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Online Milk Shopping

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ABSTRACT: Online milk shopping refers to the practice of purchasing milk and milk-related products through internet based platforms. In everyday life, dairy items are indispensable for supporting human life such as milk, curd, paneer, etc. The app acts as a medium between the user and the dairy shop in the purchase of dairy products. In this work, build an app whose motive is online ordering for customers who want dairy products. This work will showcase customer preferences for ordering. For billing purposes, provided a cash on delivery service for the convenience of users. To enhance the app popularity, giving an user-friendly background. This app is based on a single dairy based shop where this app is custom-made for the specified shop.

KEYWORDS: Milk , Dairy products, Internet, Android , API , php , Supply chain management,

I. INTRODUCTION

With the growth of population, they have been through countless inventions and discoveries. Humans have made numerous discoveries of products designed for daily use. One such category of products is dairy products. Initially, the dairy products are processed in their respective factories, then packaged and supplied to retail shops from where customers can purchase which can affect some customers such as disabled, sick, or any other occurrence. Hence, with the advent of technology, people come up with the concept of online ordering where a person only has to need a basic internet connection and can order milk through an app.

Online milk shopping offers a seamless and time-saving experience for milk lovers everywhere. Whether the prefer whole milk, skim milk, or specialty options like almond or soy milk, that can explore a wide range of choices from the comfort of home.

The process is simple and user-friendly. Just visit an online milk shopping platform to browse through the various options available, and add the desired items to the virtual shopping cart. Choosing the quantity, brand, and type of milk that suits preferences. With the convenience of online milk shopping, users can easily regulate milk supply by establishing scheduled deliveries tailored to their requirements.

II. RELATED WORK

Based on the author Michelle A. Morganosky and Brenda J. Cude [1], online shopping for groceries is a highly efficient way to buy food items. The majority of individuals opt for this alternative due to its inherent convenience and for time-saving attributes. When contrasting the time spent shopping online with that spent in physical stores, numerous individuals discovered that the primary factor contributing to time savings was the elimination of travel to and from the store. As a whole, this analysis yields valuable insights into consumer preferences and behaviors pertaining to online food retail, thus elucidating the underlying factors that drive their decisions and motivations to embrace this particular shopping approach. Junhong Chu et al. in [2], this study analyzes the price sensitivities of households when they shop online and offline within the same grocery chain. We observe households that switch between shopping at the online store and physical stores and investigate their behavior in specific product categories. It's important to note that nearly 90% of households in our sample use both online and offline channels for their grocery shopping. In a comprehensive manner, this research furnishes significant discernments concerning the divergence in consumers' sensitivity to prices when engaging with online and offline shopping platforms. Moreover, it accentuates the influence of diverse factors on their shopping conduct, specifically within the context of grocery shopping. Mei-Ying Wu and Li-Hsia Tseng in [3], the researchers explored. In this context, the researchers explored the concept of experiential marketing within the area of an online apparel store. Their primary objective was to gain profound insights into consumers' cognitive appraisal of

experiential marketing and its consequential effect on customer satisfaction and loyalty. In sum, the study conclusively verifies that experiential marketing exerts a positive impact on both customer satisfaction and loyalty. The findings of this research should be appropriately taken into account by managers of online stores as they formulate their marketing strategies, with the aim of elevating their business performance. Work in [4], the author Arlina Nurbaity Lubis research the online shopping continues to rise, attracting both sellers and enthusiastic shoppers. Understanding consumer shopping preferences is crucial for successful transactions, whether in traditional or online markets. This study focuses on analyzing customer preferences for online shopping. In [5], the author Andrea Pozzi examines how people's grocery shopping behavior is different when they shop online versus in physical stores. To study this, the researcher uses a new dataset that tracks customers' grocery purchases both in-store and on the internet. This approach permits a straightforward comparison of identical households, engaging in shopping within the same retail chain, for the same products, and at identical prices. By doing so, it effectively eliminates various potential factors that might otherwise influence the outcomes of the study. Author Narsaiah Rachakonda and Dr. Indrajeet Singh Yadav in [6], This study scrutinizes the purchasing behavior of consumers concerning milk products. Consumer behavior is a crucial aspect of human behavior, as everyone requires various products for their daily life. Today, the study of consumer behavior is becoming more important in marketing due to factors like easy access to information, a wide range of competing products, and technological advancements. Consumers now hold significant control over the market and influence what products should be produced and offered. A review of all papers is conducted by Njazi Bytyqi1 et al. [7], and focused on consumer behavior regarding milk and dairy product purchases in households. We collected data from consumers and analyzed it using the SPSS statistical program. The study's findings revealed that among various factors, the production date and the composition of milk and dairy products hold the extreme significance in shaping consumers' preferences and decision-making. Supermarkets emerge as the favored choice for procuring these commodities, with consumers exhibiting a tendency to make purchases of milk products twice a week. Work in [8],The Sarka Velcovska1 and Fridrik Rafn Larsen, main objective of the paper was understand the preferences of consumers when purchasing milk online. The study centered its attention on the significance of various attributes, with a particular significance on examining the role and impact of the brand. The research collected data from an online survey , The findings of this research align with those of other studies, indicating that brand familiarity and loyalty hold significant importance as essential factors influencing online consumer decision-making. Brand of managers can use this information to adapt their brand strategies for online channels, ensuring their brand is visible and prominent during online grocery shopping. Author Mowahid Muzaffer Khan et al. in [9], As a impact of the increasing number of smartphones and milk delivery websites, it is now usual to order dairy products online. This research also identifies the advantages and disadvantages of online dairy system. The convenience and simplicity of using these digital services exhibit them popular, especially in the era of Covid-19 pandemic, as people prefer ordering from home. Online payment options are considered safe, but cash on delivery is likewise accessible to those who prefer it. Dsouza Prima Frederick and Ganesh Bhat S. in [10], By reviewing customer perception models and scholarly articles, customers are inclined towards online food delivery services due to the abundance of benefits they enjoy, such as competitive pricing, convenience, and value. Conversely,there exist a few concerns related to trust and privacy that may hinder usage. The proposed conceptual model helps analyze customer attitudes and perceptions, enabling businesses to address service issues and enhance their strategies to retain existing customers and attract new ones to make use digital food delivery services.

III. METHODOLOGY

The primary focus is to design and develop an efficient online milk shopping platform using an Android application for customers and a backend web application is used for the administrative process. Created a user-friendly and intuitive design for the Android application to provide a pleasant shopping experience for customers

For Android Application designed a pages of user registration, login, product browsing, shopping cart and also payment method. Firstly it is in the Home page. In order to use it the user has to login first with the valid email and password, for a new user they need to signup with their valid details. After login or signup it has all the features right from home tab to payment method. The last option is logout.

Backend Web Application Development: Developed a secure admin panel in the backend web application to manage the milk products, inventory, and user orders. Set up a backend server to handle data processing, storage, and communication between the Android app and the web application and implemented a database to store product information, user data, and order details securely.

Usecase Diagram

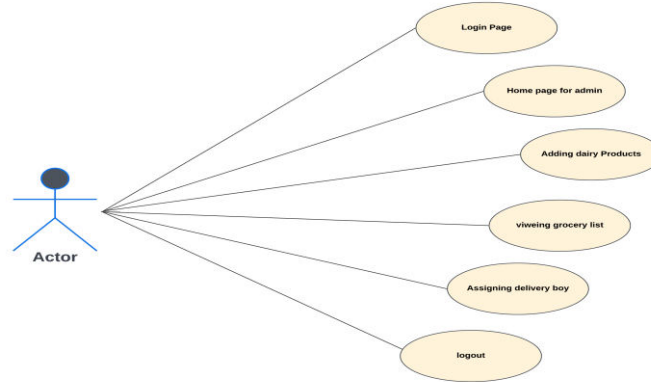


Fig.1 shows the usecase diagram for vendors

Fig.1 It is a web application handled by admin. Firstly admin should login to the home page and then admin adds the dairy product with its details, then admin can see the added dairy product in the grocery list. Also admin adds the delivery boy on the basis of user request. Lastly admin logout the admin profile

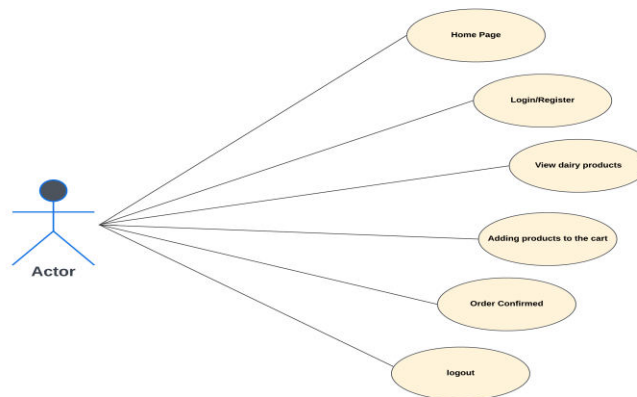


Fig 2. Shows the usecase diagram for users

The following fig2. Shows that about user page, where user can logged in to the application. Then he must login or register to the application, after logged in to the app it displays all the related dairy products. After viewing all the products a user can add a product to the cart. After adding to the cart the order will be confirmed, then logout from the application.

IV. EXPERIMENTAL RESULTS

Figures shows the resultant of online milk shopping using android application. Fig. 3(a) shows the main page of the user can search the dairy products. Fig.4(b) is the login page so that user can login and view the dairy products. In Fig.5(c) fig shows the registration page, user want to give their details in the registration page. In Fig.6(d) user can select the dairy products and view the details of the products. In the Fig.7(e) user adds their selected dairy products into their cart



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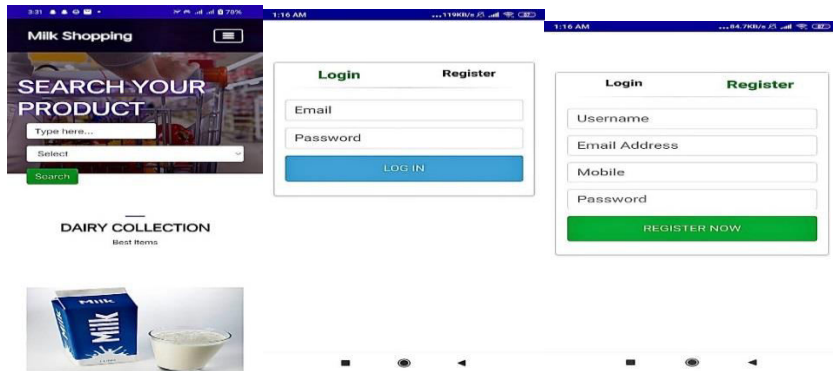


Fig.3(a)

Fig.4(b)

Fig.5(c)

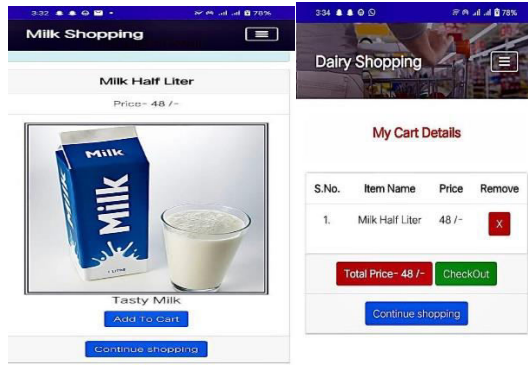


Fig.6(d)

Fig.7(e)

Fig. 8(a) shows the admin login page, then admin login with their email and passwords so that admin enters into their page. Fig.10(c) shows that admin can new add dairy products so that user can view the products. Fig.11(d) shows the details of the dairy product which is added by the admin

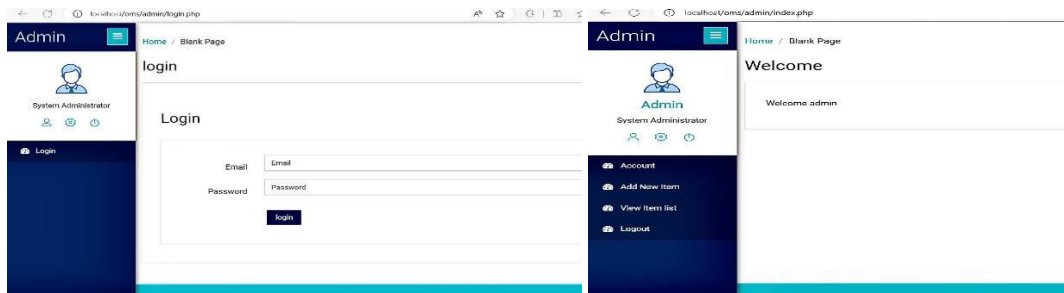


Fig.8(a)

Fig.9(b)

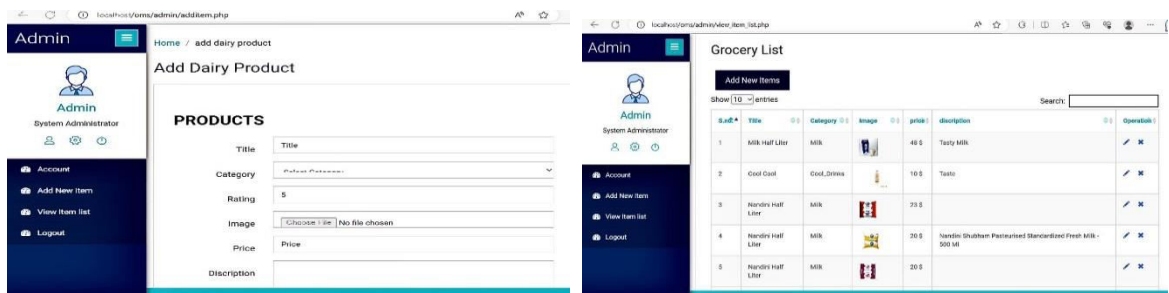


Fig.10(c)

Fig.11(d)



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V. CONCLUSION

In this project, we proposed an application system that revolves around an online ordering system. A user can buy their product through this app and will be able to pay on cash on delivery. In the traditional system, a customer has to visit a store for purchase, and through an online medium, we have allowed the user to buy products online without visiting the store. This not only saves the time of the user but also helps to keep in check the number of transactions in the History of the app.

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