Android Auction System
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Abstract:
Android online auction system is designed to overcome all the drawbacks of the public auction system. These systems provide functionalities like people who are registered with this application can participate in Auction from anywhere they want. This system is secure because only authorized person can use this application. In this system user can easily add their product to auction and anyone can Bid or participate to that auction. Here, system will also provide facilities like if any product is successfully sold in auction so system will automatically notify to the owner and bidder. The admin or the owner of the Product can see all the bidders list while the other users can only see the highest Bid on a Product Auctioned.

1. INTRODUCTION
Now-a-Days, Android OS is very common in smartphones. It is the latest operating system. There are many android apps made by android developers i.e. more than 1L apps already developed. Some apps like BMI calculator, m-indicator, etc. and games like temple run, Dr. Driving, etc. So we are also developing an application in android. It is an Auction app. We have chosen this topic as this live auction app is not available in the Google play market or in an IOS market. If user wants a mobile through auction so he may need to access the internet from his pc or computer for live auction site and then he can do bidding in that auction. So this will not help the user from buying or selling mobile phones at anytime and anywhere. So our app is available to user at anytime and anywhere through smartphones. User will find the best way to buy and sell on the go in local area. Any user who wants to buy mobile handsets, he can buy it from this app by providing information such as the auction title, item(s) for auction, buy-it-now price(s), starting bid price(s), and bid duration, etc. Next, interested or potential bidders browse through the auction item(s) and the related information provided. They may then decide to place their bids or simply exit the page.

II. RELATED WORKS INTRODUCTION:
A literature review or narrative review is a type of review article. A literature review is a scholarly paper, which includes the current knowledge including substantive findings, as well as theoretical and methodological contributions to a particular topic. Literature reviews are secondary sources, and do not report new or original experimental work. Most often associated with academic-oriented literature, such reviews are found in academic journals, and are not to be confused with book reviews that may also appear in the same publication. Literature reviews are a basis for research in nearly every academic field. A narrow-scope literature review may be included as part of a peer-reviewed journal article presenting new research, serving to situate the current study within the body of the relevant literature and to provide context for the reader. In such a case, the review usually precedes the methodology and results sections of the work.

III. FRAMEWORK FOR THE C2C ONLINE AUCTION
In general, a C2C online auction involves the following steps. First, a registered user (the seller) fills in the online auction form by providing information such as the auction title, item(s) for auction, buy-it-now price(s), starting bid price(s), and bid duration, etc. Next, interested or potential bidders browse through the auction item(s) and the related information provided. They may then decide to place their bids or simply exit the page.

Figure. 2.1 Framework For C2c Auction
Finally, Fig 2.1 Explains that the bidder with the highest bid price (the final price) wins the auction and becomes the potential buyer. To successfully complete the trading, the potential buyer needs to contact the seller to arrange payment and delivery of the goods.

III. SELLER CHARACTERISTICS REPUTATION
To a certain extent, a seller’s reputation in an online auction transaction represents the trustworthiness and credibility of a seller. Reputation, recognized as a key factor in e-commerce [5], is also an important attribute that may directly or indirectly affect the online auction outcomes. In the online C2C market, sellers and bidders often do not know the real identities of one another. In addition, auction sites such as e Bay or Each Netare not responsible for any fraudulent activities in trading. Thus, a reputation system becomes essential. Many researchers are
involved in studies evaluating the importance of an online reputation system and its impact on online auction behaviour and possible outcomes (e.g. [1],[4]). Generally speaking, reputation system encourages proper conduct in the C2C online market by making the behaviour of a trader publicly known, thus affecting the behaviour of the entire community toward the trader in the future. This gives potential bidders, especially first-timers, confidence in those highly reputed sellers. Thus, online traders have an incentive to behave well, even for a one-time deal [5]. In addition, most online auction sites implement peer-evaluated reputation systems to keep track of member behaviour based on the peer’s collective opinion. Users can provide positive and negative feedback on a particular trader, either in textual forms or numerical ratings. The literature suggests that positive and negative feedback ratings as well as textual comments have significant impact on number of bids and final price of an auction [3]. E-Bay and Each Net, for instance, provide peer-evaluated information on member reputation using the following two feedback indicators.

SALE ACTIVITY
Apart from the many ad hoc sellers in C2C markets, there are also those who try to establish small online businesses. These sellers set up their own virtual stores in the auction sites and pay a monthly fee to keep the business running. For example, sellers may successfully bid for goods (mostly undervalued) sold in other auctions and then put these in their own virtual stores for auction at slightly higher prices to earn profits. Additionally, sellers can also set up multiple deals, referred to as sale multiplicity, under which related items are sold in concurrent auctions. For example, we often see computer accessories setup auction alongside an auction for a computer. The more concurrent items put up for sale by a seller, the higher the sale multiplicity he or she holds. Gupta and Abbas [2] showed that the presence of multiple bidding items in an auction provides a win–win situation for both the seller and the potential bidders. In particular, the sale of multiple items in an auction increases the expected value of said items from the consumers’ point of view. Sellers with virtual stores and/or those who observe sale multiplicity are regarded as activesellers, the rest as ad hoc sellers. We argue that seller activity will affect their decisions on bid prices and the auction duration, as sellers must consider the tradeoff between short- and long-term benefits. Furthermore, having a virtual store implies that the seller is not a one-time amateur. Thus, bidders are more likely to trust an active seller than an ad hoc seller. This, in turn, may have a positive impact on the number and frequency of bids, as well as on the final auction price and auction performance.

IV. AUCTION ATTRIBUTES PRICING STRATEGY

There are three types of seller determined pricing strategies. The first two also apply in a traditional offline auction, while the last one is new and applies only in the online auction environment.

STARTING BID PRICING STRATEGY
In any auction, the seller must prescribe the minimum price the first bidder should bid on initially. Setting a lower starting bid price can attract more bids, but risks the possibility of receiving a lower than satisfactory final price. However, if the starting bid price is very high, bidders might be discouraged to make a bid in the first place. To attract more bids, some sellers adopt a trivial starting bid pricing strategy, for instance, by setting a starting bid price equal to $1.

HIDDEN RESERVE PRICING STRATEGY
In a C2C online auction, a seller may set an optional reserve price that is hidden from bidders, even after the auction. The bidders are advised whether the hidden reserve price is met or not only after they have made a bid. This pricing strategy is recommended by many online auction sites to secure a certain amount of revenue for sellers.

BUY-IT NOW PRICING STRATEGY
In many online auction sites, a seller can augment his profit from an auction by setting a buy-it-now price, also called buy-out or buy price. The buy-it-now price is the price at which the seller is willing to end the auction and sell the item immediately. The most distinct characteristic of a buy-it-now auction is that a bidder can buy the item immediately at the listed buy-it-now price without having to outbid other customers. This pricing strategy seems to be appealing to risk-averse bidders. A study by Buddh and Takeyama found that setting a buy-it-now price can improve profit by partially ensuring, and therefore increasing the expected payment from risk-averse bidders. Setting up a buy-it-now price option will be a triple-win situation for the seller, the bidder who is willing to obtain the item immediately at the buy-it-now price, as well as the auction site, because this pricing strategy saves on opportunity costs of all three parties. There are two types of buy-it-now price options: temporal and permanent. With a temporal buy-it-now price option, after the first bid is received, this option is disabled the final price may be higher or even lower than the buy-it-now price. In a permanent buy-it-now auction, the buy-it-now price option remains until a bidder ends the auction by bidding at the buy-it-now price, or until the duration of the auction set by the seller expires. In the latter, the final price is always lower than the buy-it-now price as no bidder is willing to pay at the seller preferred buy-it-now price.

V. AUCTION PERFORMANCE
As defined by McAfee and McMillan [8], an auction is a market institution with an explicit set of rules determining resource allocation and prices based on bids by the market participants. The final price is the result of competition among bidders. The winner obtains the auctioned item by paying the final price to the seller, and ending the auction. After each successful transaction, the auction site receives commissions from the seller. Since different categories of goods may have different values and final prices, using the actual value of the final price is not an appropriate measure of the auction outcome in general. Therefore, in this study, the auction performance variable with three product-independent indicators is proposed as a better alternative measure.

SUCCESS OR FAILURE
Apart from maximizing the expected revenue by obtaining the highest final price, trading success is of foremost importance in an auction. For a seller who is attempting to dispose of his or her excess inventory, the goal of putting up an online auction may be more about selling the items quickly than getting the best deal out of the transaction. Under this circumstance, the sellers are more


http://ijesc.org/
inclined to be concerned with whether or not the auction is successful.

SATISFACTION
The degree of a seller’s SAT with an auction outcome depends on how close the final price is to his/her highest expected price. Traditionally, the highest expected price as seller would happily accept in an auction is known only to him/herself, and therefore cannot be used as a universal measure of auction performance. Currently, buy-it-now price option is a popular online auction feature that can be used as a proxy price suggesting that the seller would be satisfied at such price and would immediately accept the bid [7][6]. Thus, SAT can be a measurable performance indicator in online auctions that opt to use buy-it-now pricing strategy. We define the degree of a seller’s SAT with a successful buy-it-now price auction.

SUMMARY
In this paper, a general framework was developed for evaluating the relationships among various seller- and bidder-specific factors affecting online auction outcomes. Based on our framework, the determinants of online auction outcomes were classified into four interrelated components: seller and bidder characteristics and seller-determined and bidder-dependent auction attributes. We also introduced three performance-based indicators: auction SUC, EFF, and SAT. These indicators allowed us to assess the determinants of the overall online auction performance in a given marketplace, rather than merely focusing on predicting the final auction prices of one or a few product categories. Guided by the proposed framework, a performance based C2C online auction model was derived, which suggests that the impact of seller characteristics and seller-determined auction attributes on auction performance could be partially mediated by a major bidder-dependent auction attribute. This study contributes to the establishment of a comprehensive theory of online auction.

VI. PROPOSED SYSTEM
I-Auction app is a useful Android app which permits buyer to buy the mobile phone, refrigerators, flat screens, LCD’s, etc. User can buy or sell the electronic gadgets by bidding in live auction at any time & anywhere within the same locality. Buyer can buy his/her desired electronic gadgets at an affordable price.

I-Auction app also provides the buyer & seller to directly interact with each other.

With this app you can:
- Browse all upcoming auctions and search for particular mobile phones user wants
- View mobile phones images and descriptions
- Leave a bid on any item in advance
- Join the bidding competitive live in real time.

VI. IMPLEMENTATION
Implementation includes all those activities that take place to convert from the old system to the new. The old system consists of manual operations, which is operated in a very different manner from the proposed new system. A proper implementation is essential to provide a reliable system to meet the requirements of the organizations. An improper installation may affect the success of the computerized system.

VII. HOME PAGE
The site opens up door to aspiring web users through the Home page. The Home page is designed in such way that the layout is as user friendly as possible. There is a navigational menu at the top of the page which links to various inner pages. There is a category drop down on the left side for easy manipulation. The center area is for displaying latest products in the chorological order.

VIII. LOGIN/USER REGISTRATION
Those who wish to take part in bidding or sell products at the site have to register at the site as seller or buyer. Only authenticated users can take part in selling or in bidding. The system automatically rejects un-authenticated users who try to bid or sell at the site.

IX. REGISTER PROUCTS
This module is for presenting items for bidding. Only those who have registered and authenticated as sellers can place their articles for bidding. The Module collects information like Product Name, Product Details, Starting Bid amount, Incremental value etc. The system automatically inputs the closing date.

BIDDING MODULE
The module is for bidding on any selected item. The bidder has to authenticate before participating in bidding. The system checks whether the incremental amount entered by the bidder is equal or more than the incremental minimum set during the product registration time. The system places the record in the bid history against the bidder account.

MY AUCTION
This page is an interface for both buyer and seller. Buyer can see the profile of the bidding history of items which are still open on which he/she has already bided. Similarly, the seller can see the progress of bidding on articles he/she has placed for bidding.

FEEDBACK
The purpose of the page is to send messages/comments to the web administrator.

FAQ
This page is meant for first time users of the site. The page provided answers to questions which are common and frequently asked.

WEB ADMIN
This link opens to the administration module which is open to web administrator only. Here site administrator can add product categories and can edit product information like closing date. Also, there is an option for administrating the closed bids. This module is for contacting the bidder and seller by email instructing them to settle the transaction within a time frame.

X. CONCLUSION AND FUTURE WORK
CONCLUSION
The project report entitled "ONLINE AUCTION" has come to its conclusion. The new system has been developed with so much
care that it is free of errors and at the same time efficient and less time consuming. System is robust also provision is provided for future developments in the system.

**FUTURE WORK**
The developed system is flexible and changes can be made easily. The system is developed with an insight into the necessary modification that may be required in the future. Hence the system can be maintained successfully without much rework. One of the main future enhancements of our system is to enhance the system security by adding the option of Blacklisting defaulting bidders. There also can be option for rating sellers. Online payment settlement can be incorporated into the system.

**XI. REFERENCE**


