
E – Commerce Website for Tribal Products – Vasi Mart

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Abstract

E-commerce is one of the fastest growing segments in the Indian Economy. Though marked by high growth rate, the Indian e-commerce industry has been behind its counterparts in many developed and emerging economies, primarily due to a relatively low internet user base. In a study conducted by global management consultancy firm AT Kearney in 2015, there were only 39 million online buyers in India; a tiny fraction of the 1.2 billion who live in the country. However, increased technological proliferation combined with internet and mobile penetration, presents a favorable eco-system for the development of e-commerce in India. The country is currently at the cusp of a digital revolution. Launch of 4G & 5G services and decline in the tariffs of data plans and prices of data cards/USB dongles have reduced the cost of ownership of an effective internet connection. Availability of low cost smart phones and the extension of internet and broadband to the remotest corners will boost the augmentation of the internet user base, effectively bridging the gap between potential online buyers and actual buyers. The demographic dividend of the country also seems to encourage and favor the growth of ecommerce. The survival of the e-commerce firms in a highly dynamic environment becomes a challenging task when coupled with the cutthroat competition prevailing in the sector. The onus then lies on the firms to constantly adapt and innovate while providing an information rich and seamless experience to ensure customer loyalty. This study attempts to explore the evolution of e-commerce in India and identifies various challenges to as well the factors responsible for the future growth and development of e-commerce. The rapid changing Internet environment has

formed a competitive business setting, which provides opportunities for conducting businesses online. Availability of online transaction systems enable users to buy and make payment for products and services using the Internet platform. Thus, customers' involvements in online purchasing have become an important trend. However, since the market is comprised of many different people and cultures, with diverse viewpoints, e-commerce businesses are being challenged by the reality of complex behavior of consumers. Therefore, it is vital to identify the factors that affect consumers purchasing decision through e-commerce in respective cultures and societies. In response to this claim, the purpose of this study is to explore the factors affecting customers' purchasing decision through e-commerce (online shopping).

Keywords: *B2B, B2C, E-Commerce, Literature Review, SEM, Pay-per-click (PPC), e-Commerce Implementation, Implementation Phase, Systematic Literature Review.*

INTRODUCTION

The benefits to companies that succeed in Business-to-Customer (B2C) e-Commerce are compelling. Effective B2C e-Commerce implementations can help organizations realize substantial cost savings, increase revenue, provide faster delivery, reduce administration costs, and improve customer service. Thus, e-Commerce is a significant area for research because of its novelty and exploding growth [1]. Extensive research in eCommerce implementation studies indicates that the definition of implementation has been argued and confusing for researchers. However, in this paper we adhere with the definition given

by [2], as a full implementation process which includes all three phases; pre-implementation, during implementation and post-implementation. There is an obvious need for novel approach and solutions strategies to curb the barriers in ecommerce implementation studies. Enhancing our understanding of activities and factors associated with e-Commerce implementation could direct these future strategies and understanding.

Our project "VASI MART" is an e-commerce site that will provide an online platform for the tribals to promote sustainable livelihood systems for tribal people by marketing development and

ensuring remunerative price for their products, provide minimum support price and value addition of Non-Timber Forest Produce (Minor Forest Produce) (like fruits and nuts, vegetables, fish and game, medicinal plants, resins, essences and a range of barks and fibers such as bamboo, rattans, and a host of other palms and grasses).

Empower them through meticulous capacity building, augment their resources substantially, make them acquainted with new technologies and develop marketing partnerships with some agencies and other development partners through establishing convergence and coherence in activities.

We use the Business to Customer (B2C) model in which a business website is a place where all the transactions take place directly between a business organization and a consumer.

In the B2C model, a consumer goes to the website, selects a catalog, orders the catalog, and an email is sent to the business organization. After receiving the order, goods are dispatched to the customer.

B2B also for gifting purposes. The structure of this paper is as follows:

Section Two devoted the background of e-Commerce implementation and motivation for SLR. Then, section Three summarizes the SLR methodology, including the inclusion and exclusion criteria, and classification method on e-Commerce implementation themes. Section Four presents the results and discussion of the research, outlines the distribution of articles by year and tabulates a synthesis of the results of the SLR by themes. Section Five refers to our recommendations and discussion, including issues that we consider to be the keys for e-Commerce implementation studies. Finally, Section Six presents the limitation of this study and summarize the paper.

LITERATURE SURVEY

In this section, we briefly describe the literature survey and we discuss existing work on query reformulation in the context of e-commerce, the factors affecting consumers' online buying behavior and status of E-Commerce in India.

Growth of E-commerce in India

An Analytical Review Das & Ara (2015) observe in "Growth of E-Commerce in India" that though online travel and hotel bookings still control the lion's share of e-commerce market, their share has comparatively fallen over the years due to

the recent augmentation and consequent rise of e-tailing services. There has been a tremendous surge in the volume of investment in this sector. With the e-commerce markets in the west reaching their saturation, investors see tremendous potential in the Indian market, in the light of which, many startups have received funding from venture capitalists and private equity firms. E-Commerce is one of the fastest growing segments in the Indian Economy. Though marked by high growth rate, the Indian e-commerce industry has been behind its counterparts in many developed and emerging economies, primarily due to a relatively low internet user base. In a study conducted by global management consultancy firm AT Kearney in 2015, there were only 39 million online buyers in India; a tiny fraction of the 1.2 billion who live in the country. However, increased technological proliferation combined with internet and mobile penetration, presents a favorable eco-system for the development of e-commerce in India. The country is currently at the cusp of a digital revolution. Launch of 4G services and decline in the tariffs of data plans and prices of data cards/USB dongles have reduced the cost of ownership of an effective internet connection. Availability of low cost smart phones and the extension

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E-Commerce: Role of e-commerce in today's business Gupta (2014) in her paper "E-Commerce: Role of e-commerce today's business", presents a comprehensive definition of e-commerce while isolating it from e-business. The paper enlists the different ecommerce models i.e. B2B, B2C, B2G and C2C, narratively analyzing the nitty gritty of each. Rina (2016) also elaborates the different applications of e-commerce in "Challenges and Future Scope of

Ecommerce in India”, at the same time, defining the degree to which they are operational in the country. Gunasegaram, Marri, McCaughey, & Nebhwani (2002) give a broad outlook of electronic commerce within research organizational systems in “E-commerce and its impact on operations management”, defining it with reference to e-trading and elaborating-how it has permeated every field of business. The paper identifies the revolutionary role played by earlier internet applications like e-mail and electronic data interchange and details the revolutionary changes brought by the internet technologies in manufacturing, marketing, purchasing, design, production, selling and distribution, warehousing and human resource management. Internet based technologies have enabled businesses to shorten development, purchase and procurement cycles, maintain up to date product and market information, significantly increase the speed of communications and increase the quality of customer relationships by facilitating close contact and constant communication. The paper studies in depth, the significance of web based technologies in different business operations, thus, improving their efficiency through effective B2B e-commerce.

A Study on Current Status of E-Commerce in India: A Comparative Analysis of Flipkart and Amazon Mishra & Kotkar (2015) trace the timeline and development of B2C e-commerce in “A Study on Current Status of E-Commerce in India: A Comparative Analysis of Flipkart and Amazon” with its inception in the mid-1990s through the advent of matrimonial and job portals. However, due to limited internet accessibility, weak online payment systems and lack of awareness, the progress was very slow. The Indian B2C e-commerce industry got a major boost in mid 2000s with the expansion of online services to travel and hotel bookings which continue to be major contributors even today.

Das & Ara (2015) observe in “Growth of E-Commerce in India” that though online travel and hotel bookings still control the lion’s share of e-commerce market, their share has comparatively fallen over the years due to the recent augmentation and consequent rise of e-tailing services. There has been a tremendous surge in the volume of investment in this sector. With the e-commerce markets in the west reaching their saturation, investors see tremendous potential in the Indian market, in the light of which, many startups have received funding from venture capitalists and

private equity firms. China's Alibaba Group and affiliate Ant Financial became the largest shareholders of One97 Communications, the parent of Indian e-tailer Paytm, by investing \$680 million, in 2015 (Aulakh, 2015). To tap the potential of what it regards as “underdeveloped internet economy” of India, Japanese Investment Company and technology powerhouse Softbank invested \$627 million into online retailing marketplace Snapdeal and \$210 million in Ola cabs. (Mac, 2014). Similarly, New York firm Tiger Global Management has funded companies such Make My Trip, Flipkart, Myntra and Quikr. The availability of funds has presented a favorable ecosystem and growth opportunities for big as well as small companies. It has enabled local startups to survive in cut throat competition against foreign giants and has facilitated the penetration of e-commerce to every facet of human life; such that the differentiation between e-commerce and traditional business is getting blurred.

Systematic review of e-Commerce implementation studies

Commerce implementation is a crucial process for organization to make it successful and beneficial. As a consequence, intensive works in the area of e-Commerce implementation from a

range of views and findings have been studied by many researchers. However, the aspect of Business-to-Customer (B2C) e-Commerce implementation has yet been undertaken in an understandable manner in the context of a full life cycle of information systems development. This paper provides a systematic literature review of existing research studies on e-Commerce implementation to discover the extent focus of work based on theme in the implementation phases: pre-implementation, during implementation and post implementation. Sixty five (65) selected primary research studies have been analyzed on the basis of implementation phase theme, research approach and research area. The results show that majority papers discussed B2C e-Commerce in the pre-implementation phase (49%) and applied quantitative approach (63%) as the most popular research method. Two other implementation phases namely during implementation phase and post implementation phase has not been sufficiently addressed in the existing literature. Furthermore, existing literature have significantly addressed factors related to e-Commerce implementation but were not mapped to the appropriate Implementation phase. These factors list remains on surface without clear direction

in which e-Commerce implementation process is crucial for organizations. Thus, through a systematic literature review this study suggests that more research is needed for understanding the complex process of e-Commerce implementation in a more holistic manner. In addition, there is a need for study to screen these factors to a particular and more accurately “map” in the process of e-Commerce implementation. Research in e-commerce implementation can give a significant result. In order to get an overview of the current research in this area, a systematic literature search was undertaken to identify e-commerce implementation articles from four databases. We have found 65 most related articles after inclusion and exclusion criteria process for obtaining the Maximum relevance to our study objectives. The articles were published between 2006 and 2015. The results of this review indicate the e-commerce implementation as a whole process is rather inadequately addressed. Although there are extensive studies of factors in e-commerce implementation, we have found the utmost relevant factors. There are no research efforts, at least in our selected papers, which have actually provided the solution or activities in the e-commerce implementation. This study contributes to the first systematic literature review of

ecommerce implementation area. Hence the results from this review may assist researchers in the area of e-commerce Implementation.

Probles and Prospects of E-Commerce

Through “Probles and Prospects of E-Commerce”, Raghunath & Panga (2013) present a comprehensive analysis of various nuances of e-commerce while accentuating that, in present time every business activity, be it advertising, ordering, payment etc., can be performed in the digital ecosystem. The paper also enlists numerous points on the importance of e-commerce which are responsible for its development as the new convention. It has enabled the creation and exploitation of new business opportunities, at the same time increasing the say of customers in the development of new products and services. E-commerce has not only augmented the performance of internal business management, but, has also enabled better customer relationships by promoting a business model that is essentially based on information sharing. The accessibility of internet connectivity and other online tools herald a new revolution. SWOT analysis of e-commerce conducted by Awais & Samin (2012) highlights ubiquity, low operating cost, improved customer interaction and time saving as the unique

strengths of e-commerce, but at the same time accentuates upon the necessity for the firms to adapt themselves to the changing environment and innovate constantly to come up with better offerings for customers. With an increase in the number of players in the B2C segment, competition for the first position is set to intensify, making it imperative for the firms to enhance service quality and to invest in logistics, so as to derive benefits from increase in the disposable income of households, rise in internet subscriptions and infiltration of mobile commerce. (Das & Ara, 2015). In the face of rising competition, the survival of the firms will depend upon how efficiently they are able to bridge the existing gaps in e-commerce transactions. The ubiquitous nature of internet has enabled e-commerce to defy geographical boundaries and permeate different markets, so as to elicit demand from sub-urban and rural areas, after having successfully tapped its potential in metropolitan cities. In anticipation of increasing demand from Tier 2 and 3 cities, many e-commerce firms are undertaking efforts to widen their reach by investing in better infrastructure. In the light of growing number of websites, offering similar goods and services, greater significance is being attributed to Internet Marketing, which shall play an

unparalleled role in audience acquisition for e-commerce websites, by displaying the advertisements on search engine result pages and other portals.

Transformation from Ecommerce to M-commerce in Indian Context

Apart from Internet Marketing, Deshmukh & Thampi (2013) recognize another important development: m-commerce, which they identify as a subset of e-commerce. "Transformation from Ecommerce to M-commerce in Indian Context" reviews the current and potential status of e-commerce in the Indian market, while projecting the latter as the potential future. The paper discerns ubiquity, personalization, flexibility and immediacy as the singular advantages of m-commerce. The authors affirm the idea that smart phone penetration and rise in internet user base, mostly driven by youth, shall propel the growth of e-commerce.

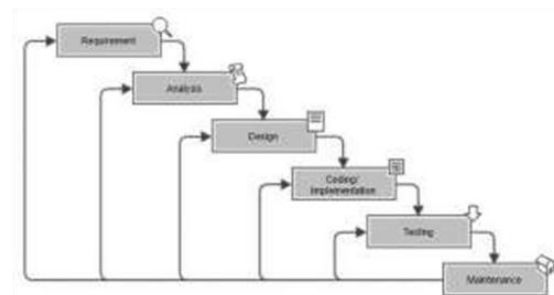
Statistical data is used to emphasize that the infrastructure requisite for m-commerce development already exists, however, it is yet to be properly deployed. With mobile penetration providing a boost to digital downloads and enabling cheaper monetary transfers, the need of the hour is to enhance customer confidence by providing them assurance of safety and

privacy, which shall accelerate movement towards a cashless economy. Despite innumerable prospects, the growth of e-commerce in India has not been up to its full potential due to certain challenges that inhibit the growth of firms. The growth of digital commerce in India is impeded by inadequate infrastructure, logistics failure, lack of tax uniformity and declining margins. In the face of intense competition, firms have to pamper the customers with huge discounts, everyday offers and liberal returns policy which proves detrimental to their profits. As against the firms following inventory model, e-market places are more adversely affected by subsidies as they have to offer incentives to the seller for listing their products on the website in addition to the humungous discounts and wide range of offers to the customers. The increasing fulfillment costs (includes every cost incurred from the point an order is placed till the time its delivered to the customer.), lack of last mile connectivity in many sub urban and rural areas and the rising reverse logistics also hinder the growth of ecommerce firms by resulting in huge loss.

System Architecture

This section describes the project as per the various stages of the Software Development life cycle. The model of

software development life cycle used in this project is the waterfall method. The Waterfall Method is comprised of a series of very definite phases, each one run intended to be started sequentially only after the last has been completed, with one or more tangible deliverables produced at the end of each phase of the waterfall method of SDLC. Essentially, it starts with a heavy, documented, requirements-planning phase that outlines all the requirements for the project, followed by sequential phases of design, coding, test-casing, optional documentation, verification (alpha-testing), validation (beta-testing), and finally deployment/release.



Requirement Analysis

The client has a vague idea of what is required. After a thorough analysis of the requirements and planning steps to reach the target, the abstract client idea is put into practice by a group of software engineers.

Design

It includes translation of the requirements specified in the SRS into a logical structure can be implemented in a programming language. The output of the design phase is a design document that acts as an input for all the subsequent SDLC phases.

Coding/Implementation

It includes translation of the requirements specified in the SRS into a logical structure that can be implemented in a programming language. The output of the design phase is a design document that acts as an input for all the subsequent SDLC phases. This emulator helped to implement the project in a real-like environment and sketch out the details of how it will work on a real hardware. Each activity is linked with another and interconnectivity is transparent and smooth.

Testing

The code is tested to make sure it is free of bugs and adheres to the client requirements.

Maintenance

It includes implementation of changes that software might undergo over a period of time, or implementation of new

requirements after the software is deployed at the customer location. The maintenance phase also includes handling the residual errors that may exist in the software even after the testing phase. The project maintenance is low cost and efficient as user will get this application at free of cost and also this application is shared over network, therefore maintenance is little bit difficult.

Proposed System

This system involves its own database to be maintained. As the information or details about the products are stored in the database for the server-side functionalities. The Server process is for dealing with the customer's detail and the items that are shipped to different locations based on the addresses provided by the customers.

The application design contains two modules one is for the customers who wish to buy the products. And another is for the store owners who maintain and updates the information regarding the products and about the customers. The end-user to use this product are the common people for whom the application is to be hosted on the web and the admin maintains the database.

The application that is deployed on the customer's database like RDBMS, the information regarding the items is highlighted and forwarded from the database for the customer (front view) based on the choice through the menu list and based on all these searches and transactions the database of all the products is updated at the end of each transaction.

The entries for products, into the application, can be made through various screens designed for various levels of users. As soon as, the authorized personnel feeds the relevant data into the system, several reports are generated based on the security policy used. Following are some of the key features of our proposed system, which distinguishes it from others:

- Display all the available categories for tribal shopping on the home page.
- Display all the subcategories on the home page, that are associated with any particular tribal item.
- Admin has the authority to add new particulars to the items list whenever needed.
- Permission to the administrator to remove items, anytime.

- Allows the admin to modify the price of each item, whenever required or felt like.
- Admin has the authority to update the description of each item.
- Permission to the admin to view information about each customer who checkouts the items list.

System Design

System design is the solution for the creation of a new system. This phase focuses on the detailed implementation of the feasible system. Its emphasis on translating design. Specifications to performance specification. System design has two phases of development

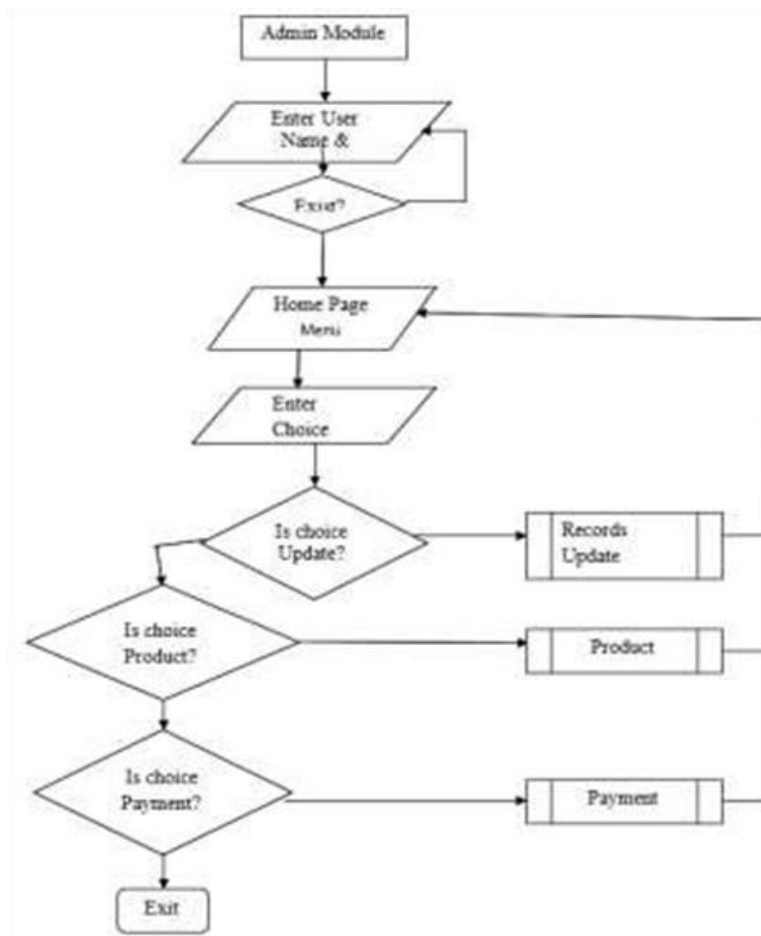
- Logical design
- Physical design

During logical design phase the analyst describes inputs (sources), outputs (destinations), databases (data stores) and procedures (data flows) all in a format that meets the user requirements. The analyst also specifies the needs of the user at a level that virtually determines the information flow in and out of the system and the data resources. Here the logical design is done through data flow diagrams

and database design. The physical design is followed by physical design or coding.

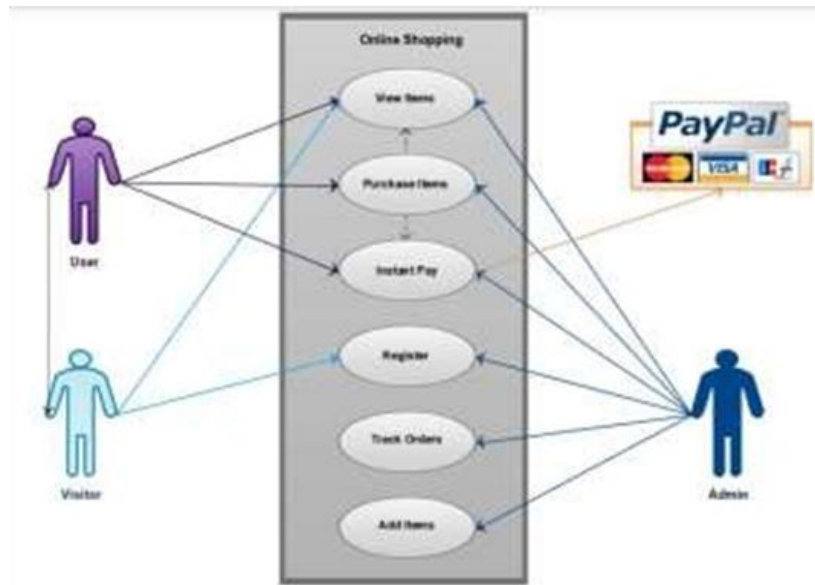
Physical design produces the working system by defining the design specifications, which specify exactly what

the candidate system must do. The programmers write the necessary programs that accept input from the user, perform necessary processing on accepted data and produce the required report on a hard copy or display it on the screen.



The system design can be clearly explained from the following diagrams: **Use Case Diagram**

A Use Case diagram at its simplest is a representation of a user's interaction with the system and depicting the specifications of a use case. A use case diagram can portray the different types of users of a system and the various ways that they interact with the system. This type of diagram is typically used in conjunction with the textual use case and will often be accompanied by other types of diagrams as well.



RESULT

The areas inhabited by these tribal people constitute a significant part of the underdeveloped areas of the country.

The main philosophy behind this approach is to:

- Empower the tribal people with knowledge about marketing their handicrafts, products and herbs etc., tools to use for marketing, and a pool of information about the process of using them.
- Empower them through meticulous capacity building (process of developing and strengthening the skills, instincts, abilities, processes and resources that organizations and communities need to survive, adapt, and thrive in a fast-changing world. - we will be sharing our ideas with them

and taking their inputs and sharing knowledge n=and gaining knowledge from them).

- Augment their resources substantially.
- Make them acquainted with new technologies.
- Develop marketing partnerships with some agencies and other development partners
- Through establishing convergence and coherence in activities.
- Capacity building of the tribal people through sensitization (a non-associative learning process through which repeated exposure to a stimulus results in the progressive amplification (increasing strength) of the reaction to the stimulus).
- Formation of Self Help Groups (SHGs) and imparting training to the people.

- Exploring marketing possibilities in national as well as international markets,
- Inventing opportunities for marketing tribal products on a sustainable basis.
- Constructing a brand and providing other services.

CONCLUSION

The Internet has become a major resource in modern business, thus online shopping has gained significance not only from the entrepreneur's but also from the customers point of view. For the entrepreneur, Vasi Mart - E-Commerce Website for Tribal's generates a new business opportunity for tribal products and for the customer it makes the comparative tribal shopping possible. A good shopping cart design must be accompanied with user friendly shopping cart application logic. It should be convenient for the customer to view the contents of their cart and to be able to remove or add items to their cart. The shopping cart application described in this project provides a number of features that are designed to make the customer more comfortable. This project helps in understanding the creation of an interactive web page and technologies user to implement it.

FUTURE SCOPE

Our designed online shopping system provides a 24×7 service that is customers can surf the website, place orders anytime they wish to. Also, the delivery system works 24×7 hours a week. Some of the features that can be modified and added to this system in the future involve its implementation of a module for local shopkeepers, where shops will be providing an online interface to customers for shopping and placing orders. Then some delivery persons can perform their work. This will be adding on benefit for the customers as it will save their time, plus it adds on for the shopkeepers also, as people will continue to shop from local shops rather than preferring to supermarkets every time.

Also, since the deliveries from these local vendors will not be as time-consuming as these days Flipkart, Amazon, etc. take but rather will be delivered the same day of an order placed. Else the shopkeeper can ask the customer that the product will be available by the next day, so if he/she still wants to place the order, it can be done.

Greater personalization of ads, retargeting, and automated marketing will be used to ensure maximum conversion of visitors, abandoned cart shoppers etc.

The subscriber model of shopping may become more popular later on. Already in a few western countries, this concept has caught on. For example, Amazon offers monthly grocery packages: x no. of detergent powder, toilet paper, toothpaste, bath soaps, garbage bags etc. Consumers pay in advance – say for 6 months, or 3, or even 12; and they get the stuff delivered in The first week of the month, without having to place an order every time. The advantage for the seller is getting money in Bulk.

Plan to open few offline stores and plans more stores in smaller cities. This plan to combine online and offline stores to maximize our selling potential.

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