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A SURVEY ON TRADITIONAL E-COMMERCE WEBSITES

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Abstract: In today's Era, we have seen such a swift transition from offline to online world due to rapid growth in IT infrastructure. Such a development has prompted the advancement of different online platforms which give different items and administrations to customers on request. This has prompted the buyer being the ruler of his own decisions by giving them different alternatives to look over. But these choices may lead the consumer being indecisive regarding the selection of the choices available. There are multiple factors that affect the people's unsettled choices. Studies have been conducted to understand the product selection choices for consumers. It states that Price has been the prime factor in people's product selection pattern, a rough price drop estimation of a product may lead to the consumer waiting for the instance of the price to drop and buy that product cheaper than the current price. So, this project centers around price drop in semi-yearly and yearly fashion, utilizing Machine Learning techniques and helping customers in settling on their choices.

Index Terms - price drop, flipkart, amazon, online shopping, price estimation, current price, product selection.

INTRODUCTION

In the 21st Century, we have seen different technologies replacing and improving previous generation technologies. Many technologies such as television, cars, mobile phones etc. have become a daily part of our lives. Considering the technological advancement in mobile phones, we have seen a device which was just invented to connect people so they can communicate with each other is now a complete system so powerful that it can handle various tasks simultaneously as per user convenience. Major tech-companies flood varieties of mobile phone models in the market within different price ranges so that the consumer has a variety of options to choose from according to their need. So, these companies use various online platforms such as Amazon, Flipkart etc. to sell their products. Such platforms mediate the buying and selling process, but they fall short on providing any insights on pricing of the product which is one of the major factors in the customer's decision-making process for buying a product.

The current system provided by various online platforms like Amazon, Flipkart etc. use a sales period, discount coupon options to attract customers. But they fall short in providing any kind of service which helps customers to make appropriate decisions to buy mobile or not. The date of the offers regarding sales are not known by the customer so they might not be able to pre plan their buying.

They do not provide the seasonal information regarding the trend in the price drop of the mobile phone, which may be one of the prominent factors in customers selection criteria.

In this paper, we discuss and conceptualize the difficulties in customer's buying habits and understand them to build a feasible solution and resolve them.

LITERATURE REVIEW

[1] Factors Affecting Consumer Buying Behavior of Mobile Phone Devices VL - Here this paper talks about how customers buy mobile phones through online shopping platforms and they are making the compelling buy by contrasting the items on various websites. Quality and dependability of the product online must be improved to make the customer happy with their purchase. Marketing of mobile phones must be made well to pull in and to fulfill people's demand on the web. Customers are utilizing the web mode to buy cell phones and it has been expanding continually and still the mobile phone companies need to fulfill the customer's needs.

[2] A Study on Mobile Phone Buying Behavior Using an Image-based Survey VL - As indicated by Pearson connection results, cost is the predominant factor influencing the choice to purchase a mobile phone. Secondly, the features incorporated in a mobile handset are the most important factor which is considered by the consumers while purchasing the mobile phone. Different factors

similarly connected and have moderate associations with the choice to purchase are brand name and durability of mobile phones. Both the elements are profoundly connected with the nature of cell phone gadgets. The most un-corresponded factors are after deals administration and social impacts.

[3] Mobile Shopping Through Applications: Understanding Application Possession and Mobile Purchase- Amongst the three purchasing decision drivers analyzed we found the specificity for informed responses in imaged based surveys relating to brand and brand ambassador and price are secondary options.

[4] A study on customer buying behavior towards mobile phones in online shopping- We offer three considerable discoveries. In the first place, online experience (i.e., experience amassed through internet shopping) and versatile experience (i.e., experience through cell phone usage) both emphatically identify with the ownership of shopping applications. Second, perusing conduct for non-shopping applications comprehends the ownership of shopping applications. Be that as it may, as opposed to online deals channels where visits to any webpage sway web-based shopping, preloaded applications neglect to clarify portable shopping. In conclusion, versatile buys through shopping applications are clarified obviously by the perusing practices for these shopping applications. Indeed, portable buys are resolved exclusively by computerized insight (i.e., online experience and versatile experience) and the perusing examples of the shopping applications alongside any remaining variables, are of almost no prescient worth.

[5] Impact of flipkart and amazon India: a study on customer perception - The Internet ended up being an amazing and fundamental instrument for every individual's need and the way wherein people work. In this forceful market one should lead, and rest will follow. Both Amazon and Flipkart being immense players made their own engraving in India, anyway who will be a limit victor or be the best one will be. Considering the purchaser's outline, we got our consistent victor, and it is Amazon. Notwithstanding the way that it is a worldwide association it understood Indians very well and made its establishments more grounded in India. Flipkart is similarly giving limited rivalry to Amazon despite the way that it is a genuinely new foundation conversely with Amazon. Anyway, obviously they are doing very well in Indian online business market.

[6] A comparative study between flipkart and amazon India- It majorly studies between two online platforms Amazon and flipkart. It majorly studies between two online platforms Amazon and flipkart. They have used SWOT and PORTER for in depth analysis of these two platforms. For Qualitative research they studied various case studies on Amazon and Flipkart and collected their data from books and the Internet. Due to the rise of the online market, they have faced several issues till this date like despite increased revenue and sales both Amazon and Flipkart still face many challenges such as IT security-vulnerability to hacking, low margins due heavy discounting, loopholes in distribution system etc. They summarized that competitive rivalry could boost a company's performance and lead to innovative ideas and new strategies like one day delivery, certified payment methods for both buyers and sellers. These innovations can help in having an increase in customer base.

[7] A Case Study of Flipkart. com Versus Amazon. in - This paper represents the business world is profoundly aggressive. Each firm is in the competition to win an ever-increasing number of customer base. It appears like each business association is in like a virtual conflict with each other where one association assaults another with their techniques and the other protects itself. This conflict however exists in each business area very well may be unmistakably found in the internet business industry. The e

following sites attempt to surpass their rivals by embracing more current methodologies without fail and subsequently acquire better generosity in the market which will eventually build their online traffic. This investigation is an understanding into the cutthroat situation of the online business industry of India. It intends to check the competition between the two goliaths that work in India viz. Amazon India and Flipkart and consider upon the client discernment towards these techniques that both the firms receive now and again. It is seen that both Flipkart and Amazon India are into profound neck rivalry and are in a fierce conflict where one attempts to overcome the other. Both these organizations are believed to apply different techniques from time to time to make the impact in the market. In any case, it was exceptionally appalling to find that notwithstanding every one of the endeavors Flipkart puts individuals to prescribe Amazon India more to other people. Even though individuals are more pulled in towards Flipkart, yet it was seen that a large number of them decide not to hold with Flipkart, rather change to Amazon India for its better quality and scope of items. Flipkart ought to gain from its mix-up and should make a harmony between accommodation, quality, and amount.

[8] Why Is Pricing Critical to Ecommerce Success - With regards to estimating, one needs to understand what rivals' costs are. If you depend just on what you buy and by seeing on the Internet, odds are that the market for your costs is impacted by your choice predisposition and does not actually address the market. While people cannot follow all the marketing prices, cross examination sites accomplish the work for the people.

[9] E-commerce in India a case study on Amazon and Flipkart - This study is to initially comprehend the online business and its effects. Further understanding of logistics and its role in e-commerce. A case study of Amazon and Flipkart India to investigate their business techniques, activities, and coordination working. Cross investigation of such websites is done to piece the overall industry, market revenue, income and so forth.

[10] Price comparison on the internet based on computational intelligence - This study shows how Information-intensive Web services such as price comparison sites have recently been gaining popularity. This investigation shows how Information-escalated Web administrations, for example, value comparison locales have as of late been acquiring prevalence. In any case, most of the customers experience issues in pursuing such destinations due to the vast data present online. Indeed, even regular examination people deal with different issues, which proposes the need of another way to deal with these issues.

[11] Online shoppers' response to price comparison sites - As evidenced by the significant interaction effect between product type and price comparison site information, the presence of price comparison sites increases both transaction and acquisition value perceptions for the non-look-and-feel product category (e.g., notebook computers), but not for the look and-feel product category (e.g., jeans). The purpose of this study is to examine how price comparison sites affect price and value perceptions of online shoppers across different product types and price consciousness levels of online shoppers. The results of the study indicate that the price information provided by an online price comparison site influences online shoppers' perceptions of internal reference prices. Contrary to the expectation, online shoppers' price consciousness influences their price and value perceptions independently of price comparison site information. However, the influence of a price comparison site on value perception differs according to product type.

Customers' perceptions of price differ in the online environment due to the presence of price comparison sites.

PROBLEM STATEMENT

After a brief study of different literature papers and existing frameworks like Amazon and Flipkart, though. They have developed remarkably over time; they still lack a few things that do not fulfill customer's needs Completely and have scope for development to upgrade. Consumers are being overflowed with assortments of choices to contrast. Consumers must navigate to every such website and enter the product name manually and then compare the prices which are time consuming and not an efficient process. Hence, we are proposing a solution which gives users a single platform which has a variety of products available on different gateways such as amazon and flipkart to improve customers buying experience and providing them different features via our solution.

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