

Multi-Level Marketing with Grocery System Using Python with Django & Machine Learning

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Abstract - Online grocery business is at emerging stage in India. Online retailers need to analyze different factors that affect consumers purchase intentions towards online grocery shopping. It is also observed that buying behavior of consumers for online grocery shopping is totally different than buying from physical markets. Online grocery model fulfills consumers' need and help them to save their time and effort. The purpose of this paper is to throw a light on different types of e commerce models. The paper also tries to understand the demographic profile of the customers who groceries through online mode, reason to purchase groceries online and satisfaction level of customers buying groceries online.

Keywords -Online Grocery, Consumer, e-retailing, Shopping.

INTRODUCTION: generations who are accustomed to buying groceries from brick-and-mortar stores. The grocery shoppers of new age A significant role is played by the internet in connecting to are identified as better educated and risk-taking individuals information and people. Internet has significantly helped who try new things and opt for easier solutions to problems.shortening the distance between people and their prospects, hence given birth to online services and ventures. Online From the research related to internet usage of people, shopping is trending in the world giving increased output findings conclude that complex decision making of every year. Grocery products include the edible consumers is based on the social cognition of individuals. commodities that are purchased often or on continuous This research study aims at identifying the key factors that basis from supermarkets, usually at regular intervals of tend to increase the adoption of online grocery, what time. Traditionally, groceries are bought in set-up where consumers want from a grocery store and what are their the consumer can inspect the product before buying.current attitudes towards the concept. Furthermore, the research aims to identify the pain points of consumers that Online grocery trade has a lot of potential as Generation need to be catered to increase online grocery shopping and their predecessors use technology frequently to save adaptability. time and seek convenience as compared to the previous

The past few years have seen a tremendous growth in e- leaders and laggards in various industries. India's commerce. Use of online platforms to seen goods and hyperlocal e-grocery market is growing at triple-digit rates, services has created a differentiation between the market with sector specialists continuing to lead the market.

LITERATURE SURVEY: participation, it is necessary to explore and analyze the connection between customer satisfaction and As perjournal publisher Nebojsa Vasic, Milorad diverse determinants. Accordingly, this paper Kilibarda, Tanja Kaurin Consumer satisfaction with develops the research model to determine the impact online shopping is directly dependent on a number of of certain online purchase determinants on the consumer factors. There is a constant dilemma in the market satisfaction in the market of Serbia.
related to the question which online shopping

determinants affect the customer satisfaction. This As per publisher global journals contains a brief issue is particularly important for underdeveloped discussion of search engine marketing or e-commerce, literature survey, current and future prospect, comparative markets, where online commerce is not sufficiently study of e-commerce in Bangladesh perspective on online present. In order to increase the online commerce

shopping. The buzzword e-Commerce is spreading widely in the present world of ICT by its simple applications. The basic objective of this review paper is actually exploring the difference between the traditional & online shopping and the effectiveness of eCommerce in Bangladesh.

As per publishers. PanugantiJayasree the present study deals with “consumer behavior” with reference to the online consumption pattern of grocery products in India. It gives an insight into the drifting online consumption trends and also analyses the online consumer behavior in India with the advent of online grocers enabling the consumers to alter their consumption pattern from the traditional brick and mortar pattern to trendy click and mortar consumption mode. Various online portals (such as big basket.com, amazon groceries, Zornow, reliance fresh, airmanship, bazaar cart, naturally yours) have emerged in the grocery sector paving way to change consumption pattern of household in the present digital scenario. This paper gives an overview of these portals as well. Overall, the study covers the different dimensions of online consumer purchase pattern and consumption behavior with the increased access to internet paving way to more systematized and sophisticated approaches.

SOFTWARE REQUIRMENT:

- 1.Integrated Development Environment (IDE) can be defined as software that give its users an environment for performing programming, along with development as well as testing and debugging the application.
- 2.Visual Studio Code: It is popular open-source IDE or editor for major programming language. It supports windows, Linux, macOS. By default, popular language JavaScript, NodeJS, typescript and Nodejs.
- 3.Browser: Chrome Technology.

DATABASE:

PG Admin: It is the leading open-source management tool for PostgreSQL, the world’s most advanced open-source database Admin 4 is designed to meet the need of both novice and experiences PostgreSQL users alike, providing a powerful graphical interface that simplifies the creation, maintenance and use of database objects.

TECHNOLOGY USED:

1.Front End Technology:

HTML, CSS:

CSS is a language of styles rules that we use to apply styling to our HTML content, for example sting background colors and fonts, and laying out our content in multiple columns.

JavaScript:

JavaScript is a scripting or programming language that allows you implement complex features on a web pages every time a web page does more than just sit there and display static information for you to look at displaying timely content updates, interactive maps, animated 2D/3D graphics, scrolling video jukeboxes.

Bootstrap:

Bootstrap is a potent front-end framework used to create modern websites and web appstat’s opensource and free to use, yet features numerous HTML and CSS templates for UI interface elements such as buttons and forms.

2.LANGUAGE:

Python (Version 3.9.3): It is a general-purpose coding language which means that, unlike HTML, CSS and JavaScript, it can be used for other types of programming and software developments besides web development.

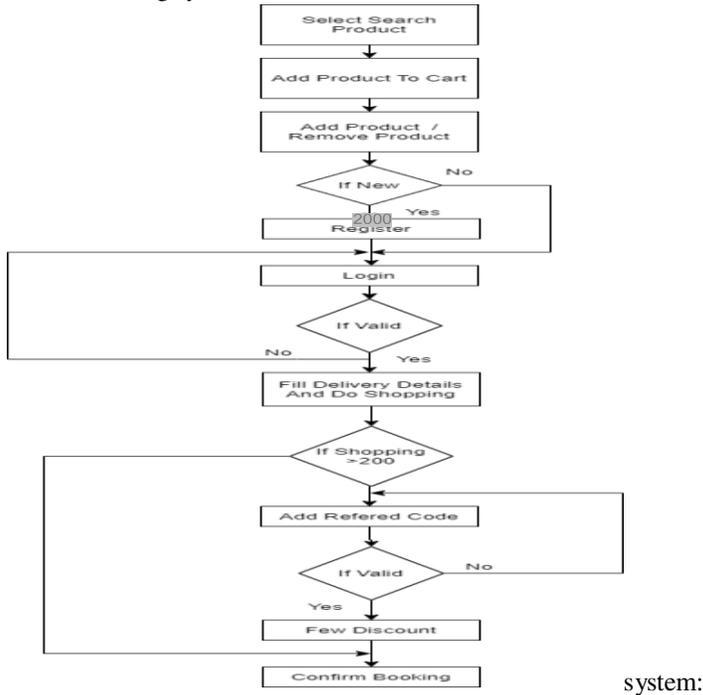
3.BACK-END TECHNOLOGY

Django (Version 3.9):

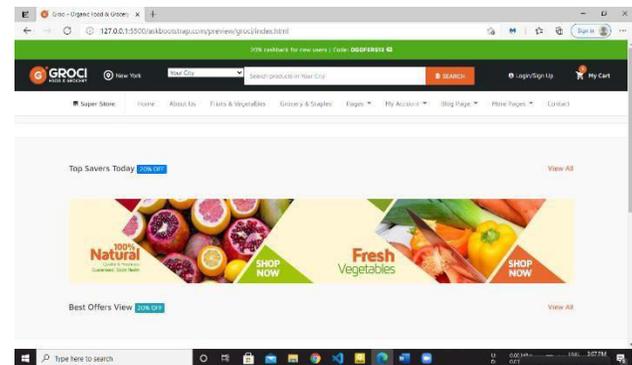
Is a high-level python web framework that encourages rapid development and clean, pragmatic design, built by experiences developers, it takes care of much of the hassle of web development, so you can focus on writing your app without needing to reinvent the wheel.

PURPOSE SYSTEM:

Following system shows flow chart of our e-commerce



The system is a software-based web-application followed by some trending technologies like Python, Django framework and Machine learning. This trending technology has played a vital multi-level marketing with grocery system is a design based in order to illuminate the problem. This system is based on computer technology that gives service to the users. The proposed system is designed to eliminate all the drawbacks of the existing online grocery management software. The system shall be responsible for maintaining information about customers and products which are available.



In this way, our webpage is visible to the user and he can purchase his favorite items from here.

REVIEW DISCUSSION:

1. Rising online grocery industry in India:

Indian consumers have got addicted to online shopping and enjoy numerous online shopping features like the rest of the world does. Web-stores are massive in different areas and in virtually all the divisions. The younger population is the biggest attraction of this industry, and they can significantly contribute to the growth of online shopping in India (Handa & Gupta, 2014). Internet shopping is a vast rising technology which will flourish in a highly competitive and complex world if properly used with assured safety and security for transactions. Given the increasing youth population, online shopping is bound to expand in a big way in the future (Verma et al., 2016). Time is a significant problem in online grocery shopping and that online grocery retailers may gain a competitive advantage through successful time management and that one of the key reasons for customers to take part in online grocery shopping is the perceived time-saving aspect of online grocery transactions (Weber & Baden horst-Weiss, 2016). The key reason to buy online grocery stores is to save time and effort. A customer's preferences are entirely different when shopping online and in the physical market groceries (Vatic et al., 2019).

2. Preferences towards online grocery shopping:

In the retail sector, as far as grocery trade is concerned, customers still give preference to price and testing, while packaging taste and appearance do not play a major role and even most customers are aware of the brands available in the markets, but do not display willingness to switch their brand (Kothari et al., 2016). Female shoppers gave credence to product prices; sales promotions, on the other hand, male shoppers prefer the brand image of the store and ads (Rao, 2018). Modern retail is preferred more for branded and less for perishable categories. Interestingly, the lower middle class share of modern grocery retail's revenues is largest, and this share is projected to grow as prices fall and store density increases (Narayan et al., 2015).

3. Consumer attitude towards online grocery shopping:

The attitude of consumers towards online grocery shopping in India is influenced by four factors: Perceived Cost, Perceived Convenience, Perceived Danger and Perceived Enjoyable (Behati & Kaushal, 2015). The manner in which online stores apply strategies to improve customer loyalty influences consumers' buying decisions on the electronic marketplace (Pratminingsih et al., 2013). Consumers are also more concerned about product quality among the numerous fear factors related to online grocery shopping, though online grocery shopping has less social impact factors (Kaur, 2016). Customers are happy with

online shopping experiences and positive attitudes towards them, but there are still many customers who are apprehensive about electronic purchases and share their personal details (Hanus, 2016). Out of total nontravel B2C e-commerce, online retail holds significant fifty percent share and its prospects for future growth are extremely positive (Kalia et al., 2017).

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5. Consumer perception towards online grocery shopping:

Consumer purchases products from the online shopping website on the basis of factors such as sales and discounts, product selection available, free home delivery, website user friendliness and cash payment choice. Customers expect enhancement of the website's user-friendliness in order to select online as a means of buying grocery items instead of shopping with the conventional approach (Sathiyaraj et al., 2015). Online grocery offers convenience, ease, privacy and time savings, but still some housewives and females employed prefer to buy the grocery from physical stores due to factors such as confidence, negotiating ability, credit facility and self-satisfaction of testing items tangibly before actual purchase. Female majority chose online grocery because of Time Saving and Ease of Order (Rao, 2018)

6. Influence of different factors on online grocery shopping:

All variables sequela, performance, availability of the method, fulfilment and privacy have a clear positive relationship with the adoption of online grocery shopping. Both variables of situational causes, antecedent conditions, temporal context and change in lifestyle also have a positive relationship with the acceptance of online

while temporal states and lifestyle changes are weakly linked to the adoption of online grocery shopping (Muhammad et al., 2016). Online grocery shopping attitudes are affected by various needs including practical, financial, psychological and physical benefits of online grocery shopping, which means consumers are worried about the perceived value of negative consequences when purchasing grocery products online (Prasad & Raghu, 2018). Acceptance of online grocery stores positively affects the experience of emerging technology from the viewpoint of all consumer generations.

FUTURE PROSPECTS:

Online shopping portals provide goods and services at purchase rates, but the accruing cost of manpower, transportation and storage resulting in a considerable burden on their expenditure, while their income remains the same. The net inflow being less than the outflow in a crowded market segment may not sound like a solid business model, but generating profit is not an immediate priority for these entrepreneurs. Right now, it is all about grabbing the eyeballs and getting investors on board and the truth is, these start-ups have been attracting copious investments from venture capitalists and equity firms. These funds help the online grocery enterprises meet their cost of operation as well as ramp-up their operational outlay. Ultimately, the future of online grocery shopping seems extremely secure. The factors such as convenience, comfort, smartphone penetration and ease of use they offer and hassle-free shopping experiences of online grocery shoppers paving way for grocery platforms to gain momentum.

RESULTS:

Online shopping portal provides easy way to getting and managing goods with more flexibility to the home itself by implementing placed order option.

This project focuses provide an overview of the development, operating systems and changing levels of personalization in term of technology throughout the online grocery shopping in India

The idea is the attitude of consumers towards online grocery shopping in India should change in online market culture. grocery shopping. However, the preceding states are related only moderately to the adoption of online grocery shopping,

CONCLUSION:

Online grocery industry is one of the growing industries in India. This particular business model is more popular amongst the people in service profession followed by business class and people retired. The paper strategically analyzed the Indian online grocery Industry. The results of the study depicts that the model is more popular amongst the working women followed by men. The study further reveals that the major reason for purchasing groceries online is saving of time and effort, on average customers for this model are satisfied with the quality of the products received by them, also the sellers are providing customers with option of replacement. The study also depicts the expectation of a customer while buying groceries online and in physical market is totally different. The problem that lies in this model is of delay in scheduled delivery, non-availability of products due to some unavoidable conditions.

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