AGRICULTURE MARKETING SYSTEM

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ABSTRACT- The project entitle" Agriculture Marketing system" is the application software in which the farmer can directly sell their product that they harvest with their own price which is affordable to buy for the user. This project has three major modules which includes admin, farmer and user. The admin module will monitor the price that is established by the farmer where the approval is done. The user feedback is monitored by the admin which is given by the user. The farmer module is used by the registered farmer in which the category of the agriculture product whether it is pulses, grains and cereals are categorized. The price is given only by the farmer in which the approval is given by the admin and the buying procedure is done. The user module will help the user to view the agriculture product and they can buy if they wish. The user can also give the feedback about the product which is viewed by the admin for the product enhancement. The data are stored and managed only by the admin where the user details and the farmer details are been stored. This application will help the farmer to sell their product directly to the user without any intermediate.

Keywords*: 1. Agriculture Marketing, 2. Agriculture Product, 3. Farmer, 4. Civilization, 5. Marketing.*

I. INTRODUCTION

Farming is the science and art of cultivating plants and stock. Agriculture was the key growth in the rise of sedentary human civilization, whereby farming of domestic variety created food surpluses that enabled people to live in city. The history of agriculture began thousands of years ago. After gathering wild grains beginning at least 105,000 years ago, nascent farmers began to plant them around 11,500 years ago. Pigs, sheep and cattle were domesticated over 10,000 years ago. Plants were independently cultivated in at least 11 regions of the world. Modern agronomy, plant breeding, and agrochemicals such as pesticides and fertilizers, and technological developments have sharply increased yields, while causing widespread ecological and environmental damage. The significant factors influencing the pattern of labor utilization are seasonal variation in the agriculture; nature and type of irrigation facilities; cropping patterns; commercialization of agriculture; type of agricultural implements; mechanization and new varieties of seeds; availability and distribution of land holdings and size and location of the village.

Farming is the Prime Occupation in India in spite of this, today the people involved in farming belongs to the lower class and is in deep poverty. The Advanced techniques and the Automated machines which are leading the world to new heights, is been lagging when it is concerned to Farming, either the lack of awareness of the advanced facilities or the unavailability leads to the poverty in Farming. Still after all the hard work and the production done by the farmer, in today market the farmer are cheated by the Agents, leading to the poverty.

E-farming will serve as a way for the farmers to sell their products across the country just with some basic knowledge about how to use the website. Form a third paragraph in reset page aspects, the current market rate of different products, the total details and the earned profit for the crop description, access to the new farming techniques through e-learning and centralized approach to view different government's agriculture schemes including the compensation schemes for farming.

2. LITERATURE SURVEY

In this paper[1] had carried out a research study on "buying behaviour of consumer towards counterfeit products: a case study of moga city". The main objective of the research was to put emphasis on the reasons for counterfeit purchase and the norms they follow while forming this behaviour. The other objectives were to find out the dominant factors affecting on the consumer while purchasing counterfeit goods, to know the relationship of these factors with the purchase behaviour and application of TPB model for knowing the factors creating inclination towards counterfeit. The sample size was for research was 100 respondents. A structures questionnaire was used by following the convenience sampling method. The data were described with the help of pivot table and pie charts with percentages. After the analysis the researcher had found that behaviour of the respondents that leads them to go for committing a crime of purchasing such knock offs and pirated items. Cost and status seeking have known to be the two reasons for committing an illegal practice. If the money income of the consumer is increased then this could work as a measure of curbing this practice.

In this paper[2] performed a research study on "A Study on Customer Perception towards Online Shopping, Salem". The main objective of the research was to study the customer perception towards online shopping at Salem district.The researchers had adopted random convenience sampling technique to gather the data. The data were analyzed using the simple percentage analysis and ANOVA (analysis of variances) methods. As a result of data analysis and interpretation, the researchers conclude that the consumer"s perception of online shopping varies from person to another and the perception is limited to a certain extent by the availability of the proper connectivity and the exposure to the online shopping has to be improved to make the customer satisfied. The perception of the consumer also has similarities and difference based on their personal characteristic usage based on their needs and demand. The study reveals that most the students are attached to the online shopping and hence the elder people don"t use online shopping much as compared to the younger ones, so awareness has been fashioned in the coming era. Finally, the researchers suggested that the online transaction should be flexible for the customers who perceived in shopping.

In this paper [3] The main objective of the research was to clarify and get insight into consumer Behaviour towards online shopping of electronic goods, to study consumers" expectations of online stores, to find out factors that influences the consumers towards online shopping and to analyze the consumer"s wants and needs especially in Bhopal and Jabalpur city of Madhya Pradesh.The findings of the proposed research work are as follows as Customer-Oriented Factors „Time Saving", „Product Quality", „Product Price", „Convenience", „Accessibility", „Shop Anywhere and Anytime" are the main specific factors influence customers attitudes toward electronic product online shopping. The minor factors that influences customer"s attitudes toward electronic product online shopping are technological factors, assured quality, cash on delivery and various promotions and discounts.After the data analysis, the researcher concludes that the electronic product online market takes a high percent of individuals shopping on it.

In this paper [4] the researcher had used Stratified sampling and simple random sampling methods. The nature of the study was exploratory and descriptive because both primary and secondary data have been used. From the data Analysis, the author conclude that people select flip cart for online shopping and also online shopping had become a trend in this generation. The study reveals that there is positive relationship between the website characteristics and attitude, trust and intention towards online purchasing.

In this paper [5] the main objective of the research was to analyze the shopping Behaviour of online shoppers and to identify the successful online shopping. The sample size of the research was 384 respondents. From the data analysis result, the researcher concludes that people mostly prefer online shopping to traditional shopping because of the technological advancements. Though it is convenient there are various factors such as price, quality of the product and delivery time which customers look before online shopping. So the online websites must of aware of these factors to be successful and retain the customers. The final result from the study is that online shopping is growing rapidly in a positive manner.

3. METHODOLOGY

3.1 EXISTING SYSTEM

The existing system is the manual collection of information about the crops. This will not give the accurate details about the cultivation details and also the additional details. The guidance is needed to cultivate the crop that includes the irrigation details, fertilizer details and harvesting details in the existing system. This system will not have the balanced environment to provide the information about the agriculture. The latest trending information are not intimated in the existing system. The manual information will give only the particular idea of cultivating the crop.

Disadvantages

- Everything is manual, so it is very difficult to understand..

- It's also very difficult to find the particular details.

- Long time process

- It takes more time to prepare the various events within the short time.

3.2 PROPOSED ALGORITHMS

The proposed system will bring all the agriculture information into one web application. This system provide all the necessary details about the agriculture details that includes the crop details, irrigation details, harvesting details, and the fertilizer details. These details are provided dynamically by the admin where the user can view the needed details. The information are entered by the admin that can be updated, modified and also can be deleted.

ADVANTAGES

- This is reliable, flexible. So it is Easy to store and retrieve the huge amount of data.

- Any time you have to view a particular status.

- All information will be accessed at any time access.

- Promotes the circulation of agricultural products. Long supply chain and complex link between farmers and consumers makes it difficult for the farmers to derive benefits and value from the markets.
- Unemployment problem is resolved as services are provided to smallest of the place and however the place is remote.
- Automatic fetch the data for the user
- Time saving
- Record maintenance

IV. EXPERIMENT AND RESULTS

The proposed system has been implemented using ASP.NET tool. In the upload Data module will enter the farmer id, Product name, quantity; price and description are uploading the data. This module will be accessed by the authorized user. The upload data are store in the database. This module will be the gateway module for the project that will help to upload the data

4.1 USE CASE DIAGRAM

In the order booking module will enter the product name, quantity and farmer id are used to register the booking details. The booking scheme is allow the online also in order booking system. Booking the product user can also view the price list of order booking. In the product view module the authenticated admin will enter the valid username and the password to enter in the homepage.

This module will be accessed by the buying the product can be viewed. In this module the product are price are upload. The price is enough of other farmer can be checked the farmer admin then after approval are provided. The price buy of farmer product is comfortable. Then after execute the price approval for product.

This module is designed for new users who visit this project to buy software. The new user has to register with the proper details. This system requires a proper user authentication for accessing the features behind in this system. For getting the rights to access the features users have to register their identity to this system.

Figure 4.1 Use Case Diagram

4.2 RESULT
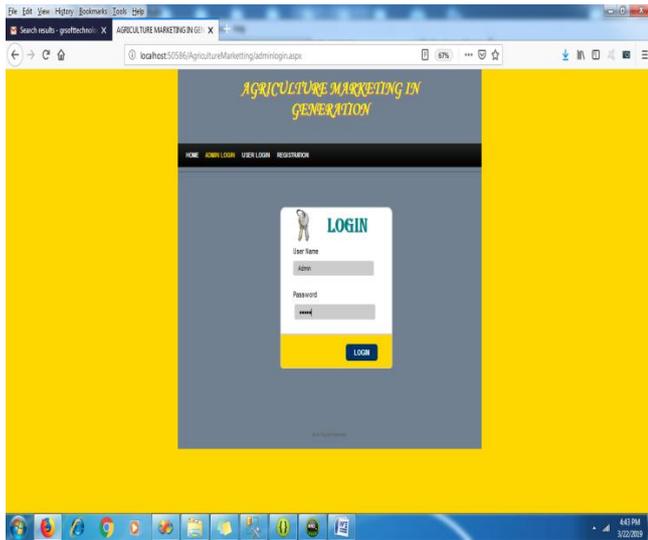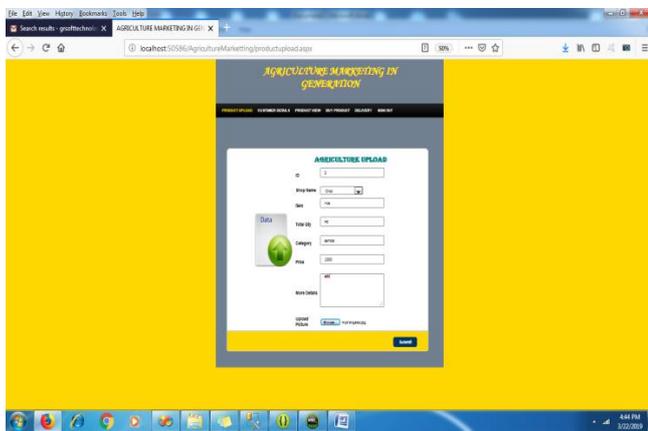

4.2.1 Admin Login

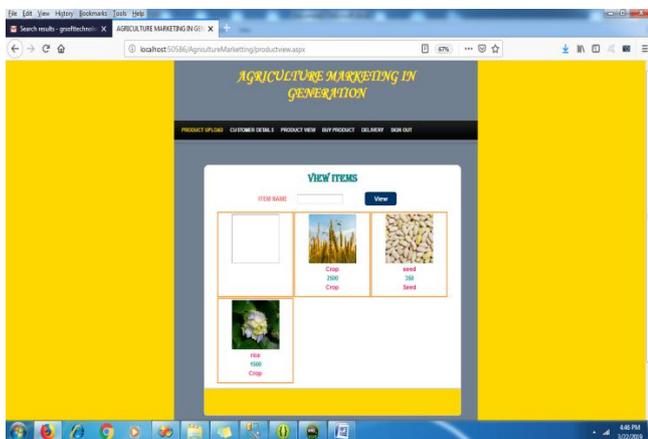Fig: 4.2.2 Product Upload

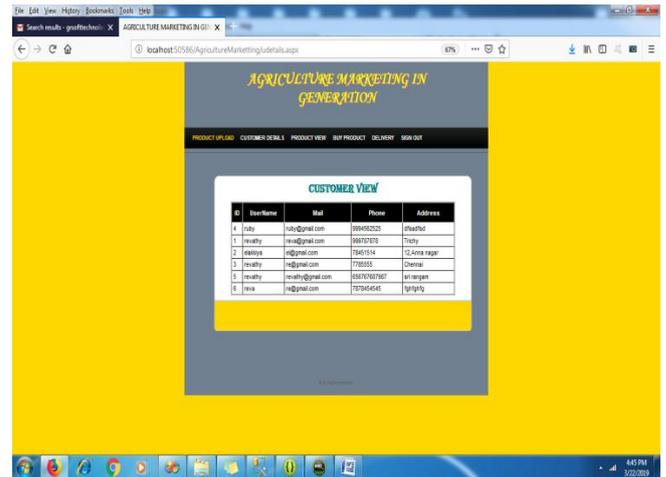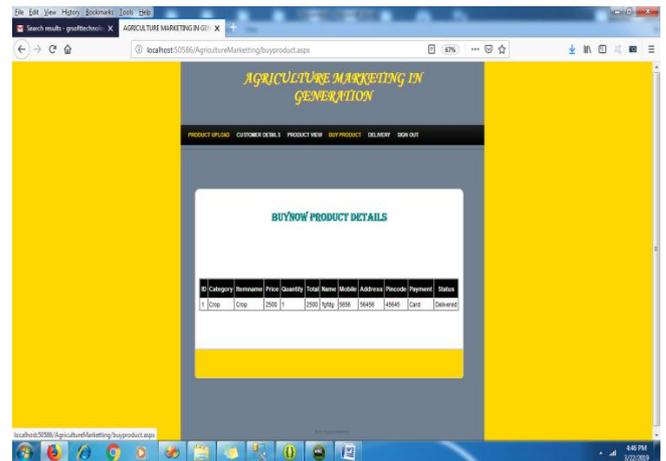Fig : 4.2.3 Product View

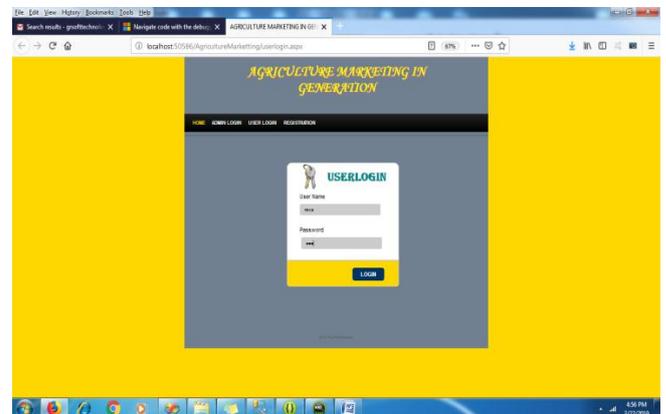
Fig: 4.2.4 User Details

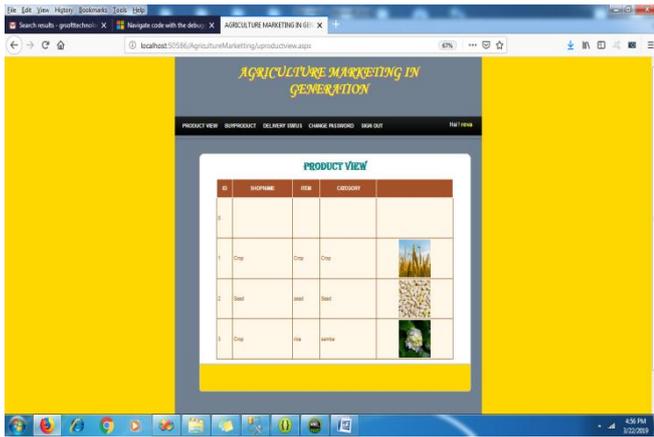Fig : 4.2.5 Buy Product

Fig: 4.2.6 User Login
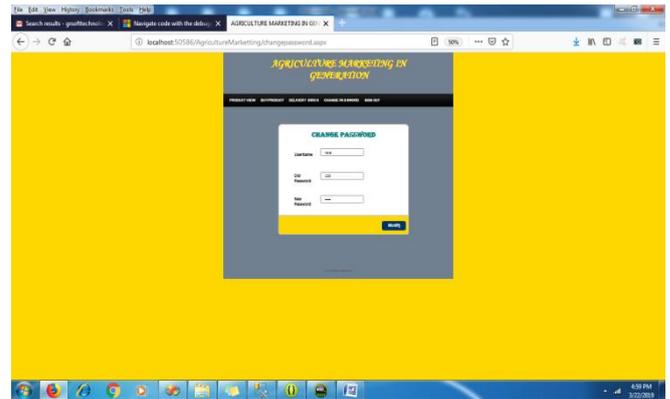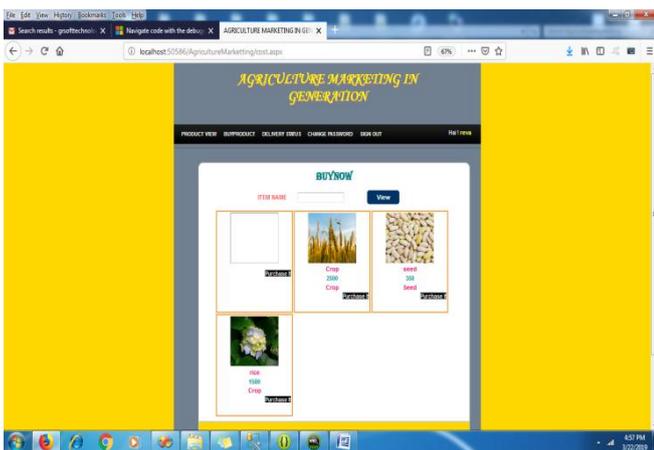
Fig: 4.2.7 Product View

Fig: 4.2.8 Purchase Product
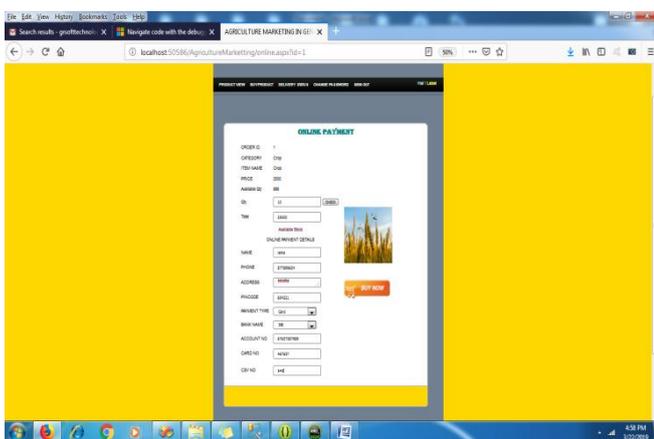

Fig: 4.2.9 Online Payment

Fig: 4.2.10 Change Password

V. CONCLUSION

In this project developed a fraud detection system for mobile Apps. Specifically first showed that fraud happened in leading sessions and provided a method for mining leading sessions for each App from its historical ranking records. An identified that for the detection of the rank ranking, rating, and review based evidence are considered. Moreover proposed an optimization based aggregation method to integrate all the evidence for evaluating the credibility of leading sessions from mobile Apps. Finally validate the proposed system with extensive experiments on real-world App data collected from the Apple's App Store. This project implements results showed the effectiveness of the proposed approach.

FUTURE ENHANCEMENT

In the future plan to study more effective fraud evidence and analyze the latent relationship among rating, review, and rankings. Moreover, will extend our ranking fraud detection approach with other mobile App related services, such as mobile Apps recommendation, for enhancing user experience.

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