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AAPKA TRADITION

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Abstract: - This paper is purposely to design and implement an android application that can be used by android smart devices. The application consists of many exciting features that will impress users with use of the latest technology to design it.

“Ecommerce isn’t the cherry on the cake, it’s the new cake”.

In today’s business world, e-commerce is booming. [1] E-commerce refers to the purchase and sale of goods and services, as well as the transmission of funds and data, over an electronic network, most commonly the Internet. E-commerce is a paradigm shift that affects both the industry and the consumers. It is leading a complete transformation of the conventional business model. All is available for purchase on the internet. This shift in business model is gaining traction in India as well as the rest of the world.

Practically, [2] e-commerce in India began to gain popularity as the number of internet users and smart phone sales increased. However, although e-commerce has grown in popularity among roughly 30% of the population living in cities over the years, sales through e-commerce have not increased at a faster rate due to a lack of product choice and standardisation. Only limited but branded items are on sale because of the limitations of selection and reassurance to customers.

Financial literacy, standard of living, type of housing, and payment system all influence the growth of e-commerce.

I. INTRODUCTION

In Electronic trade is referred to as e-commerce. It refers to the exchange of goods and services through electronic media and the internet. This app's main goal (Aapka Tradition) is to make it interactive and easy to use. It will make product finding, viewing, and selection simpler. E-commerce is the practise of doing business using the internet and information

technologies such as Electronic Data Interchange (EDI).

On the modern international business scene, India has emerged as a major player. Its unstoppable economic growth after 1991 reforms has drawn the attention of researchers in the fields of international business and management. The purpose of this paper is to review research on the effect of e-commerce on

Indian commerce that has been published in leading business and management journals in order to determine which papers are the most influential, which issues have gained the most coverage, which are the key findings, and what more research needs to be done.

Since it is impossible for large countries to provide every firm with a required piece of land, large countries are forced to accommodate the unorganised sector's labour force. The application uses a digital shopping system and allow the customers through credit card, debit card or EFT (Electronic fund transfer) payments. Basically, E-commerce is the development of business on the Internet.

The main types of electronic commerce are: business-to-business(B2B); business-to-consumer (B2C); business-to-government (B2G); consumer to-consumer(C2C); and mobile commerce (mcommerce).

Keywords: E-commerce, waterfall model, firebase, Economy, E-finance

II. Reasons behind the growth of E-commerce

(a). **Busy Lifestyle:** Individuals' lives are so fastpaced that they are unable to shop at markets and stores on a regular basis. People also want to shop in a similar environment.

(b). **High Disposable Income:** As a result of the increases job opportunities, individuals' income has increased, giving them more purchasing power. That is why people are willing to pay for things over the internet.

(c). **Awareness of Products:** Nowadays, people are much more attracted towards the new products, their specifications, costs etc through the assistance of media like Television, newspaper and social media etc. So, they shop online with confidence. (d). **Rising Computer Educational Level:** Individuals now have a greater understanding of the tools and applications of computers as computer education progresses to new heights. Not only in urban areas, but also in rural areas, housewives and professionals are drawn to innovations such as e-commerce and ebusiness.

(e). **Increased Usage of Internet:** The count of internet users is more than 100 million now. Due to continuously increasing this number, people are more influenced towards this kind of sites.

III. LITERATURE SURVEY

Mahipal, D., (2018) [3] in his paper mentions different phases of internet from year 1995 to present era. Further, the study concludes that If the government provides a legal protections and structure for e-commerce, domestic and international trade will be able to extend their fundamental rights such as intellectual property, privacy, fraud prevention, consumer protection, and so on.

Sumanjeet. (2010) [4] mentions in the context of ecommerce that the current IT Act is deficient on many fronts, and ecommerce cannot thrive in India without a strong legal structure. The Indian government must recognise that a sound legal structure is needed for a healthy and stable business climate in cyberspace. This paper suggests that separate laws for e-commerce should be introduced in India.

Goele, S., Chanana, N., (2012) [5] highlights that the e-commerce would enable some industries such as travel and tourism, electronic, hardware goods, and apparel to develop in the future. M-commerce, replacement guarantees, various payment forms, logistics and shipping options, product quality standards, and customer care services are some of the factors that will contribute to this development.

Khosla and Kumar (2017) [6] mentioned that growth in omni channels, niche companies, mergers and acquisitions, tapping more rural markets, rise in internet marketing, emphasis on utilities, rise in digital payment modes, better infrastructure, and supply chain management are some of the trends expected to emerge in the near future in e-commerce.

Aggarwal, M. (2014) [7] states that e-commerce is growing at a fast pace in the coming years. It will be very difficult for us to predict the future estimate of e-commerce market. The entrance of new marketers, new products and new modes of e-commerce, increases the growth of market very fast.

Mitra, A., (2013) [8] highlights that e-commerce has resulted in yet another revolution, altering how companies purchase and sell goods and services. New approaches have emerged. The government's job is to provide a legal structure for e-commerce so that basic rights such as privacy, intellectual property, fraud prevention, and consumer protection are all protected while domestic and foreign trade expands.

Shettar, M., (2016) [9] states that E-commerce has grown at an unprecedented rate, as a result of the rapid adoption of internet-enabled devices such as smartphones and tablets. Telecommunication technology has revolutionised our way of life, communication processes, and shopping, among other things. E-commerce not only expands business opportunities, but it also expands educational and research opportunities. It appears that offering Ebusiness education has a lot of potential.

Kumar, N., (2018) [10] In his paper, he states that ecommerce is projected to expand four times by 2021 as compared to 2015. Smartphone and internet users will be major contributors to this development, as will increased public awareness, improved internet access, digitalization of most government programmes with government funding, entry of

international investors and business players, and advanced payment options available to customers. However, the government must take measures to provide a proper legal framework and reduce legal risks and minimize obstacles in growth.

Seth, A., Wadhawan, N., (2016) [11] suggested that retailers must push their limits to succeed in the digital business age. They need to wake up and smell the world around them becoming more active on the internet. To become digital leaders, they must reconsider their business model, decide how to turn into digital companies, and make the appropriate technology investments.

Company digitalization used to be an option, but it is now a requirement.

Khare, A. & Rakesh, S. (2011) [12] states that if online businesses can enhance their website segmentation, targeting, and positioning, they can do well. Marketers can customise Web site content and layout for various segments using the Internet. Men and women have different navigation styles, and retailers should keep this in mind when designing shopping Web pages.

Shahjee, R., (2016) [13] highlights that the inability to easily locate the product or service of interest is the most significant obstacle to successful marketing, according to a research report. This problem could be solved by e-commerce, in which a range of companies sell a variety of goods over the internet. In short, due to infrastructural issues and machine illiteracy, Indian e-commerce faces numerous challenges in online marketing. The majority of customers in rural areas lack adequate computer and internet skills.

Franco, D. C., & S, B. R. (2016) [14] highlights that India's recent e-commerce growth rate is well behind that of other developed countries. On the path of an online retailer, there are several major issues and challenges. Factors such as the safety and protection of online money transactions, among others, have hampered the smooth growth of the country's online industry.

Ray, S. (2011) [15] in his report mentions that the Internet's ability to penetrate every part of the globe has enormous potential for stimulating foreign trade and the global economy. However, just like any coin has two sides, doing business on the Internet has been observed to come with its own set of threats and legal issues.

Rina, D. (2016) [16] states while the future of e-commerce is difficult to forecast, the industry is currently growing at a breakneck pace. M-Commerce services, multiple payment options, replacement guarantee, location-based services, shipping options, and fast services are some of the important factors that will contribute to the growth of the e-commerce industry in India. The terms and conditions should be transparent, and the product quality should match that of the websites.

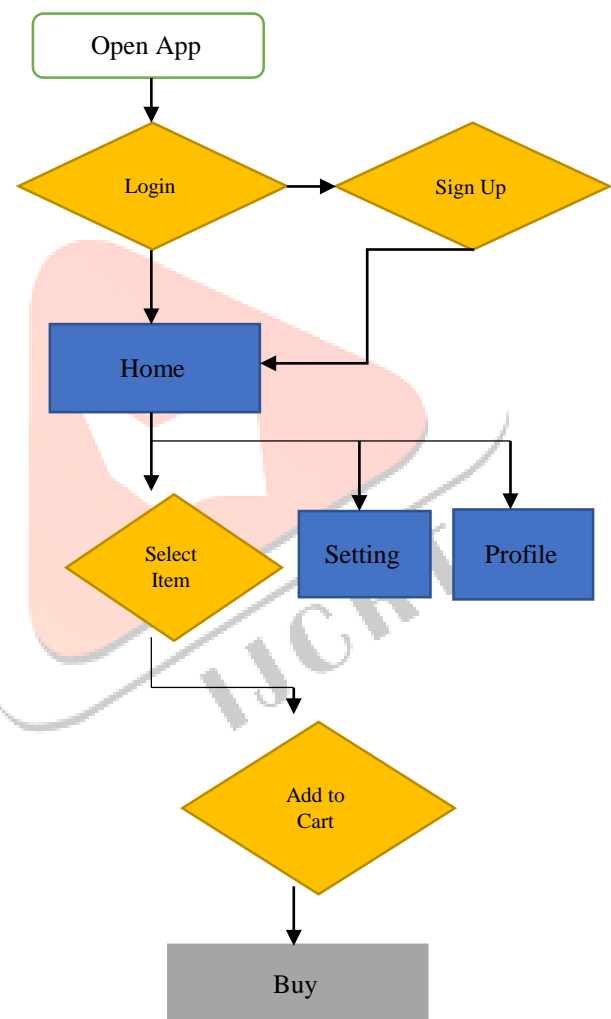
Chanana, N. (2016) [17] mentions in the report that it is not only in towns, but also in rural areas, having access to the internet has become a requirement. The rapid growth of e-commerce is hampered by regulatory issues, logistics, and a

slew of other issues that must be addressed quickly. A thorough understanding of security requirements such as confidentiality and data privacy is needed. Companies must have a superior website experience, as well as excellent customer service, in order to retain loyal customers.

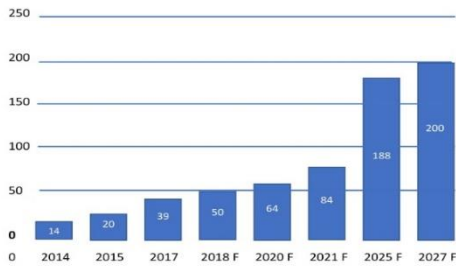
IV. Methodology

The project follows the waterfall process.

The first known processing model was a waterfall that was introduced in the development life cycle. The nature of products dealt on e-commerce is available from secondary sources. The growth of e-commerce in cities is also available from secondary sources.



E-commerce is growing in popularity on a daily basis, but it is still small in comparison to the population. E-commerce has grown steadily over the last decade, but the rate of growth has not been particularly remarkable. E-commerce is used when a customer is too certain of his or her preference and prices to accept retail prices. When shopping in physical shops, there are many items from which to choose.



Key

Players of the market

Amazon, Flipkart, Myntra, Snapdeal, Nyka, Jabong, eBay, Shopclues.com.

Android:

Android is a touchscreen mobile operating system built on a modified version of the Linux kernel and other open-source applications, developed specifically for smart phones and tablets. Google is a commercial sponsor of Android, which was developed by the Open Handset Alliance, a community of developers.

Java:

Java is a class-based, object-oriented programming language with the aim of minimising implementation dependencies. It is a general-purpose programming language that allows application developers to write once and run anywhere, which means that compiled Java code can run on any platform that supports Java without the need to recompile. Java programmes are usually compiled to bytecode, and can run on any Java Virtual Machine (JVM), regardless of the device architecture.

XML:

XML stands for Extensible Markup Language that defines a set of rules for encoding documents in a format that is both human-readable and machine-readable. Like HTML, XML is a markup language. It was created with the purpose of storing and transporting information.

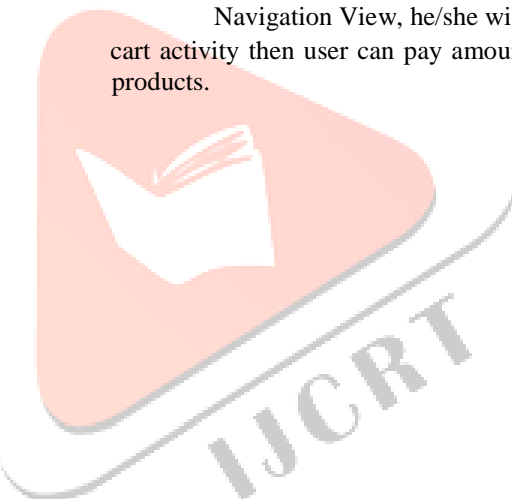
Database:

A database is a logically ordered set of data that is typically stored and accessed electronically via a computer system. Where databases are more complex, systematic design and modelling techniques are often used. The database management system (DBMS) is the programme that captures and analyses data by interacting with end users, programmes, and the database itself.

How does this application work?

The user makes an account with a name, email and password. Then after registration, user can login with the respective email and password. The location will be accessed of the user and interface related to the customer appearance would be opened, here customer will easily purchase and things.

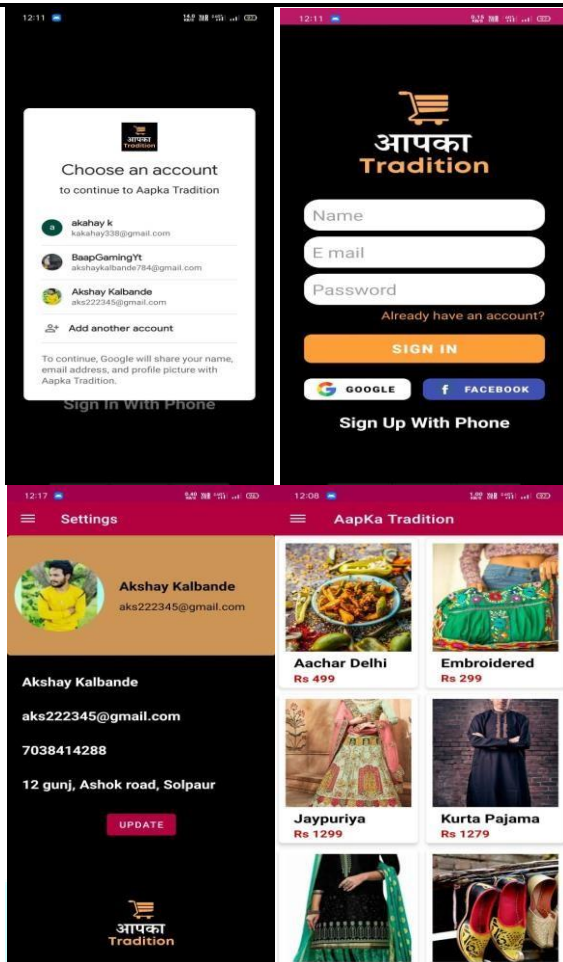
- The process starts when a user starts the mobile application
- When user open the application, it opens a Splash Activity having our Logo of "Aapka Tradition" over it.
- After Splash Activity User redirects to Sign in activity. Sign In activity having 3 options (Sign in with google, sign in with Facebook and Sign in with phone)
- Sign up activity is associated with "Firebase Database" and all data is stored in JSON form.
- If a user already has an account, then there is a link to SIGN Activity.
- Once user has Sign In in application then he/she redirects to HOME page and there we are using multiple items in a grid view. When user click on one item then it redirects to another activity with full details of products is shown. On the same page user have an option of "Add to Cart" so user can add the item in CART.
- Also added a Navigation View so when user swipe left from app, he/she can see a Navigation View. In Navigation View user can see his profile, and also there is an option of setting where Full Profile Details of user will be visible.
- When User click on Cart Option in Navigation View, he/she will redirect to a cart activity then user can pay amount for ordered products.



V. RESULT

A. User/ System Scenario

VI. Screenshots



VII. CONCLUSION

The main purpose behind the “Aapka Tradition” project is to access the tradition anywhere and through this “Aapka Tradition” people can buy anything related to the tradition of any state and city in India. Also giving the best quality to the consumer so that they can trust our platform other than this we are providing a user-friendly platform with advanced technology where anyone who is not friendly with technology also can use our platform very easily. Our Start-up is customer-centric means customer is our first priority.

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