A STUDY AND IMPLEMENTATION OF STATIONERY STORE IN DIGITALIZED MODE: ONLINE STATIONERY STORE

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Abstract: **The Stationery store provides all different types of books as well as all school related items. But there are lots of online shop as such but the sellers use various websites to sell their products. As the sites have n number of products, there isn't a good response to from the costumers.In mobile solution we are providing mobile version of shop and user can explore whole stuffs on the tip of fingers without going to actual store and can pay when they received the package as well as we are providing exclusive feature where we putting offers on few items for a month and every month items will be updated. Inaddition, we are giving request option where customer can request new items.**

Keywords: **Online stationary store, stability, purchase frequency, penetration, repeat purchase, paper type, product quality.**

1. Introduction

Stationery is a mass noun referring to commercially manufactured writing materials, including cut paper, envelopes, writing implements, continuous form paper, and other office and school supplies. Stationery includes materials to be written on by hand (e.g., pen, pencil, notebooks, geometry sets, paper sheets) or by equipment such as computer printers.

In online stationery store shopping, the purchasing behaviour of consumer is driven by complex social behaviour. The choice of brands, products and distribution channels is influenced by the social behaviour of the consumer. In order to satisfy target consumers' needs and wants marketers must study their consumers' wants, perceptions, preferences and shopping and buying behaviour. Studies of Stationery markets are concerned with mature or near-stationary markets thatcover the majority of our purchases. It is seen by the analysis of purchases of households for several years from consumer panel records that most mature markets are near stationery. This study is focused on highlighting the main features of stationery markets along with the limits of effective marketing intervention in the stationery markets.

Advantages of Online Stationery Stores

Online Stationery stores are usually available 24 hours a day, and many consumers in Western countries have Internet access both at work and at home. Other establishments such as Internet cafes, community centres and schools provide internet access as well.One advantage of online stationery store is being able to quickly seek out deals for items or services provided by many different vendors (though some local search engines do exist to help consumers locate products for sale in nearby stores). Search engines, online price comparison services and discovery stationery store engines can be used to look up sellers of a particular product or service. Shipping costs (if applicable) reduce the price advantage of online merchandise, though depending on the jurisdiction, a lack of sales tax may compensate for this.

2. Literature Review

Before developing this app. I have taken deep survey through various book stores by visiting them and had a deal with them if they are getting 10 customer a day so by the help of my app they can get up to 50 customer and they have to pay a token or commission charges of rupees 50 percentage of each customer who visit their online store through my app.

If they want to deal with me that their old/new customer register my app they have to pay me a token or commission charges of 10 percent per customer so by this my policy of app.

Research Paper on Online Bookshop Management System

[1] The increasing significance of e-commerce is evident in the study conducted by researchers at the GVU Centre at the Georgia Institute of Technology. In their summary of the findings from the eighth survey, the researchers report that "e-commerce is taking off both in terms of the number of users shopping as well as the total amount people are spending via online based transactions". Electronic Commerce applications support the interaction between different parties involved in a e-commerce transaction via the network, as well as the management of the data involved in the process. Over three quarters of the 10,000 respondents report having purchased item through internet. The most mentioned reason for using the web for personal shopping was

1) Convenience (68%)

2) Followed by availability of vendor information (60%)
3) No pressure from sales person (55%)
4) Saving time (53%).

B. Security There is an issue of security in online shopping.

Somerville, Ian 2004. Object Oriented Design Software Engineering, 7thEdition

[2] People do not purchase the terms online, the GVA survey also indicates that faith in security of e-commerce is increasing. As more people gain confidence in current encryption technologies, more and users can be expected to frequently purchase items online. The interactive cycle between a user and a web site is not complete until the web site responds to a command entered by the user.

C. Following are the Some Various Analysis and Researches The names of some websites are as follows

1) Amazon.com: Amazon is an electronic e-commerce and cloud computing company that was established on 1994. It is the largest internet-based seller in the world by total sales and market capitalization. The company also created kindle e-reader. In 2005, Amazon surpassed Walmart as the most valuable retailer in US by market capitalization and is, as of a

2) Snapdeal.com: Snapdeal is an Indian e-commerce company based in New Delhi, India. The company was started by Kunal Bah, a Wharton graduate as a part of dual degree M&T Engineering and business. Snapdeal currently has 275,000 sellers, over 30 million products and a reach of 6,000 towns and cities across the country.

3) Flipkart.com: Flipkart is an electronic commerce company headquartered in Bangalore, Karnataka. It was founded in 2007 by Sachin Bansal and Binny Bansal. Flipkart allows payment methods such as cash on delivery, credit or debit card transactions, net banking, s-gift voucher and card swipe on delivery. According to Morgan Stanley the current market value of flipkart is $5.54 billion as of November 2016.

D. A Good E-Commerce Site Should Present the Following Factors to the Customers for Better Usability

1) Minimal and strong security notifications or messages.
2) Different parts of the site after adding an item to the shopping cart return.
3) Selecting and scanning is easy in a list.
4) Effective categorical organization of products.
5) Simple navigation from home page to information and order links for specific products.
6) Obvious shopping links or buttons.
7) Consistent layout of product information.

E. About Feedback The feedback is another important component in the design of an e-commerce site.

Australian Computer Society, 2003, ASC Code of Ethics. Retrieved March 15 2007

[3] According to Norman, feedback sending back to the user information about what action has been done actually, what result has been accomplished is a well-known concept in the science of control and information theory. Imagine trying to talk to someone when you cannot even hear your own voice, or trying to sketch a picture with a pencil that leaves no mark there would be no feedback. Web site feedback often consists of a change in the visual or verbal information presented to the user. Simple example is using the sound of a cash register to confirm that a product has been added to an electronic shopping cart. Other examples include highlighting a selection made by the user or filling a field on a form based on a user's selection from a pull-down list. Completed orders should be acknowledged rapidly. This may be done with an acknowledgment or fulfilment page. Users are fast to attribute meaning to events. The amount of time it takes to produce and download this page, however, is a source of regression for many e-commerce users. A blank page, or what a user perceives to be a long time to receive an acknowledgment, may be interpreted as there must be something wrong with the order. If generating an acknowledgment may take longer time than what may be somewhat expected by the user, then the design should contain intermediate feedback to the user indicating the progress being made toward acknowledgment or fulfilment. Feedback should not draw the user's attention away from the important tasks of gathering information, selecting products, and placing orders. Eventually feedback should not distract the user. Actions and reactions made by the web site should be meaningful.

3. Framework

This paper proposes an application which will help in online service to grow their business or enhancing them. There are two different frame work needed for application one for consumer and one for online stationery service owner. This same methodology is used in various app where the app is for the customer who uses the service. Similarly, this app requires two variations, one for the client and one for the service provider.

By using the application consumer can easily browse and choose cake from mobile app or can send photo of customizable book with requirement which help saving customer time and also solve problem of customer to travel all the way to store.

After placing the order book service owner will receive the order and can confirm it whether their order is accepted or not, if not they will provide reason with it. Once the order is accepted the consumer will starting to receive alerts through push notification so they always know the status of their order once the order is complete they can easily offer choice whether customer want their order to deliver home or pick from store.
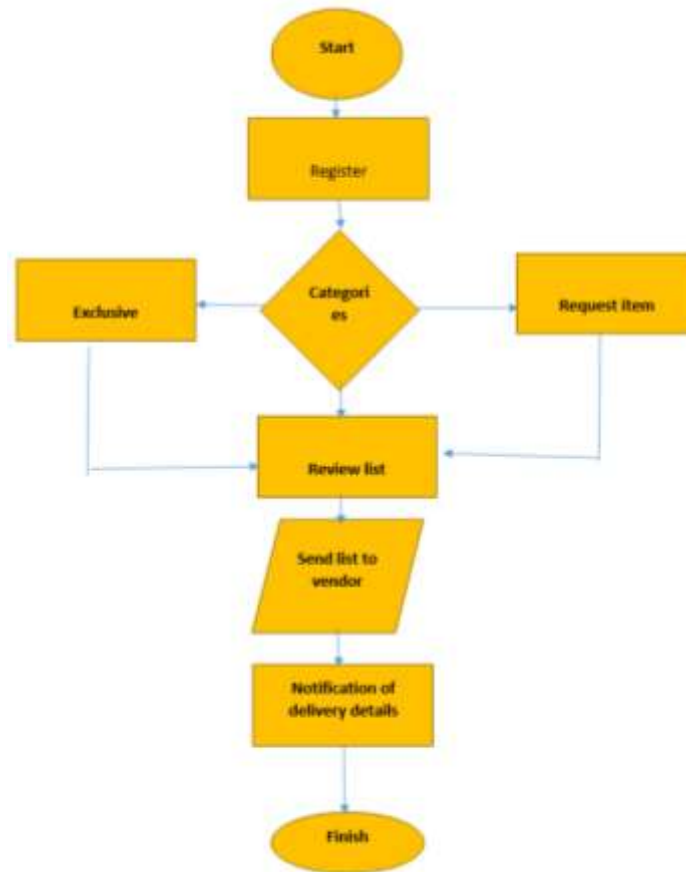
4. GUI:
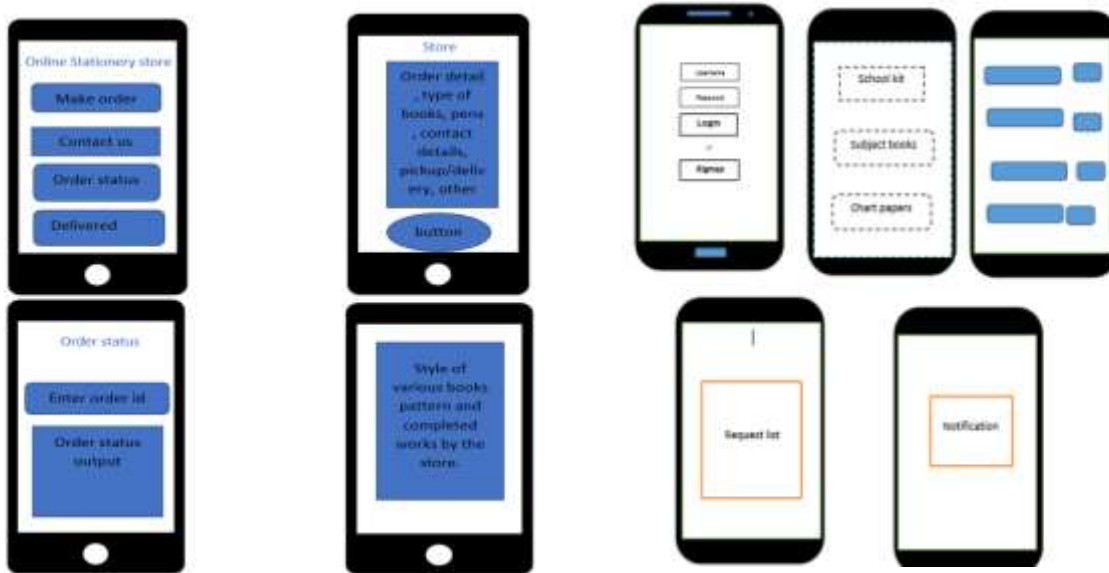
5. Working Architecture
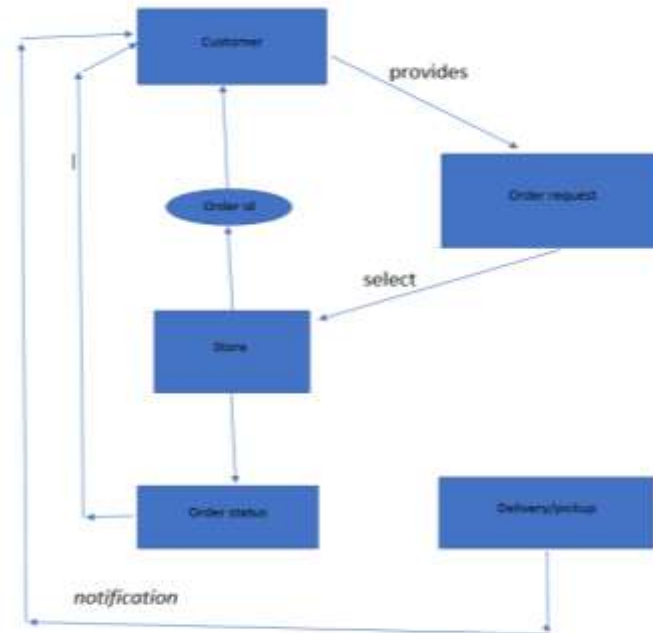
6. Flowchart

Interface of my application

First of all, we have to download our app then we have to register or login for our existing customer and then app will show all the nearby stationery store with their customer rating and one have to select any one stationery store of their choice and provide their basic detail like

- ➢ Name of book
- ➢ Author of book
- ➢ Total cost of book
- ➢ Serial number

Then after providing the basic detail the app will automatically provide acknowledgement number with barcode by this acknowledgement barcode the customer visit the store

The staff of stationery store will scan the barcode and directly guide for the slot number of your servicing.

7. Conclusion:
The conclusion of this project is to provide a mobile solution that will be efficient for user as well as for vendor and we can add more features in future to grow the business widely over different Areas.

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