

E-commerce Application Based on Farming Products

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ABSTRACT

In this project, we present an e-commerce application (AgroGrow) for farming products. In today's day to day life purchasing of products by visiting stores has become a troublesome job. As a standing in a queue for making the payment of the product has become difficult for customers. The most important advantage of e-commerce over traditional commerce is that the buyer can browse online shops over internet, can compare rates and order whatever they like sitting on their PC. Unlike traditional commerce which is carried out physically which consists man power & get products, electronic commerce has made it far easier for person to reduce physical work and to save time. To reduce these difficulties of traditional commerce, we are coming up with AgroGrow. AgroGrow is an e-commerce application which helps to choose a wide range of farming products through your smartphone rather than visiting the outlets. It is developed using flutter which is a User Interface toolkit for creating fast, attractive, natively compiled applications for mobile, web, and desktop with single programming language and single codebase.

KEYWORDS: E-Commerce, Flutter, UI Toolkit

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WHAT IS E-COMMERCE

E-Commerce or we can say Electronic Commerce is task of doing business through computer networks. The basic goal of an e-commerce website or an application is to sell and buy goods and services online. Online Purchasing and selling are a form of electronic shopping store where the user is directly connected to the seller's computer via the internet or network. A person sitting on his chair ahead of a computer can access all the facilities of the web to shop for or sell the products. Online Shopping System helps in buying of goods, products and services online by selecting the needed products from the online site. The handcart is especially useful for who haven't time to travel to shopping. Shopping cart may be a vital feature utilized in e-commerce to help people making purchases online. The sale and buy transaction are completed electronically or physically, interactively in real-time. Buyer can sign in into an online website, once he logged in then automatically one shopping cart will be made, once buyer select a product it will automatically added to cart. In case user thinks the chosen item isn't useful for him, then he can delete that item form the cart.

This project helps in developing an internet website to shop for, sell products or goods online using internet connection over networks. Unlike traditional commerce which is carried out physically which consists man power

& get products, electronic commerce has made it far easier for person to reduce physical work and to save time. The general concept of the application is to allow the customer to buy using the online network and permit buyers to buy the things and articles of their needs from the online store. E-commerce is vastly gaining ground as an accepted and used business platform then obviously one shopping cart will be created, once user select an item it will add to cart. In case user thinks the chosen item isn't useful for him, then he can discard the cart or delete that item form the cart.

Nowadays many business industries are implementing online website providing functions for performing interactively commercial transactions over the network. E-Commerce sites provide consumers with more reasonable products and services by permitting users to shop in many places and can compare quickly without going anywhere. E-Commerce which was initially started in early 1990's has taken now an overwhelmed leap across the world of systems, but there is one fact that has complicated the expansion of e-commerce is privacy and security. User selected some of the items, but in his or her credit or debit cart have not that much amount of balance, then if he got logout from the website, then these selected items will be still available at cart with specific users together with

his allotted carts, after some days he can those products and those items then automatically deleted from the cart.

TYPES OF COMMERCE

There are two types of commerce.

- Electronic Commerce
- Traditional Commerce

ELECTRONIC COMMERCE

Electronic Commerce said to the process of buying and selling of products, goods or services over electronic systems just like the web and other computer networks all over the world. The Handcart is the most important thing utilized in electronic commerce to make people buy products online. It also contains the entire online task of creating, selling, delivering, servicing and paying for goods and services.

TRADITIONAL COMMERCE

Traditional Commerce said to the process of selling goods and servicing physically within one industry and in some cases, covering a specific area. Traditional Commerce depends upon operating business in some specific period of your time and requires housing inventory.

WHAT IS E-COMMERCE FACILITATORS INTERNET/NETWORK

A huge internet usage gives the growth of E-Commerce all over the world. Nowadays Internet and smart phones are becoming an important part of everyone's life. Internet is not only a source or collection of data but it has become an important tool for shopping, learning, communicating and can get even services from carpenters, plumbers etc. Supply chain is additionally becoming leaner and smarter as digital platforms are helping to raised connect with the purchasers which significantly reduces the waste and supporting to green businesses.

PAYMENT GATEWAYS

A Payment Gateway is an electronic commerce application which provide services which contains Mastercard payments for electronic businesses and to online retailers. Payment Gateway is the most important part of e-commerce as it provides payment routes which are as follows: Mastercard, Credit cards, online banking payments, e-funds transfer.

REMODELLING DATA

Remodelling data is called Analytics. It is the process of remodelling data into something for creating good decisions. It helps the business to organize, manage, gather, analyse and report on everything their customers or buyers are doing. The huge increase in amount of data has made the business to focus or concentrate on analytics to understand the needs of customer.

SOCIAL MEDIA APPLICATIONS

Nowadays businesses are using the social media as a marketing factor on a large scale in order to sell their goods and services. Social Media consists of websites, applications, computer programs which help people to connect and communicate and to share the data to one another over internet using computer system or a mobile phone. It has played and major role in creating brands. It helps in getting the feedback from the user also about the goods they bought. It gives a platform for advertising, creating a community of trusted users etc.

E-COMMERCE: A NEW BUSINESS REVOLUTION IN INDIA

Nowadays electronic commerce has become a boom in modern business. It is a platform that influences both buyers and sellers. Electronic Commerce is quite just differently to spice up the prevailing business practices. E-Commerce has changed the entire way of doing business traditionally. This huge change in business practices is witnessing a growth on large scale all over the world and India is not an exception. Moreover, Electronic Commerce has a potential to reduce the pollution and can have positive influence on environment.

Buying Products via electronic commerce permits the person the liberty to settle on when to buy and where to buy and provides the opportunity to compare among other available options

The electronic commerce has influenced all areas of businesses and industries. It provides new sorts of data-based business tasks for reaching and connecting with customers as advertising online and marketing. Nowadays electronic commerce uses the world wide web at some point in payment lifecycle.

Electronic Commerce can also reduce costs in managing and taking orders of goods and services and interacting with a huge range of suppliers, sellers and trading partners. E-Commerce offers considerable opportunities to the developing countries like India. In India, there has been a rise in the number of industries taking up electronic commerce in the recent past. Many websites are selling a huge amount of goods and services from flowers, groceries, clothing items, decoration things, electronic gadgets etc. E-Commerce has gained an extent level in India.

E-COMMERCE ADVANTAGES

The most important advantage of electronic commerce over traditional commerce is that the person can search online shops, order goods which meet their desires, compare prices among other available options by sitting on their PC only. Safe and secure registration and management of profile of users are some facilities which are being provided. There is one feature named Handcraft which allows customers to keep their selected items in their cart. It reduces the value of storing, retrieving, accessing, managing paper-based information. Electronic Commerce has expanded the market place from local to national level and international level. "Checkout" option is present there, once the user has checkout, the application automatically adds up or calculate the total amount of that particular order which includes shipping charges, packaging charges and other taxes, if applicable. E-Commerce has reduced the time between outlay of any goods and its receipt. Customers o Buyers can also give feedback regarding their order or about the product they bought or regarding delivery weather it get delayed or not.

Some other advantages of E-Commerce are:

1. Low Costs:

This is a most important advantage of electronic commerce as setting u of any website or internet site is less costly in comparison to any physical outlet.

2. Flexibility and speed factor:

This advantage states that any corporation or a private company can easily start up a website or a web store within couple of days where as setting up of a physical outlet

requires a huge amount of time, space, legal procedures and also some construction time.

3. Speeds up the buying process:

As we all know web stores or online are available to us all the time as 24*7, therefore, you can access it as per your convenience, as per your comfort. E-Commerce helps the user to get their desired product easily without wasting their time and also provides variety of goods which makes easy to choose. Hence, customer is also saving their travelling charges and time as the goods will be get delivered at their residence.

4. Description of product:

Comprehensive description is present which describes everything about the product, about its quality, it's seller's information. Comprehensive description makes customer to find out whether the product is in their benefits of commerce easily.

5. Technical Support:

This is the most important advantage of electronic commerce as e-commerce is something which uses technology which helps to make comparisons among variety of products, their prices and their specifications which may not be possible in a physical outlet or a store. Technology helps to make e-commerce effective, attractive, reliable, easy to use, efficient.

6. Feedback and Reviews:

Online websites or online shopping stores always provide option to leave the feedback and reviews of the product for customers to understand about customer's satisfaction and their needs and if they are facing any problem while using their product or they are happy using it. With the help of these reviews another customer can also understand about the quality of product and can decide whether this product meet their desires or not.

Electronic Commerce (E-Commerce) is the process of buying and selling the goods and services over the web or over the internet. Companies are having their personal websites or web stores which allow the users to browse and compare products online. Now users can buy their desired product and services by online payment techniques which includes following methods e.g., credit card, debit card, online bank transfer etc. After product get ordered now the seller's company has to ship the product to the consumer's residence or at their desired location. Customers can also track their status of order online.

TYPES OF E-COMMERCE:

B2B (Business-to-Business):

B2B (Business to business) involves trading between two different businesses where sale of merchandise is formed to an interim purchaser. B2B e-commerce deals with interactions between and among businesses. About 80% of e-commerce is in this category. An example of B2B may be a business deals between a manufacturer and a wholesaler, or between a wholesaler and a retailer.

B2C (Business-to-Consumer):

In this model the process of trading is conducted directly between business organization and consumers via an online network. In the B2C model, businesses or organizations commodity or services to customers over the web for consumers' own use.

C2C (Consumer-to-Consumer):

This is the fastest-growing type of e-commerce. Businesses simply provide a platform (i.e., www.ebay.com) to advertise the merchandise, and buyers can purchase the merchandise directly from the vendor. In the C2C model, businesses facilitate the setting where consumers buy and sell goods and services on to one another.

C2B (Consumer-to-Business):

In a C2B model, customers sell goods and services to businesses, and therefore the corporations purchase the products and services. Consumers provide value, and therefore the businesses consume that value.

CONCLUSION

We live in the era of technology; this is the new world. Every country over the world is following different ways to invest and improve its technology. Nowadays everyone is getting to the online era. A key factor which makes everyone think about longer term of e-commerce is the amount of time you spent online to connect with different people. Research has said that now youth spend more time on browsing things online rather than physical games or entertainment. As a result of which growing factor of e-commerce across the world is tremendous. E-Commerce makes it available to make and complete the transactions by global consumers 24*7. Transaction can be made 24 hours each day and seven days every week from any location throughout the planet. It is proven that if an e-commerce website is culturally friendly then people are likely to visit and shop online more. On designing an E-Commerce website, cultural factors are an important area which has to be focused on. Therefore, it will be best practice to consider some of these following issues when designing an e-commerce website:

1. Local cultural aspects are to be used which reflect the users' emotions, thoughts, desires, and most importantly the 'culture'.
2. E-commerce website should be language friendly as it should be presented in the consumer's language to get better response and visitors.
3. Types of advertisement placed on the need to be taken in consideration.
4. Selecting and choosing good culture friendly colours when designing and creating web page as colours used on the web page may have diverse emotional effect and social consequences.
5. Understanding the local culture and customs are very necessary when designing the e-commerce website.

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