail stores may be small or big but they mostly operate in the same line as “purchasing to sale”. Retail form of business is as old as civilization and is the most basic form of business. Types of Retail Stores are like-

A. Departmental Stores –

A department store is a retail store which offers wide range of products to the end-users under one roof. In a department store, the consumers can get almost all the products they aspire to shop at one place only.

B. Discount Stores –

Discount stores also offer a huge range of products to the end-users but at a discounted rate. The discount stores generally offer a limited range and the quality in certain cases might be a little inferior as compared to the department stores.

C. Supermarket –

A retail store which generally sells food products and household items, properly placed and arranged in specific departments is called a supermarket. A supermarket is an advanced form of the small grocery stores and caters to the household needs of the consumer.

3. Malls - Many retail stores operating at one place form a mall. A mall would consist of several retail outlets each selling their own merchandise but at a common platform. The Internet has many advantages over retail stores. From internet customer get home shopping facility and also save customer time.

Firstly, the choice, whereas the bookstore at the corner of the street or the nearby cloth store hardly offers 5000 references on its stalls or 20 designs of a particular garment of same size, Amazon has got hundreds of thousands of variety. Internet is full of online retailers offering 10 times or even 100 times more products than the average retailer can possibly dream of. For an e-commerce website, the costs of storing and referencing a product represent a small fraction of the cost as compared to the cost of storing and referencing a product for "physical" stores. From the customer satisfaction and availability of services, online shopping is creating a major impact upon the retail stores.

IV. SYSTEM ARCHITECTURE

There are three modules in this project:

1. USER
2. ADMIN
3. EMPLOYEE

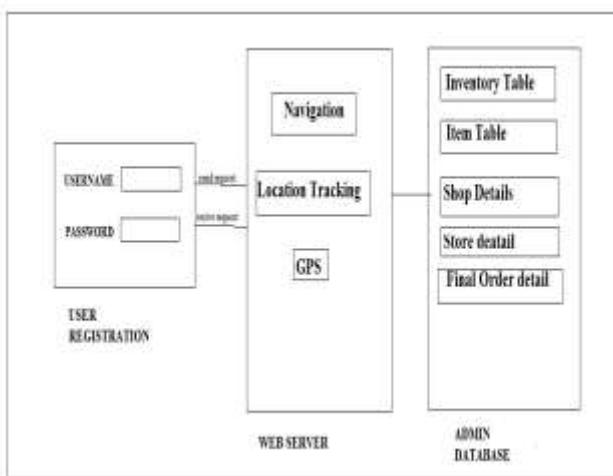
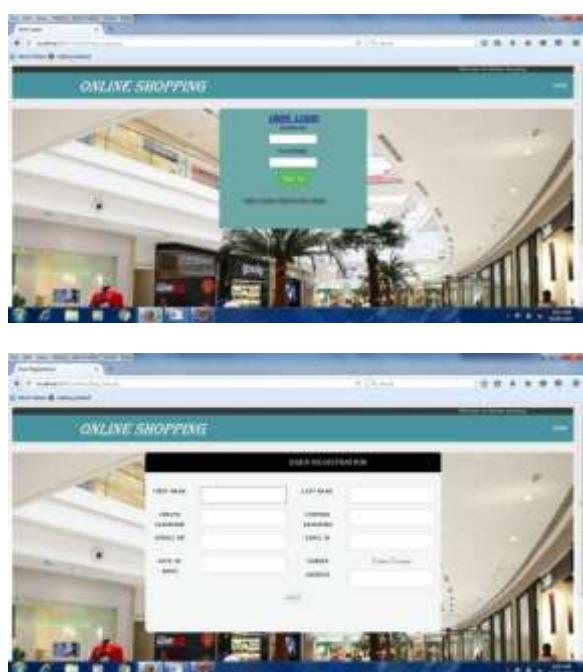


Fig 1. Architecture of Proposed System

A. User Registration:

User registration and login enables a system to personalize itself. For example, a website might display a welcome banner with the user's name and change its appearance or behavior according to preferences indicated by the user.

- The system has provided to client username & password.
- The client register his account and create login id with password.
- The new client has firstly register in this system then he can provided username & password.
- Otherwise they cannot accept the system.
- The user related all information are included in this system.



B. ADMIN:

An **office administrator** has the responsibility of ensuring that the administrative activities within an organization run efficiently, by providing structure to other employees throughout the organization. These activities can range from being responsible for the management of human resources, budgets and records, to undertaking the role of supervising other employees. These responsibilities can vary depending on the employer and level of education.

The shop's database is designed using MYSQL. It provides interface with any database can be easily designed. The shop's database consists.

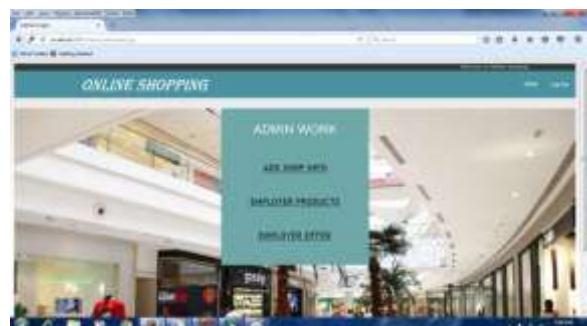
· The admin can add the offer after offer date is out of date then admin can remove the offer.

· *Shop details*- The customer's information will be stored in this table including his address and phone number that will be used at the time of online payment.

· *Store details*- This table will have detail information about the shop's name, its branch and unique id that will be retrieved at the time of scanning of the shop's barcode.

· all authorities are provided by admin.

-The admin are add the offer & remove the offer.

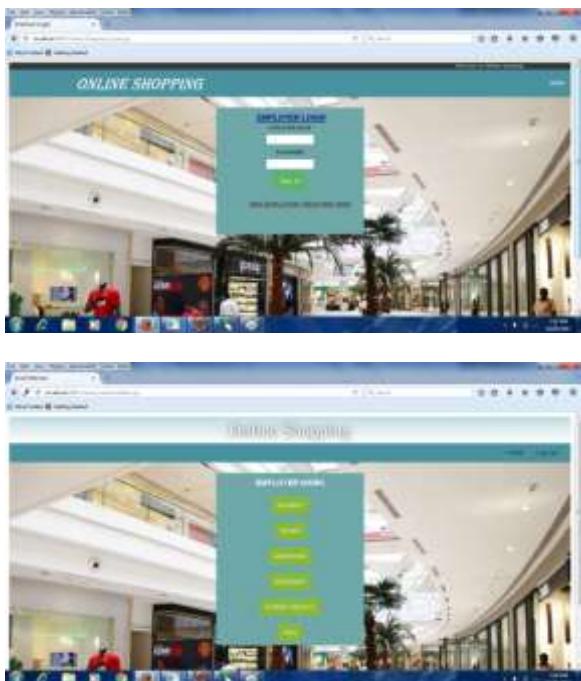


C. EMPLOYEE:

-In the employee model the shop details are available.

-A person who is hired to provide services to a company on a regular basis in exchange for compensation and who does not provide these services as part of an independent business.

- The shop details,new offer, shop store details,etc are included in the emp.
- The shop admin are add the offer in the employee model & this offer are send to the admin then admin are display this offer in the home page.
- The comparative offer are available in this system.
- The shop emp are remove & change the offer.
- The user has select the offer & this offer are store in the cart.
- Add to cart option are available.
- The user has easy to available best offer.
- The new shop ,product,offer are add the emp.
- They security are provided to employee.
- Unauthorized person cannot access this system.



V. CONCLUSION

A platform has been proposed that support semantic service composition to realize a smart emergency service of more than two shopping mall. In our proposed approach to realize smart emergency service, the relation among the objects, services, and rules to compose smart emergency services dynamically is described by ontology's. The paper indicates the specific feature to ensure service or chest ration and dynamic service composition.

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