

# AN ANDROID APPLICATION ON DIRECT MARKETING WITH NO INVOLVEMENT OF INTERMEDIARY

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**Abstract** - The role of "An Android Application on Direct Marketing with No Involvement of Intermediary" follows the method of marketing between consumers and the producers are interrupted by a middleman or an intermediary who gains benefits by making prejudice for the producer as well as the consumer. The purpose of this study was to remove middleman work and to sell the products at a fair price by building a connection between the producer and the consumer through our application. This is a form of communicating an offer, where organization communicate directly to a customer and supply a method for a direct response. It is a promotional method that involves presenting information about your product, or service and your location to your target customer without the use of a middleman. Producer market assists to purchase locally grown products however it also gives a chance for the consumer to connect within the region. Purchasing local goods gives the knowledge to stimulate a sense of place so that individuals can build tight relation with communities. Managing markets properly will achieve a perfect social setting for people to meet and greet while they purchase goods. Hence understanding the importance of the Producers market, the application has been developed.

**Key Words:** Android application, Mobile application, GPRS

## 1. INTRODUCTION

Direct marketing is a form of communicating an offer, where producers sell products from his farm or small-industry directly to the customer without an intermediary. Among practitioners, it's also referred to as direct response marketing. The producers and consumers receive similar price to what grocery store charges. This method of selling is more entrepreneurial or business-like than wholesale Marketing. As most of the individuals are unaware of nearby farms and small industries selling both agricultural and non-agricultural Products. The agricultural sub-sector comprises agricultural products such as fruits and vegetables allied economic activities such as crop cultivation, animal husbandry, dairying, fisheries, poultry and forestry (floriculture) etc. The non-agricultural subsector consists of economic activities relating to industry, business and services. The industry has referred to cottage and village industries, Khadi, handloom, handicraft, etc. By purchasing local goods directly from producers increases their income, while the consumer gets the fresher product with high

quality at a fair price. Consumers also experience that promotes a sense of place, important in making the individual connect with communities for a better service to the needs of consumer efficiently. Managing marketing properly will achieve a perfect social setting for people to meet and has been developed

## 2. LITERATURE SURVEY

### 2.1 SURVEY PAPER 1

L P WALKINSHAW in 2012 published a paper on "Identifying direct marketing opportunities and challenges for King county farm businesses" suggested that producers and smaller-sized farms go to sell products direct-to-consumer. As of 2012, 6-8% of all U.S. farms used direct marketing. Farmers markets, CSAs (community-supported agriculture) and roadside stands are the most widely used direct-marketing outlets among smaller-sized farms.

### 2.1. SURVEY PAPER 2

Dr K.R. SUBRAMANIAN in 2017 published paper on "Building Customer Relation through Direct Marketing". Suggested his opinion on pointing to four basic features are:

- Combination of advertising and selling into one single function
- A prominent service concept which will affect repetitive buying.
- A strong trend toward specificity.
- An existence to urge integrate a feedback mechanism.

### 2.2. SURVEY PAPER 3

A Subbiah, Radha and S. Jayakumar published paper on "Marketing Problems of Cotton growers", agricultural products market needs a special study on account of its peculiarities in production, distribution, supply, and demand. With-in the manufactured products, the control of these aspects lies with-in the hands of the producers themselves. As such, the organization of selling is

almost perfect. This is often quite opposite within the case of agricultural products, where right from the stage of production to the distribution the producers haven't any contact or control. Prices are fixed by the middlemen and not by growers. Selection and control of the channel of distribution also dwell in the hands of intermediaries. These peculiar features make agricultural marketing mostly disorganized, and hence, there's a crucial need to study these aspects.

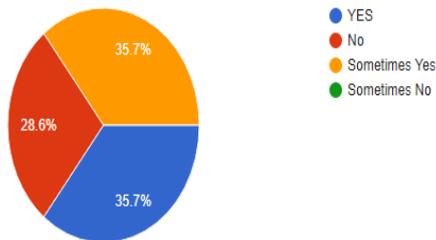
### 2.3. SURVEY PAPER 4

A Real-time survey report was conducted with the point of view producers so we found creating google form supported this survey we were able to know the difficulties encountered by producers hence results of this survey is shown below:

<https://docs.google.com/forms/d/1tvyrz0RYD-5wtjsq485ldT475o8DkHNFwVVceluoE/edit>

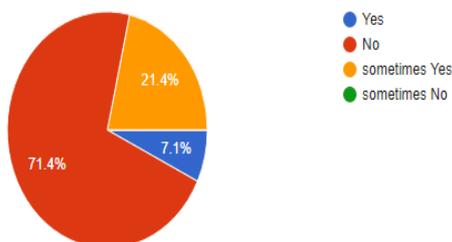
Do you think your product goes for considering rate?

14 responses



Do you think that the middlemen(agent) is helpful to you?

14 responses



### 3. SCOPE OF THE PROJECT

The proposed system can be used by a local small scale producer to sell their product. It connects producers and consumers easily, therefore, the consumer can get information about his need.

### 4. STATEMENT OF PROBLEM

“Designing and developing an application which connects producers with customers by offering a wide range of agricultural and non-agricultural products through direct farm sourcing.”

### 5. OBJECTIVES

- To provide a platform for the producers which helps to sell their products without any intermediates.
- To provide a platform for consumers that can be used to buy products directly from a farm.
- To develop an accessible market place for producers, food processors, and entrepreneurs in the produce supply chain.
- Create value for the customers, producers, employees and all stakeholders by optimizing

### 6. METHODOLOGYS OF DIRECT MARKETING WITH NO INVOLVMENT OF INTERMEDIARY

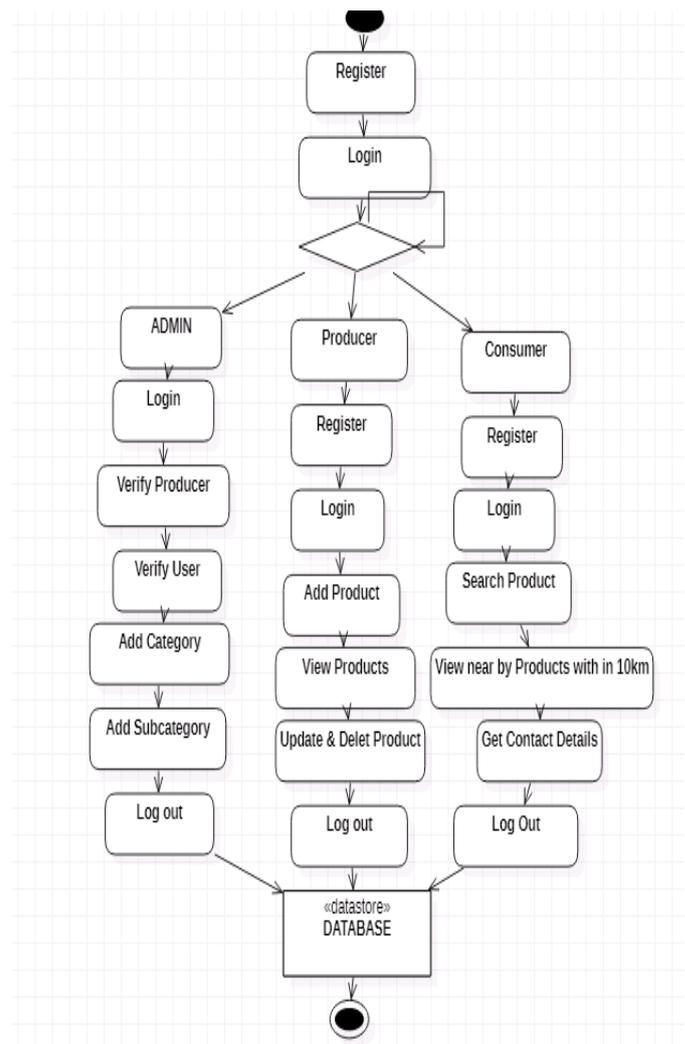


FIG 1: ACTIVITY DIAGRAM

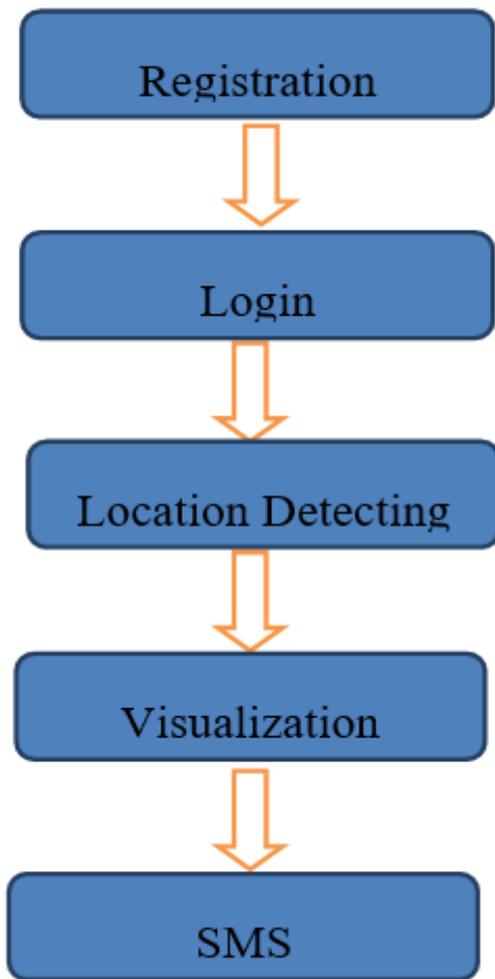


FIG 2: MODULES OF EMPLOYEE TRACKING SYSTEM

**Registration Module:**

This module allows the Producer and the consumers to register themselves using personal information which will be stored in database and allowing them to opt their login credentials.

**Login Module:**

This module enables the admin, Producer and Consumer to login to this system using their user credentials. It also authenticates the Producer and Consumer redirects to admin.

**Location Detection Module:**

This module enables the Location detection using GPS for consumer to find the nearby products.

**Visualization Module:**

This module enables parent view the Consumers, Products, Producers attendance and booking details. Admin can view the available consumers, producers, and product details.

**SMS Module:**

This module enable the SMS sending, while Login the Admin will get the SMS based on added details using SMS Manager.

**7. USE CASE DIAGRAM**

A use case diagram at its simplest may be a representation of a user's interaction with the system that shows the connection between the user and therefore the different use cases in which the user is involved. A use case diagram can identify the various sorts of users of a system and therefore the different use cases and can often be amid other sorts of diagrams also. While a use case itself might drill into tons of detail about every possibility, a use case diagram can help provide a higher-level view of the system. It has been said before that "Use case diagrams are the blueprints for your system". They provide the simplified and graphical representation of what the system must actually do. A use case diagram at its simplest may be a representation of a user's interaction with the system that shows the connection between the user and therefore the different use cases in which the user is involved. A use case diagram can identify the various sorts of users of a system and therefore the different use cases and can often be amid other sorts of diagrams also. While a use case itself might drill into tons of detail about every possibility, a use case diagram can help provide a higher-level view of the system. It has been said before that "Use case diagrams are the blueprints for your system". They provide the simplified and graphical representation of what the system must actually do.

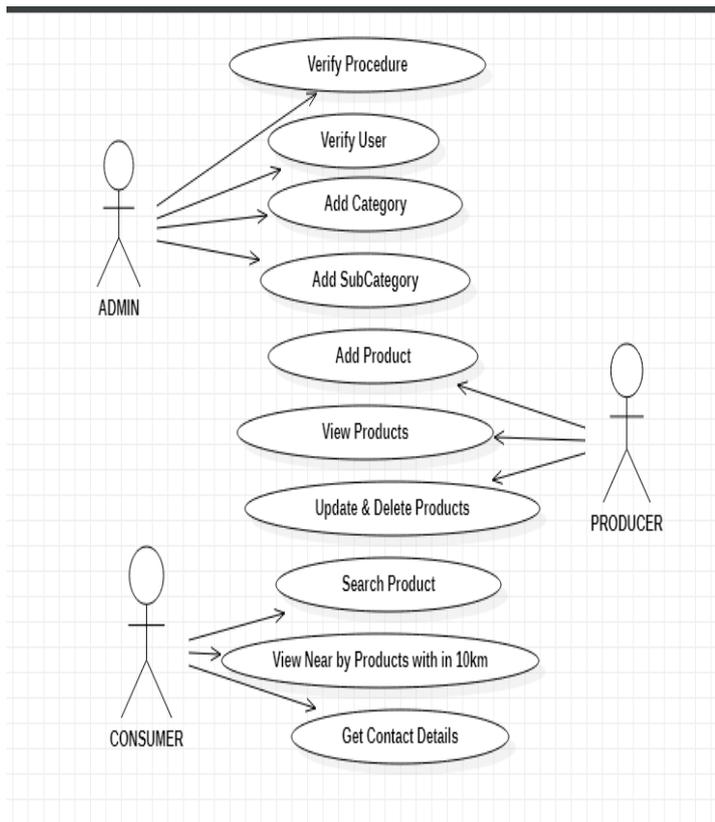


FIG 3: USE CASE DIAGRAM

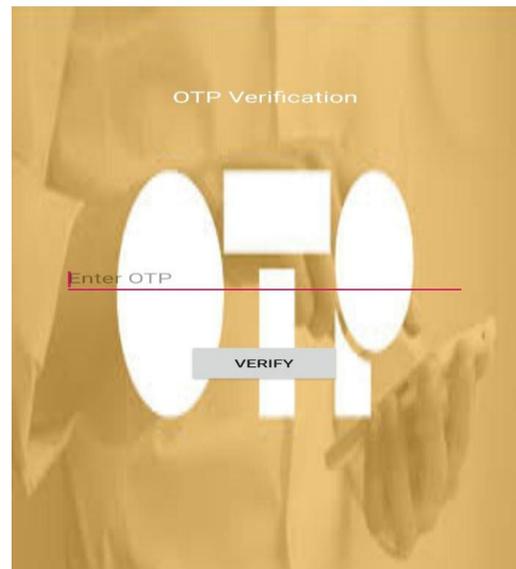


FIG 5: VERIFY OTP PAGE

8. RESULTS



FIG 4: HOME PAGE

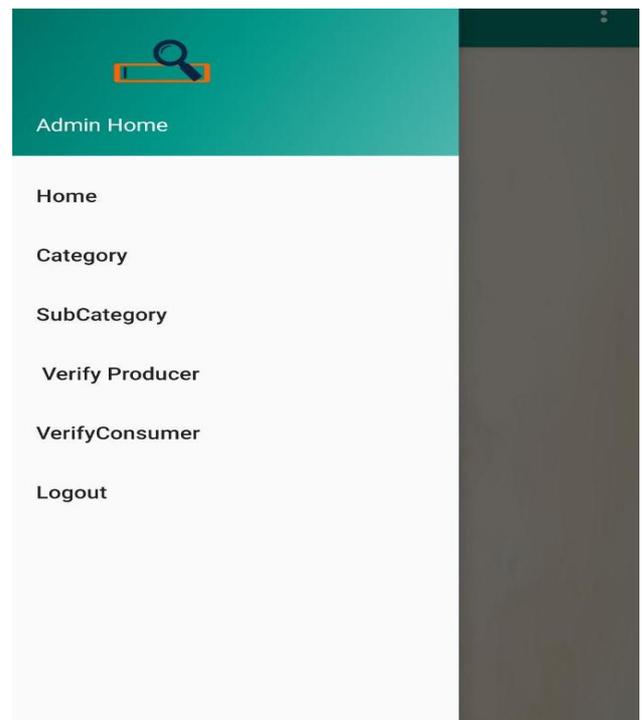
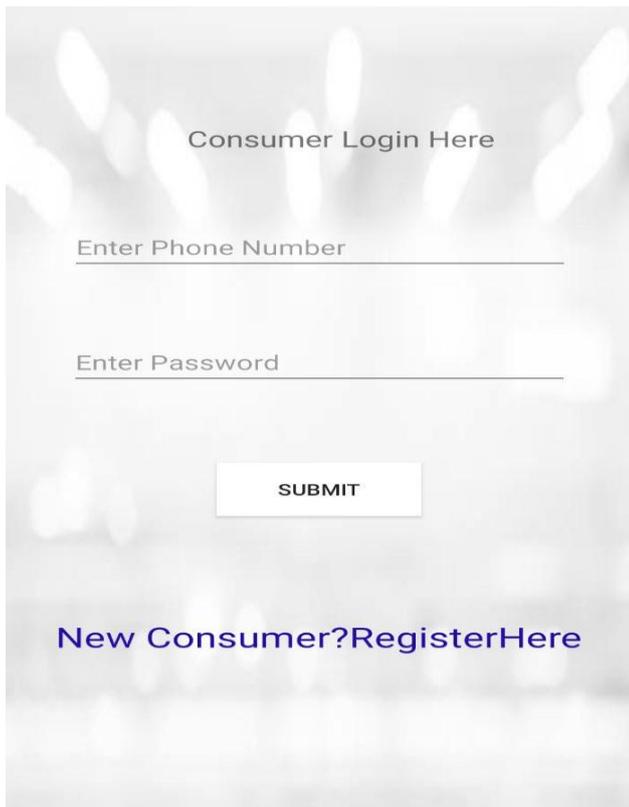


FIG 6: ADMIN HOME PAGE



Consumer Login Here

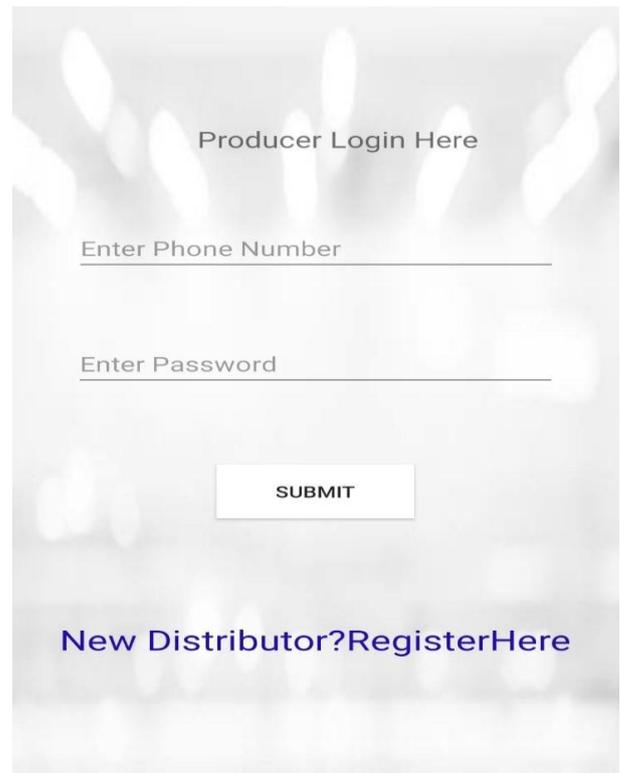
Enter Phone Number

Enter Password

SUBMIT

New Consumer? Register Here

FIG 7a: CONSUMER LOGIN PAGE



Producer Login Here

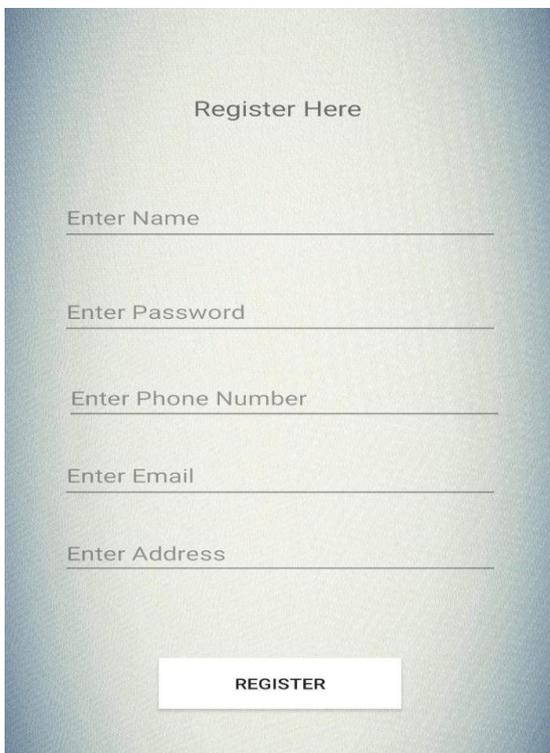
Enter Phone Number

Enter Password

SUBMIT

New Distributor? Register Here

FIG 8a: PRODUCER LOGIN PAGE



Register Here

Enter Name

Enter Password

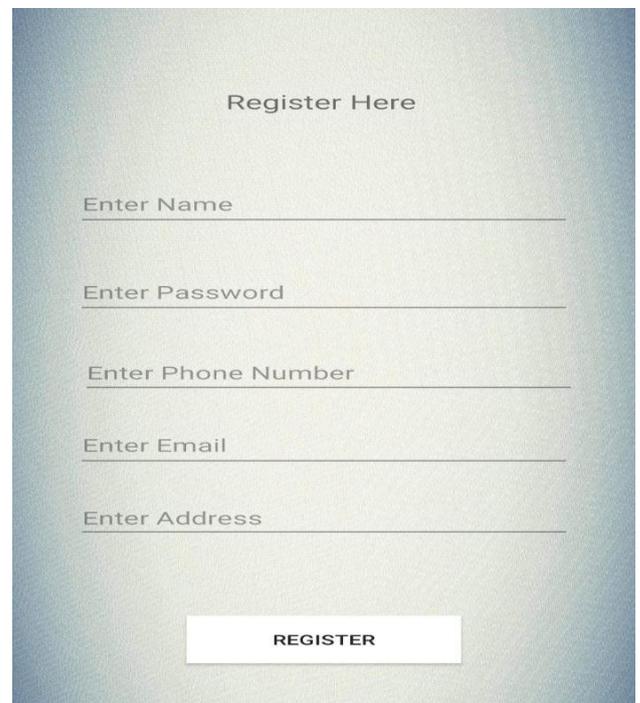
Enter Phone Number

Enter Email

Enter Address

REGISTER

FIG 7b: CONSUMER REGISTRATION AND LOGIN PAGE



Register Here

Enter Name

Enter Password

Enter Phone Number

Enter Email

Enter Address

REGISTER

FIG 8b :PRODUCER REGISTRATION AND LOGIN PAGE

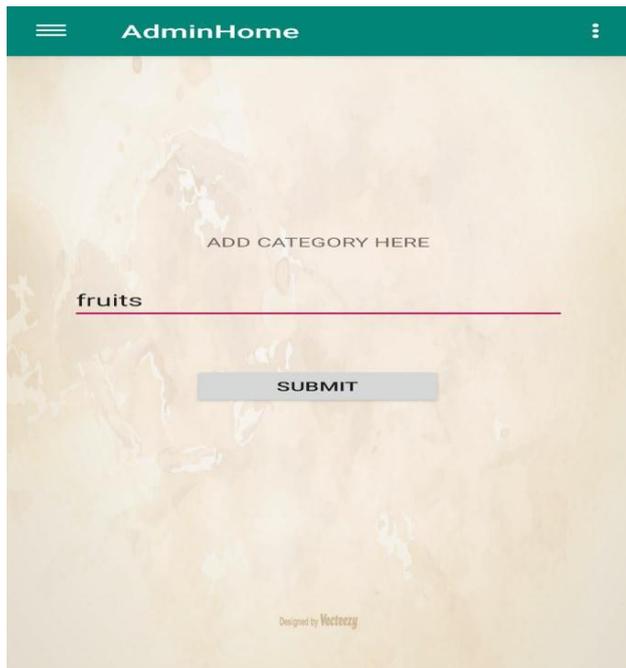


FIG 9:ADMIN ADDING CATEGORY PAGE

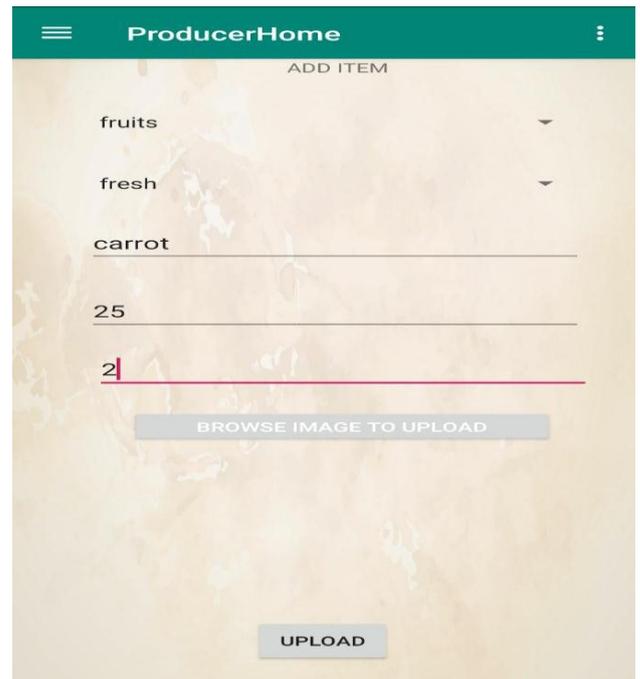


FIG 11:PRODUCER ADD ITEMS PAGE

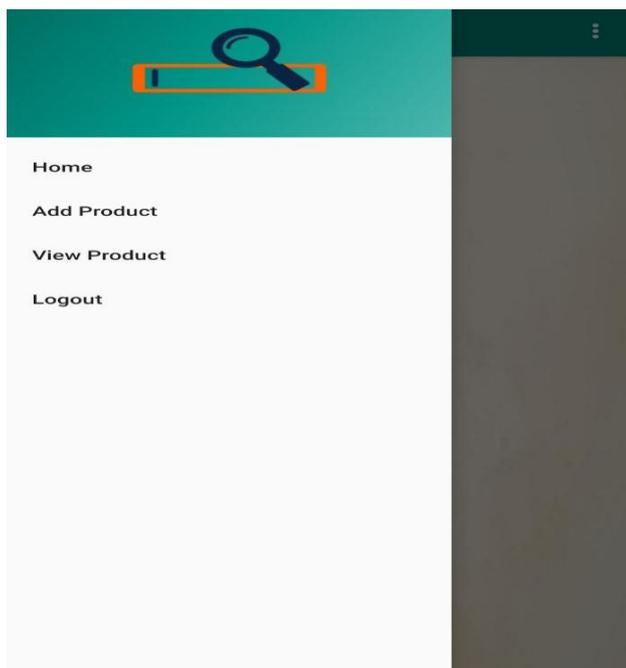


FIG 10:PRODUCER HOME PAGE

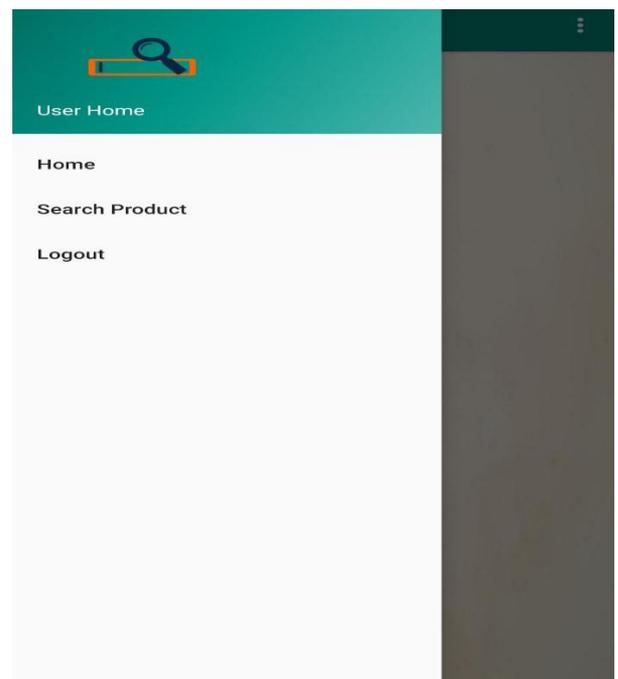


FIG 12:CONSUMER HOME PAGE

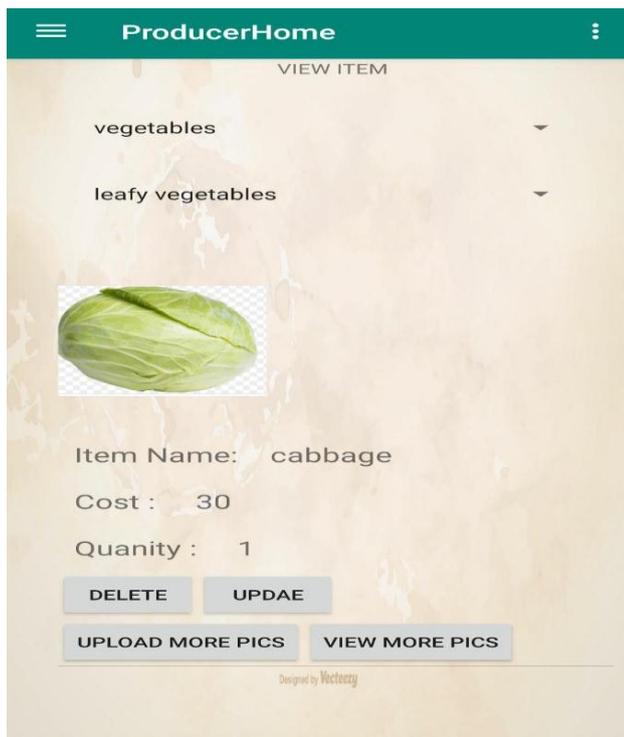


FIG 13a: VIEW ITEM PAGE

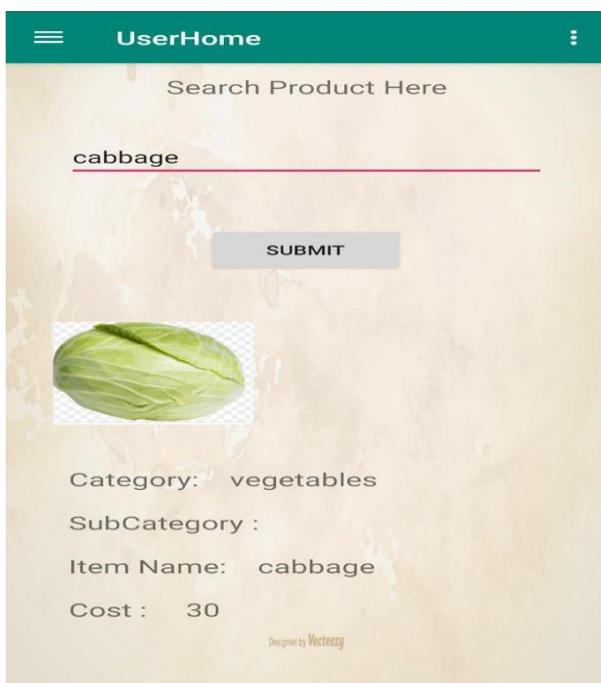


FIG 13b: VIEW ITEM PAGE

connects producers with customers through collaborative approach and develop sustainable ecosystem, supporting producers, and local communities by offering a wide range of agricultural and non-agricultural products through direct farm sourcing.

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## 9. CONCLUSION

This application provides a way for both consumers and producers towards efficient marketing. The producers can do business directly with the consumers with a margin of profit as well as the consumer will get to buy fresh and good products from the nearby regions. This application which