E-trade System for Wardha Wardhini: An Initiative to Online Local Market

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Abstract: Online retailing, its growth and possible future trends have captured the imaginations of a wide range of commentators. Much of their debate has focused on how consumers now access a range of services online that they previously accessed via other channels; now more than ever, booking travel, managing our finances, gambling, downloading films and other leisure activities are all increasingly done online. But while this movement online has been widely documented, its effects on workforces has not. For local shop owners it's still hard to buy or sell products online. TO solve such issue of WardhainiWardha city. We have proposed a complete B2C architecture for Wardhini goods and products in Wardha City. Its an initiative for all local shop owners to bring their products in online retailing market.

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I.   Introduction

Development of the Internet caused that more and more enterprises use it in their business activities. Besides communication and promotional uses, the Internet is growing in popularity as a channel for selling products. Agricultural producers are also trying to develop this marketing channel in spite of many barriers of selling agricultural products via the Internet. Farmers may use the Internet to sell agricultural products for consumers and also for organizations. The main objective of this paper is to identify different forms of selling agricultural products on the Internet. The author also describes operation of electronic agricultural marketplaces and benefits of the Internet selling. The methods used to write this paper were observations of websites and case studies of the chosen electronic stores and marketplaces. In the paper the Polish and foreign cases are included. The paper consists of two main parts that are devoted to the two basic types of electronic commerce that are B2C and B2B transactions. Because of the different nature of the two types of transactions, the B2C and B2B cases of selling agricultural products.

Internet as a medium and a marketplace

Introduction of the new Internet service World Wide Web caused a dynamic development of the medium. WWW documents have been easy to create and enabled many features that were recognized by scientists as distinguishing the new media from the old, traditional media such as television, radio and newspapers. The most important feature of the new media is interactivity. It is the most exceptional feature of the Internet because it allows the dialog between Internet users and the dialog between users

and the medium. The other features that are offered by the WWW, html based documents are:

multimedia – the feature that allows to combine different media forms such as text, static picture, film;

• capacity – the feature that allows to publish on the Web unlimited information on products and firms,

• hypertext – that allows easy and logic movement among the Web sites;

• global reach – that allows firms to present their offers in spite of the distance of markets.

All the features mentioned above determine specificity of the medium and we can also think about the medium as a market. The Internet allows to operate many forms of markets in the virtual space. Internet storefront, electronic malls, electronic exchanges are example forms of virtual marketspaces. Internet allows migration of traditional markets to the virtual marketspace and support transactions between buyers and sellers electronically.

II.   Related Work

E-Commerce:
E-commerce stands for electronic commerce. E-Commerce refers to the exchange of goods and services over the Internet. All major retail brands have an online presence, and many brands have no associated bricks and mortar presence. However, e-Commerce also applies to business to business transactions, for Example, between manufacturers and suppliers or distributors. E-Business probably began with electronic data interchange in the 1960s (Zwass, 1996).However, (Melao, 2008) suggests that it was only in the 1990s, primarily via the Internet, that e-Business has

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emerged as a core feature of many organizations. In his opinion, the hope was that e-Business would revolutionize the ways in which organizations interact with customers, employees, suppliers and partners. Some saw e- Business as part of a recipe to stay competitive in the global economy.

Rajeev Kamineni (2004) in his study finds that World Wide Web can change human behavior and human interactions to a very large extent. Web based shopping behavior is one major example to point out the trends in this direction. ArchanaShrivastava, UjwalLanjewar, (2011) in online buying, the rate of diffusion and adoption of the online buying amongst consumers is still relatively low in India. Ernst & Young, 2001; Mahajan, Muller & Bass, (1990) over time the Internet buyer, once considered the innovator or early adopter, has changed. While once young, professional males with higher educational levels, incomes, tolerance for risk, social status and a lower dependence on the mass media or the need to patronize established retail channels.

Fram& Grady, 1997; Kunz, 1997; Mehta &Sivadas, 1995; Sultan &Henrichs, 2000, For Internet buyers, gender, marital status, residential location, age, education, and household income were frequently found to be important predictors of Internet purchasing. In the online retail space, there are a number of models that retailers can adopt. Traditionally, the Web presence has been kept distinct from the bricks and mortar presence, so transactions were limited to buying online and delivering the goods or services. The online presence is also important for researching a product that a customer can purchase later in the store. Recently,there has been a trend towards multi- channel retail, allowing new models such as purchasing online and picking up in store. E-Commerce systems are also relevant for the services industry. For example, online banking and brokerage services allow customers to retrieve bank statements online, transfer funds, pay credit card bills, apply for and receive approval for a new mortgage, buy and sell securities, and get financial guidance and information.
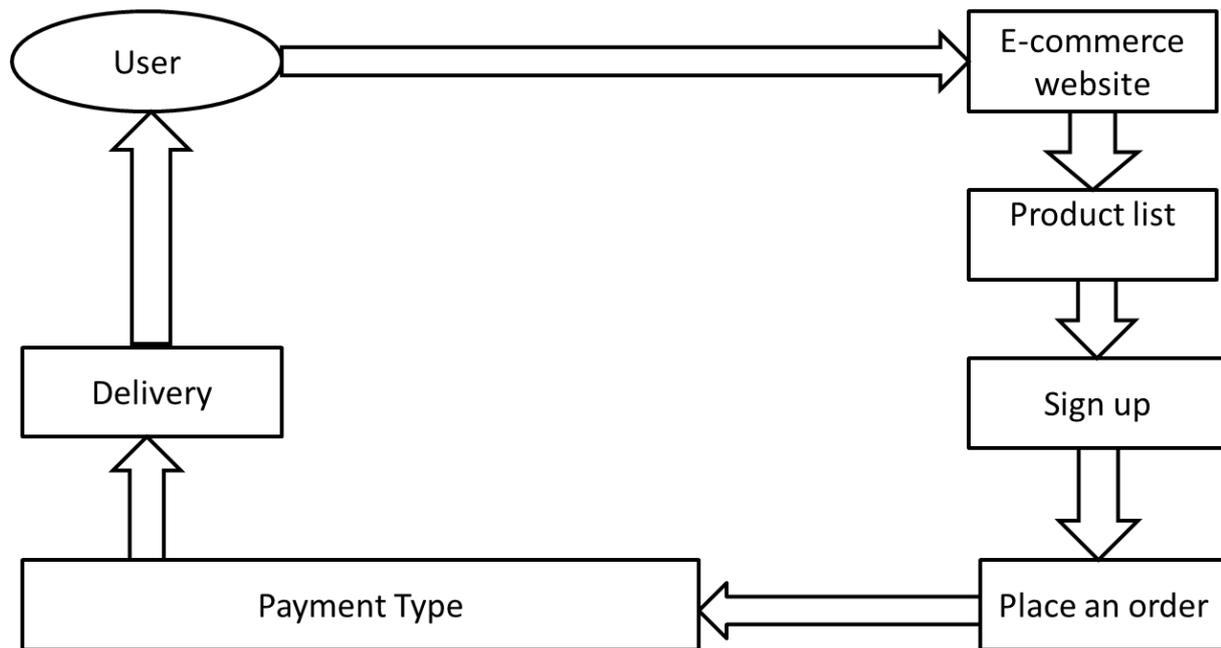
III.   Proposed Methodology:

Fig: Flow of Market Business Flow

Working of Proposed System

The system is based on B2C users where business owners and producers will be directly able to sell products to people vai e trading. The system will work as providing business owners and customers separate login and all transactions should go via Wardhini systems. Both producers and consumers have to register on Wardhini Portal to sell and buy products. The implementation of system is shown in below snapshots.
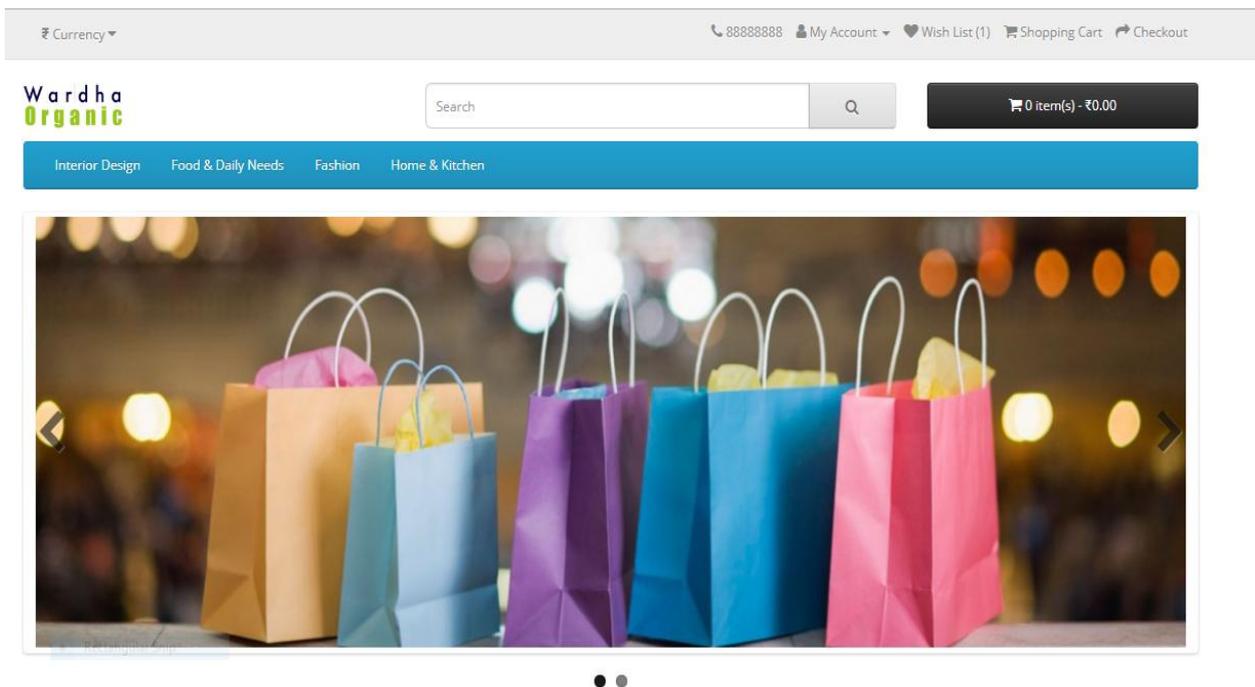
IV.   Experimental Results

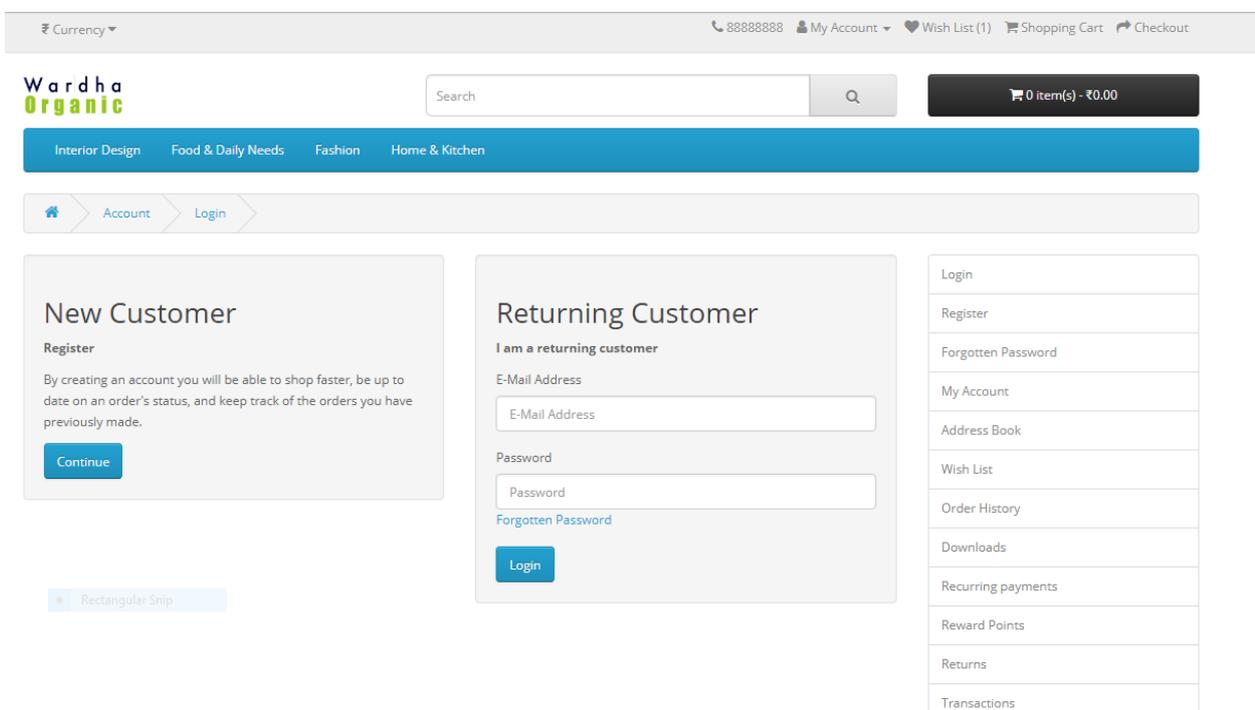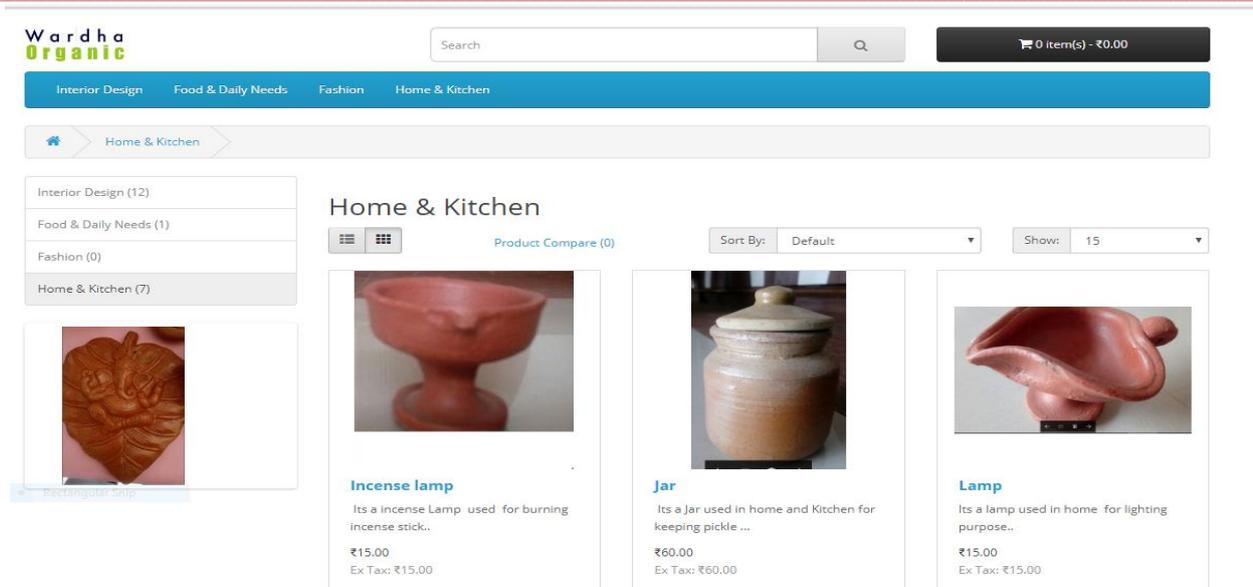Fig: Home Page of Wardhini Portal

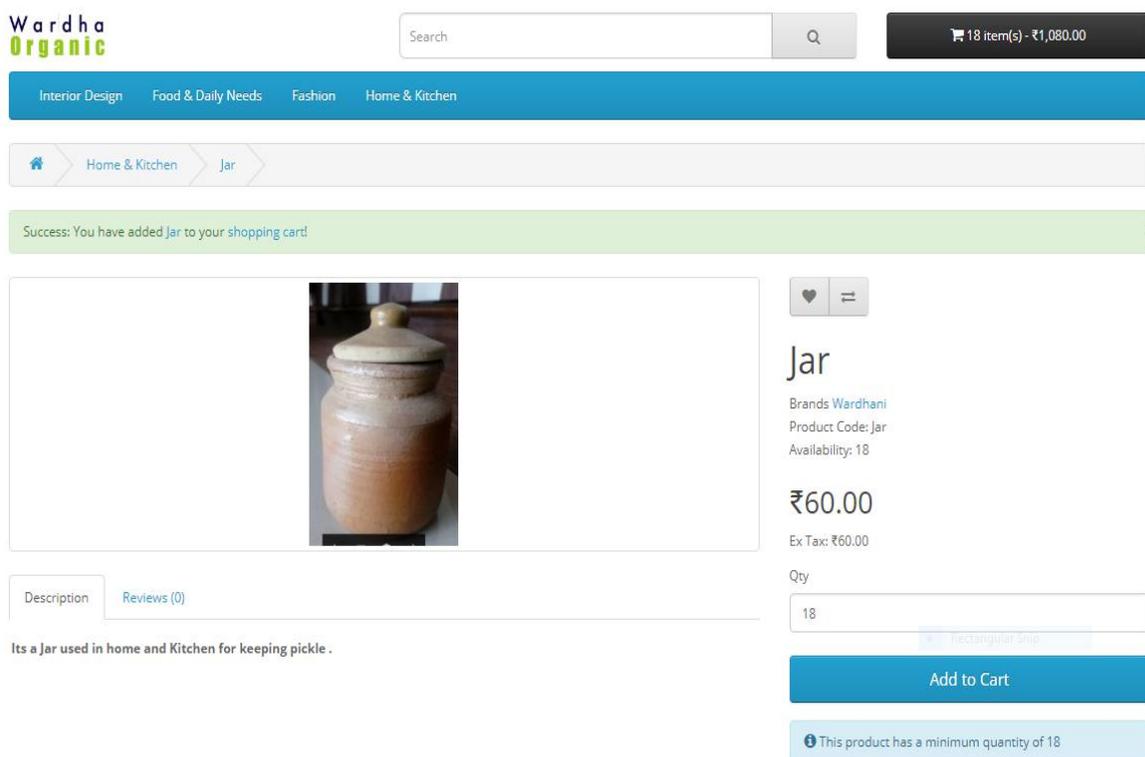Fig: Login Page

Fig: Screen Shot for Product View

Fig: Buying a Product

V.   Conclusion

The major factors affecting the purchase decision of consumers were observed to be the health benefits available from the products and overall quality provided by the product to the consumer. While going for organic products users are now willing to buy products online via online e-commerce systems. The above paper shows working of e-trading system developed for Wardhini "An organic food supply system". Using proposed framework and system the consumers and producers will both be benefited for faster services at low cost.

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