



## Macro Centrik – An Integrated E-Services Platform

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**Abstract:** Online platform and services has been intruding in all the sectors and walks of life. As all the businesses are expanding themselves on electronic platforms, it highly relevant for consumers and businesses to have a deep understanding of consumer perception. Although India has witnessed new changes in evolving different daily life shopping and transportation styles such as online grocery shopping, medical shopping and online booking of cabs but at the same time, there is no application or platform which gives all these mentioned services to a single platform. This paper intends to understand the consumer's perception of having all the mentioned electronic services to a single platform and the demographic factors on the same. The important factors considered for an integrated multi facility web platform are listed. This paper would be relevant for the people and business that are interested and impacted by different digital services.

**Key Word:** Online platform and services; Consumer's perception; demographic

### I. INTRODUCTION

Electronic services like online shopping, online bookings have become an integral part of consumers. Innovative technologies and its impact on consumers have resulted the increment in frequency of using different electronic commerce services. Groceries, medicines and transportation are essential part of life. Faster city lifestyle tends to bend towards online services to meet their respective needs because of availability of options, convenience in payment methods, offers and sale discount. Delivery at doorsteps while ordering something online or booking your desired ride with one click for easy transportation are the influential factors to promote E-Commerce and electronic transport platforms. Online shopping refers to the process where consumer shops groceries and other essentials online through retailers website or other online stores which adds up the benefit of delivering the product at door step. And Electronic transportation means where an end user can book their desired ride online to travel somewhere. Online platforms like Amazon, Big basket, netmeds.com and many more are giving facilities to purchase daily life essentials, medicines. Whereas platforms like Uber, Ola are giving transportation facilities. [1]

Transportation system is a necessary part of many people's live, especially to facilitate people in conducting their daily activities like going to schools, office or any other destination. In modern era with the evolution of technology, online transportation has become a reality in order to make the access of people to transportation in an easy and convenient way. Online transportation service is the latest innovation which allows an individual to order a ride (car, motorcycle or an auto rickshaw) through mobile and web applications. Idea of online transportation or ride-sharing is a good alternative to people both as customer and driver. [2]

Information Technology also influencing the medical domain, in now a days, many pharmaceutical companies accepts the requests of user via online mode using internet and in this way the user can easily check the availability of medicine from anywhere around the globe rather than going to shops physically one by one to search the availability of their required medicine which is a time consuming process and need a lot of physical effort. Online facilities to buy medicines have reduced this physical effort and now a user can easily order the medicine at their doorstep at reliable price. [3]

With the evolution of IT sector and the increased availability of internet, not only the transportation and medical facility but Information Technology have been breached inside the grocery business making it possible to order fresh grocery online and getting the delivery at doorstep which has been proven a time saving factor in daily life and also convenient because of multiple options provided for the payment. [4]

The main challenge is, all the mentioned services are provided by different companies and platforms separately like, Big basket and Big basket are providing grocery services, Net meds and Pharmacy are providing pharmacy service only and OLA and Uber like platforms providing transportation service only. There is no platform which focuses on providing all these services at a single integrated platform so the user needs to go for different application for their different respective needs, somewhere it feels uncomfortable and also keeping different applications for different services increases memory consumption in user's device and also sometimes it proves time consuming to some extent to switch into different application to meet the

requirements. So this project mainly focuses on integrating all these E-Services to a single platform.

### II. REVIEW OF LITERATURE

Consumers now a day are time constrained to get involved in many aspects of life, which has given a boost to online markets in India. Different study suggests that online market in India is expected to grow wildly. Online shopping and transportation services benefits consumers by saving their essential time and the retailer by giving the opportunity to get connect through customer directly. Online shopping and transport services have reduced the physical effort of shopping and getting the transport medium for travelling and transportation. The main benefit of online shopping and transportation services are, that the offers and discounts, variety and the time is not limited to business hours. (Souitaris and Balabanis, 2007; Wood, 2011) suggested that men prefer to online shopping and (Freeman, 2009; Hand et al., 2009; Montgomery et al., 2004) suggested that online shopping has been skewed towards women. It is also found that consumer tends to bend towards online shopping and services to save their time and effort.

The development of E-services like online shopping and online transportation facility has impacted human life to a larger extent. Many conveniences and innovations are obtained with support of the digital technologies. Services are faster and more convenient having wider range of connectivity. The sectors which have been widely impacted are:

- Economy
- Businesses
- Individuals

Although these online services are very helpful in many ways making our life easy but there are some drawbacks too which can be listed as:

- It can't serve the client on urgent basis.
- In case of medical product, it might be possible that the doctor's handwriting is not clearly visible and hence seller would give wrong medicine.
- In case of transportation, if you need an emergency ride on urgent basis then it might be possible that the ride would not reach to you at time to pick you up.
- All these online services are always vulnerable to cyber threats so the credentials might not be safe.
- Client will not be able to physically verify the ordered product till the time it is not delivered.
- It is also be a possibility that the arrived product may differ from what is actually being ordered. There are many complaints to E-Commerce platforms regarding this.

### III. OBJECTIVE OF STUDY

The following are objectives to study.

1. To understand the perception of consumer for online shopping and uses of online transportation system.
2. To understand the impact of demographic factors on consumer's perception of using online services to meet their needs.
3. To provide suggestion and recommendation.
4. To integrate all these online facilities to a single platform.

### IV. FUTURE SCOPE

Online sales and services will continue to rise. Every web platform designed to serve E-services should understand future of online shopping and services. Although online service wouldn't be that conventional in some cases like immediate delivery of product. But still online services are proving themselves as a helpful asset in consumer's daily life by saving cost and physical effort in order to meet their requirements.

### V. CONCLUSION

This study of customer's perception on use of online shopping and transportation system has found some facts that unemployed housekeepers can't get the joy of real time shopping in online shopping. It has also been seen that the monthly budget has been controlled as list of orders can be verified and sorted. Due to revolution in online services, it has become so much easy to purchase any item with one click rather than standing in highly crowded queues. Online transportation has also reduced the stress of walk to the cab as a user can now book a cab or auto rickshaw online and call them to doorstep to pick them up to their destination. The online businesses have to consider all the perception of the customer in order to meet the customer's requirement and to serve the m the best service they can.

Also with the evolution of online shopping, a lot of time and physical effort can be saved similarly online transportation system has opened new conventional ways for both the client and the drivers.

But in the last as we are talking about the Online Services, we should also be aware of cyber threats and we should avoid to save our credential details like credit/debit cards on the online platforms as these platforms have always a risk to be compromised against cyber-attacks.

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