

**WEBSITE FOR D’GALANTA FASHION HOUSE
ONLINE SHOPPING**

By

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Dissertation submitted in partial fulfillment
of the requirement for the
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CERTIFICATION OF APPROVAL

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A project dissertation submitted to the

Business Information Systems Programme

Universiti Teknologi PETRONAS

in partial fulfillment of the requirement for the

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(Business Information Systems)

Approved by,

Jafreezal Bin Jaafar

UNIVERSITI TEKNOLOGI PETRONAS

TRONOH, PERAK

MAY 2015

CERTIFICATION OF ORIGINALITY

This is to certify that I am responsible for the work submitted in this project, that the original work is my own except as specified in the references and acknowledgements, and that original work contained herein have not been undertaken or done by unspecified sources or persons.

Mohd Azahari bin Mohd

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Lastly, I would like to thank my fellow respondents who have sacrificed some of their time to answer my questionnaire forms. The informations and requirements obtained has been a great help in the development of the website for D'Galanta Fashion House.

ABSTRACT

There are many online shopping businesses that use Facebook fan page as their platform to sell products. D'Galanta Fashion House is one of the online businesses that offer wide variety of clothing products for men and women. They started their business through Facebook since 2013. However, as the business grows, a few problems arise because of the platform that they use such as unorganized products catalogue, slow response from seller to customer, bad browsing experience and complicated procedure to check for the availability of the product's stock. Hence, this project is conducted to develop a website as a better platform for D'Galanta Fashion House to run the online business which will solve the problems faced by the customers. This website will prove to be useful as it will automate most of the business process while providing various functionalities which did not exist in previous platform.

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CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF STUDY

Online shopping is a new way of buying things whereby consumers can buy product and/or services over the Internet. There are a lot of virtual shops in the internet offering all kind of products that customers may need. Online sellers use many platforms to operate their businesses such as through website, mini site, Facebook page and Instagram account.

With the availability and reliability level of internet nowadays, majority of people in Malaysia prefer to shop online compared to offline shopping as they do not need to spend much time browsing and waiting in long lines. Through internet, it is easier for them to visit several virtual stores to compare discounts, prices and quality without leaving the house.

In partnership with TNS Research, Google conducted research into online shopping behaviors in five Southeast Asia markets which are Indonesia, Malaysia, Philippines, Singapore and Thailand. They spoke to 1000+ females and males aged 16-60 years old using an online survey lasting for about 25 minutes. According to the study, many consumers who have yet to try online shopping will start soon. For example, two out of five (43%) of Malaysians who have never shopped online expect that they will start in the next 12 months. Roughly half of Malaysians said that the first item they will purchase will be clothing item.

D'Galanta Fashion House is one of those online shopping businesses which was registered under the company named Galanta Enterprise. As the name suggests, it offers wide variety of apparels for men and women. D'Galanta Fashion House uses Facebook.com as the only platform to do online shopping business. As it grows, the

numbers of customer that frequently buy from D'Galanta Fashion House also increase from time to time and now they have almost 50,000 likers on their fan page.

1.2 PROBLEM STATEMENT

The only platform that Galanta Enterprise uses to run the online business is through Facebook.com. When the number of customer and choice of product increase, a few problems rise because Facebook is not suitable for certain requirements anymore. One of the main problems is that the way the catalogue of products being displayed is not systematic. For example, there are too many pictures in one album which require the customer to scroll all the way down to the last picture. This causes certain product to be unnoticeable. Also, through Facebook, customers cannot check the availability of a product by themselves as they need to contact the seller first and wait for their response before making payment. This is not a very efficient way to do business especially for online business.

Other than that, there is problem with Facebook mobile app too. In fact, it is worse than the Facebook website itself as the product's photos for a fan page are not put in album at all. If a customer use Facebook app to browse through the pictures, all they can see is products of different categories for different gender all at once which is arranged only according to the date they are uploaded and they need to scroll down through thousands of photos which is not related to what they are looking for. Lastly, Facebook fan page cannot capture or store customer database automatically. This causes the customers who buy frequently from the company to be required to give their same personal details repeatedly for shipping process.

1.3 OBJECTIVES AND SCOPE OF STUDY

In order to satisfy the customer's need and increase the efficiency of D'galanta Fashion House's business, this project has been undertaken to develop a website to achieve the following main objectives:

- a) Displaying the products catalogue systematically according to categories and divided into several pages.
- b) Displaying the real-time availability of product stock.
- c) Enable customers to create user account for future use.

1.4 RELEVANCE AND FEASIBILITY OF THE PROJECT

D'Galanta Fashion House has grown over the year and it is definitely in need for better representation of its business. Professional website will help to improve the business in many aspects including marketing process, customer service, payment process, customer's loyalty and automation of order receiving process. This project is believed to improve the efficiency of the business by automating certain processes.

Moreover, by keeping the database of customers and allowing them to create a user account, the website will help Galanta Enterprise to focus on growing the business to new customers instead of just focusing on the current customers only.

This project is very feasible to be executed as it does not require a very high cost and the time frame of 8 months to develop the website is more than enough. Also, the technical knowledge required to develop the website using HTML is available.

CHAPTER 2

LITERATURE REVIEW

2.1 ONLINE SHOPPING IN MALAYSIA

The Internet is a powerful communication platform that connects the world by interconnecting individual networks around the globe in real-time. For certain people, internet has transformed from something that they merely want into something that they need for daily life. Until December 2011, 2,267 million people in the world used the internet for various purposes which mean that the internet has served about 32.7% of the world population. [1]

With the increasing availability and reliability level of Internet services in Malaysia, not only does the Internet change the communication method among the people, but it also change the way business is conducted. It has become a need for many businesses nowadays to have an online platform to either directly conduct business process or just to advertise their products or services on the internet. Also, for the new business in the industry, the owner tends to use an online shopping concept to start up their businesses as it is considered to be cost effective and can reach wider market.

Online shopping is the process whereby consumers can directly purchase products or services from a seller over the Internet in real-time, using a web browser. [2]

Shoppers nowadays found it is more convenient to shop online for certain products as it easier for them to compare prices, discounts or choices of product offered from different sellers without even going out from their houses. [4] Empirical study of online consumer purchasing behavior found that consumers are more likely to make purchases online for convenience and saving time than in price. [5] Online shopping

makes it possible for customers to shop from anywhere and anytime. The payment transaction process and communication between buyer and seller can also happen outside of business hour [6]. Compared to the traditional method of business, online sales and buying are much faster since the customers no longer have to travel a long way to shop at certain stores.

The findings from PayPal's "Online and Mobile Shopping Insights" study states that online shopping in Malaysia is not just booking airline tickets and hotel booking but it is indeed more than that. [3] The market distribution of online shopping item in terms of products and services can be seen in the graph below.

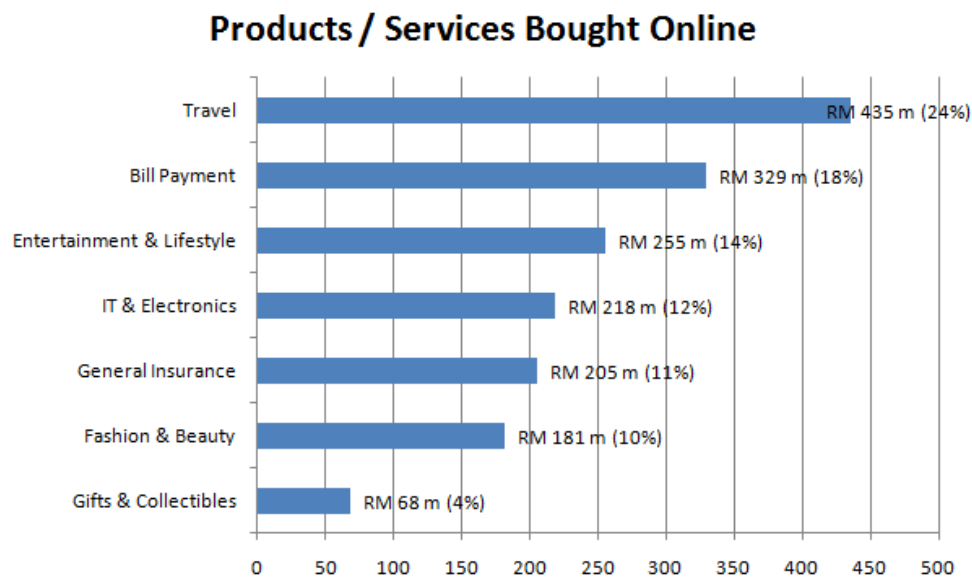


Figure 2.1 Categories of Product and Service Bought Online [3]

However, the study from Paypal is based on their customers only. On the contrary, the survey conducted by Ecommerce Milo.com that collaborates with Sen Heng and EverydayOnSales revealed different results. The top categories of items that online shoppers buy are illustrated in the figure below.



Figure 2.1.1 Top 5 Categories of Product and Service Bought Online [4]

2.2 FACEBOOK AS ONLINE SHOPPING PLATFORM IN MALAYSIA

Facebook.com is one of the most used medium for online shopping as it is the place for people to virtually hang out and interact with each other. Statistics shows that an average Facebook user spends approximately 23 minutes browsing on Facebook on each visit. As in 2011, there were over 600 million users on Facebook, and more than 70% of them are from outside of United States. Malaysia was listed as the 8th fastest growing nations in terms of Facebook membership. [9]

In 2013, Facebook announced that it has 25 million small business pages that actively operate on its website. [7] Facebook provides wide opportunity for businesses to expand their business without boundary while providing more choices for the consumers. An online survey revealed that Facebook is ranked second after Groupon.com as the most visited website for online shopping in Malaysia with 40% of the respondents said that they visit Facebook for shopping purpose. [4]



Figure 2.2 Top Online Shopping Destination

There are many factors that influence the success of Facebook as online shopping platform. An empirical investigation of social media suggest that Facebook promotes a consumer to consumer interaction, exploiting the consumers to share opinion, experiences and create a common knowledge on products and services and at the same time it provides managers a direct channel to communicate with clients through a business to consumer approach. [7]

Other than that, the major factor that influences consumers to use social networks as a medium for helping in their buying decisions is enjoyment. They found that the fun provided by Facebook, as well as the opportunity it provides users to ask for suggestions in an easy and entertaining way, motivates individuals to pay more attention to the products promoted on Facebook. [8]

2.3 THE NEED OF GOOD WEBSITE FOR ONLINE SHOPPING BUSINESS



Figure 2.3 Percentage Of Online Users Who Shop Online

Study shows that 91% of online users shop online. Trust issue is the reason why the other 9% don't. [4] Online shopping business really needs a convincing representation of their business so that customers will not hesitate to buy. When buying online, one needs to decide where in the internet he or she wants to shop. Thus, it is important for buyers to know how to find credible and reliable online store to shop at.

Consumers would tend to access the websites of well-recognized companies, especially when they have the intention to buy. [10] This indicates the importance of establishing good reputation of online stores to attract customers. In addition, to encourage customers to return for future purchases, a website must be well-designed to facilitate browsers to find what they need and achieve satisfaction while browsing. [10]

To reduce the risks to the minimum level, customers tend to collect information about certain sites before they make purchases.[11] Websites that provide detailed

information about purchasing process, security or privacy issue are part of the strategy to reduce perceived risks. [12]

The other reason online shopping business needs to have a good website is because of the automation of business process. Study shows that most of online shoppers prefer to shop at night. [4] Thus, a good website is a website that requires the least or no attention at all from a human in order for it to operate. It should be able to serve the customer whenever it is visited.



Figure 2.3.1 Percentage of Online Shoppers Who Prefer to Shop at Night

CHAPTER 3

METHODOLOGY

3.1 RESEARCH METHODOLOGY

This subsection describes the approaches undertaken by the author to carry out a research relevant to the project. The research was designed to gather user's previous problems and experience, to identify the future expectation of the user and also to measure the need of a website by both the customers and the owner of the business itself.

Research methodology is a theoretical analysis and systematic approaches applied to a field of study which includes the theoretical analysis of the body of methods and principles associated with a branch of knowledge. Quantitative research method is used in this research as it is believed to be a more reliable way to collect and critically interpret the data.

3.1.1 Requirement Gathering

There are a few processes taken to make the objectives of the research become successful. During requirement gathering phase, the author conducted a quantitative research to gather user's previous problems and experience, to identify the future expectation and also to measure the need of a website for the business. Questionnaires were used to collect the data needed for future interpretation to help in the next phases of the research. The research consisted of a 14-questions online questionnaire which was focused directly at D'Galanta Fashion House's customers only.

Google Forms was used as a platform to distribute the questionnaire to the customers. The link for the questionnaire was posted at their Facebook fan page and it was available for 3 days. The results were automatically converted by Google into graph and charts to be interpreted for the next phases of the project.

3.1.2 Data Analysis and Results

During this phase of research, the author analyzed the data collected from the questionnaire and deduced meaningful information from it. The data of the responses from the customers was graphically represented in Microsoft Excel and converted by Google into graphs and charts. Inferences were made from that information to help in the next process such as identifying the user requirements and also highlighting customer's expectation of the website. The results will be discussed further in Chapter 0.

3.2 DEVELOPMENT METHODOLOGY

The development of the website follows the standard framework of methodologies such as those outlined in the System Development Life Cycle (SDLC).

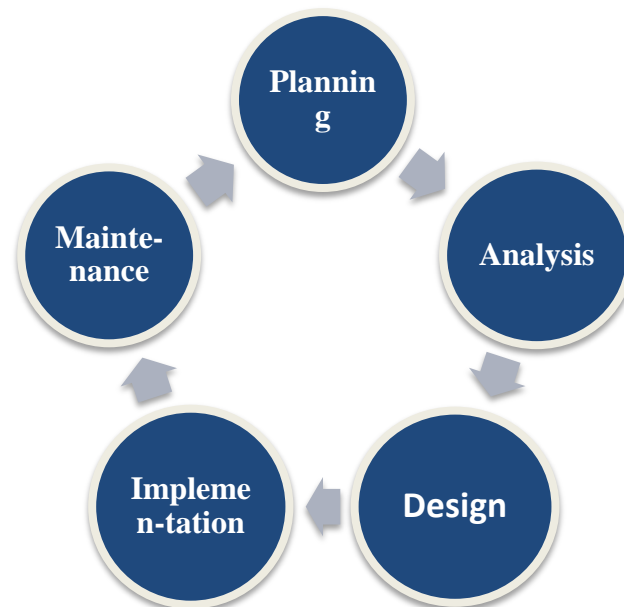


Figure 3.1 System Development Life Cycle (SDLC)

The methodology in the Figure 3.1 was chosen because different work phases are clearly defined in it. It provides a sequence of activities for system designers and developers to follow one by one. The requirement, complexity and familiarity with the technology are well defined thus making this framework suitable to be used. It also aims to deliver systems which move through each clearly defined phase within cost estimates and schedule time. Each phase in the framework is individually detailed next.

3.2.1 Planning

Planning is a very important phase in developing a website. This is generally the most time consuming phase of web development. During this phase, the title for the research project was proposed. Upon approval, brief research has been done to get the latest information and idea on how other business in the same industry operate and design their websites.

The author planned the methodology to be used for the research and an online survey has been conducted. Also, the author planned the technical aspects of the development process such as the use of HTML, templates, Content Management System(CMS), domain and hosting. As planned, the overall project was scheduled to last for 2 academic semesters, which is from January 2015 until September 2015.

3.2.2 Analysis

Requirement gathering is the most crucial processes done during this phase and the response from the customers in the questionnaire helped a lot in this process. Their needs and expectation can be highlighted and put into the plan to be executed. Also, the requirements that are needed by the business owner are also added in the plan.

Their responses in the survey were analyzed quantitatively to determine what requirement should be put in the website. This includes requirements such as search function, 'add-to-cart' function, stock availability status, customer's

payment proof section, and creating user account function. The detailed result of customer's response will be discussed in Chapter 4.

3.2.3 Design

The design phase of SDLC involved a systematic approach in defining the system where the decisions regarding how the website was to operate, the functions, interfaces, security and database for the website were made. Design phase transform the detailed user requirement of the website into complete and detailed website specification.

It is important to make the right Unified Modeling Language (UML) diagram such as use case diagram as they can provide a standard way to visualize the system's architectural blueprints in a diagrammatic figure. This UML will then be translated into the real system. The design of Graphical User Interface (GUI) of this website also needs to be done during this phase. Design phase is very important because it will decide how the website will operate and looks like.

3.2.4 Implementation

The implementation phase is where the physical design of the website really started. This is the phase where author started uploading CMS to the server, installing and also configuring the theme for the prototype of the website. The website is developed using HTML5 but not from scratch. Free templates from the internet were used and edited to meet the requirements.

The prototype of the website also undergo user testing phase. It was tested for compliance with the specifications finalized in the design phase. This testing was to demonstrate the concept mentioned within the questionnaire to the prospect users.

3.2.5 Maintenance

The maintenance phase covers all activities that are required once the website is operating. This phase is to make sure that the website continues to work properly and serve the purpose as it should. This includes the activities such as fixing bugs, maintaining security, providing support materials for users, updating and upgrading when needed.

3.3 Gantt Chart

ID	Task Name /Week	1	2	3	4	5	6	7	8	9	10	11	12	13
1	Requirement gathering													
2	Project proposal													
3	Brief research regarding the topic													
4	Submission of Logbook													
5	Abstract and introduction													
6	Objective, scope and problem statement													
7	Research journal													
8	Carry out literature review													
9	Make questionnaire													
10	Doing survey													
11	Data collection													
12	Analysis of data													
13	Design user interface													
14	Documentation of interim report													
15	Submission of interim report													
16	Proposal defense													

Table 3.1 Gant Chart for FYP I

ID	Task Name /Week	1	2	3	4	5	6	7	8	9	10	11	12	13
1. Development Phase														
	1.1 User Interface													
	1.2 System Interface													
	1.3 Coding													
2. Maintenance Phase														
	2.1 Testing													
	2.2 Debugging													

Table 3.2 Gant Chart for FYP II

CHAPTER 4

RESULTS AND DISCUSSION

4.1 QUESTIONNAIRE'S RESULTS AND DISCUSSION

As mentioned in Chapter 3, the author used a survey as a quantitative approach to gather user's experience with the business, the problems faced by the customers and the need of a website as a better system to do the business. The requirement for the website was determined based on those responses by the customers. The survey was distributed through D'Galanta Fashion House's Facebook fan page as it is targeted to customers only.

The questionnaire consisted of mainly 14 questions. The first two questions are about demographic data of the customers which are their gender and age while the other remaining questions are related to their past experience with D'Galanta Fashion House and their expectation of the website in the future.

Upon the end of the survey conducting period, a total of 52 valid responses were considered. 42 of them are male and 10 are female which means that 80.8% of the respondents are male and 19.2% of them are female. This figures is illustrated in the pie charts.

Gender

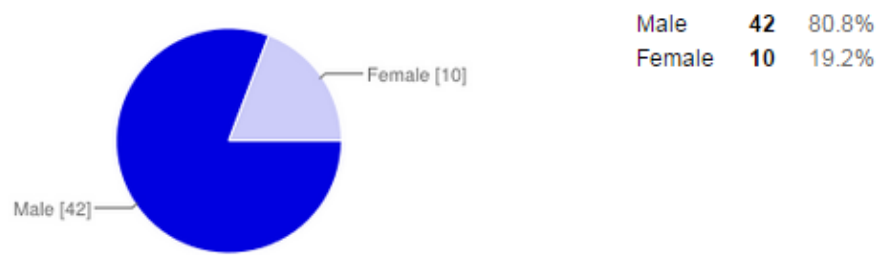


Figure 4.1.1 Response for Question 1

What is your age?

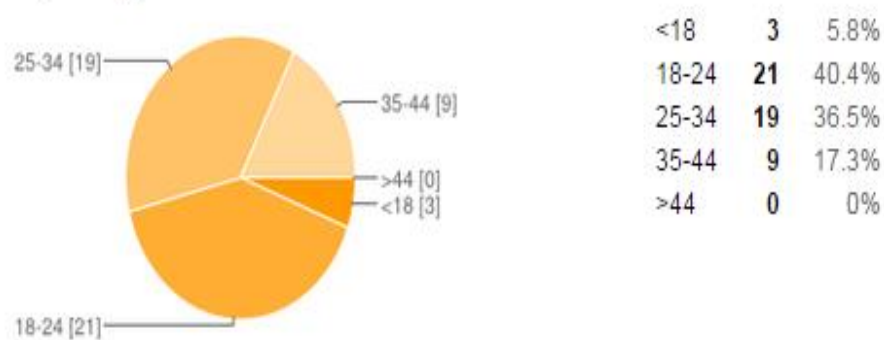


Figure 4.1.2 Response for Question 2

Based on **Figure 4.1.2**, majority of the respondent are aged above 18 years old and below 35 years old. The detailed distribution of age group of the respondents can be seen clearly in the pie chart above. We can say that most of the customers are from young generation and they have the awareness and knowledge of latest technologies. This info is very helpful to make the website become up to trend and meets the needs of youngsters nowadays.

How often did you visit D'Galanta Fashion House facebook fan page?

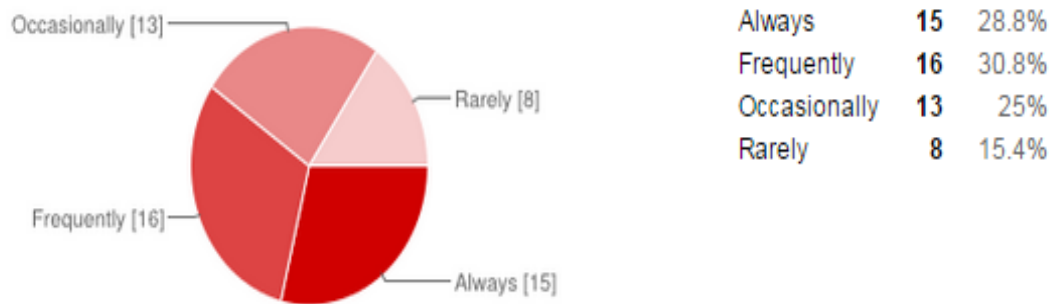


Figure 4.1.3 Response for Question 3

When asked about their familiarity with D'Galanta Fashion House online shopping business, 15 (28.8%) of the respondents says that they always visit the fan page while 16 (30.8%) answered that they visited it frequently. The other 13 (25%) visited the page occasionally and only 8(15.4%) of them rarely visited it. 21 respondents responded that they visit the page through Facebook website, 8 respondents answered that they use Facebook mobile app while the other 23 says they use both. From this figures, we can say that majority of the respondents are very familiar with the business and have experience to at least browsing through the products offered by the fashion house. This data helps to verify the reliability of the result for the next following questions in the questionnaire.

How many time did you buy from D'Galanta Fashion House in one year?

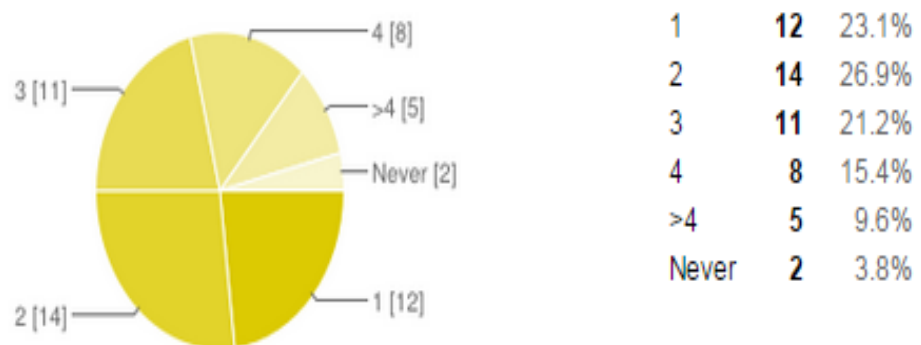


Figure 4.1.4 Response for Question 4

To make it more specific, the respondents were asked about their yearly buying experience as shown in **Figure 4.1.4** above. Only two respondents answered that they never buy from D'Galanta Fashion House and more than half of them have the buying experience of more than once in one year period. This means that most of the respondents are loyal customers and their expectation of the website is highly valued. Also, this data shows that although there are people who browse through the products, it is not necessary for them to buy it. There is a need for a better representation of the product's catalogue to increase the buying rate.

Next part of the questionnaires is to determine whether certain problems occur or not during the buying and browsing process by customers. From Question 6 to Question 12, the respondents were asked if those problems exist and majority of them response that they do actually exist. For certain question, even if it is not a majority, there are still a lot of them who think that it exists. The problems such as difficulty of browsing activity, unavailability of search function, difficult to check for products availability, slow response to enquiries, complicated payment procedure and lack of details of the product in Facebook fan page justify the needs for a website.

Did you find it hard to browse through all of the choice of products offered in D'Galanta Fashion House's facebook page ?

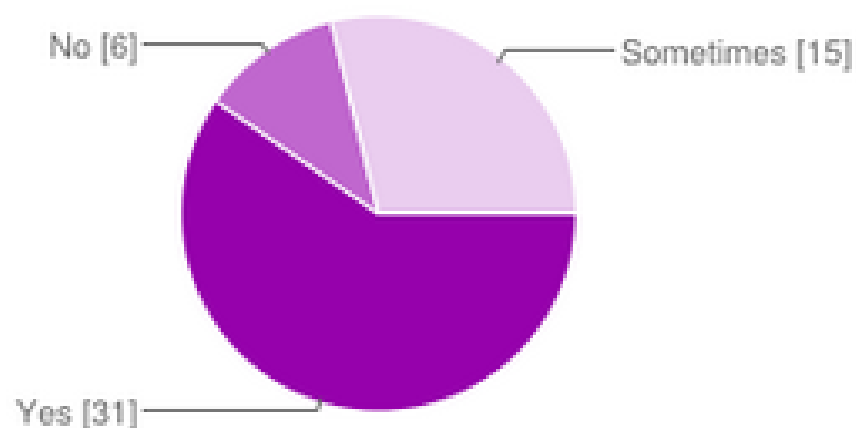


Figure 4.1.5 Response for Question 6

Based on **Figure 4.1.5**, a number of 31 respondents found it hard to browse through all of the products offered at D'galanta Fashion House Facebook page. This is because there are too many pictures in one album which require the users to scroll all the way down to browse for all of the products. It would be troublesome to navigate back to where they are if they accidentally click another page on the website. Another fifteen respondents said only sometimes that they face the difficulty because sometimes they found what they are looking for at the top of page. The remaining 6 said that they never face difficulty to browse. It is believed that they buy from what is shared on the wall or they just simply don't mind to scroll through the page.

Did you find it hard to find a particular item that you are looking for in D'Galanta Fashion House's facebook page?

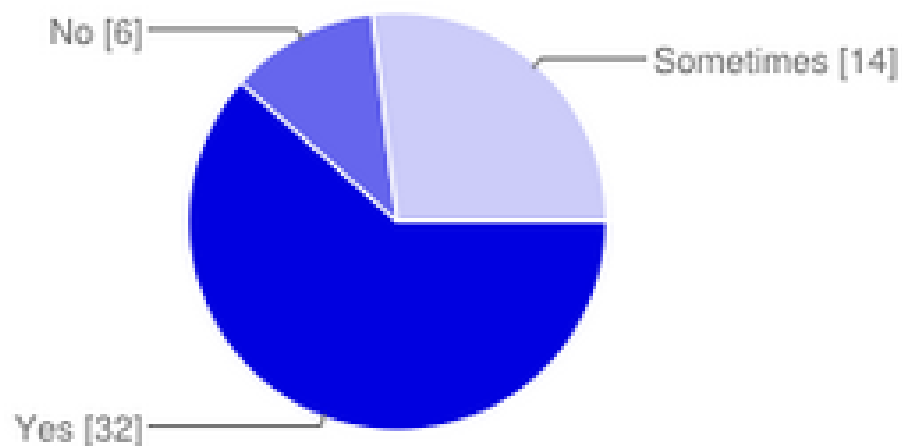


Figure 4.1.6 Response for Question 7

According to **Figure 4.1.6** above, 32 of the respondent answered that it is hard for them to find specific particular item immediately and 14 responded that they also face that problem sometimes. This is due to no search function that they can use in the Facebook fan page to find for the product. This response justifies the needs for a search function in the website so that it easier for customers to search according to names of the specific products immediately.

Do you think that the procedure to check for the stock availability is difficult?

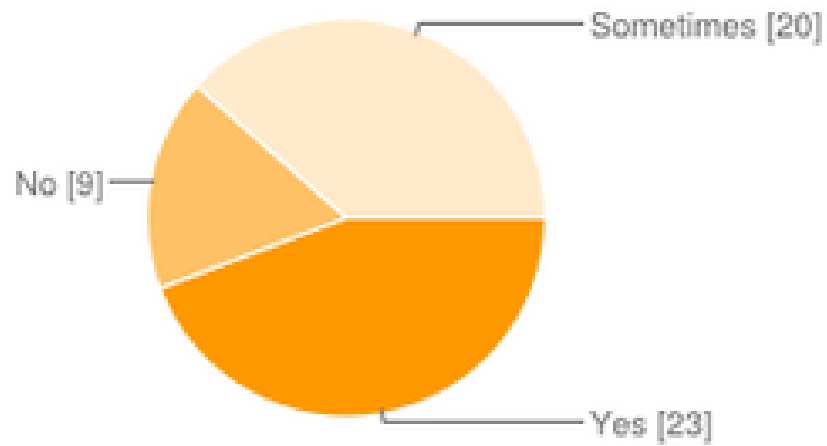


Figure 4.1.7 Response for Question 8

When you want to ask or order something, do you think the response you received from the seller is slow?

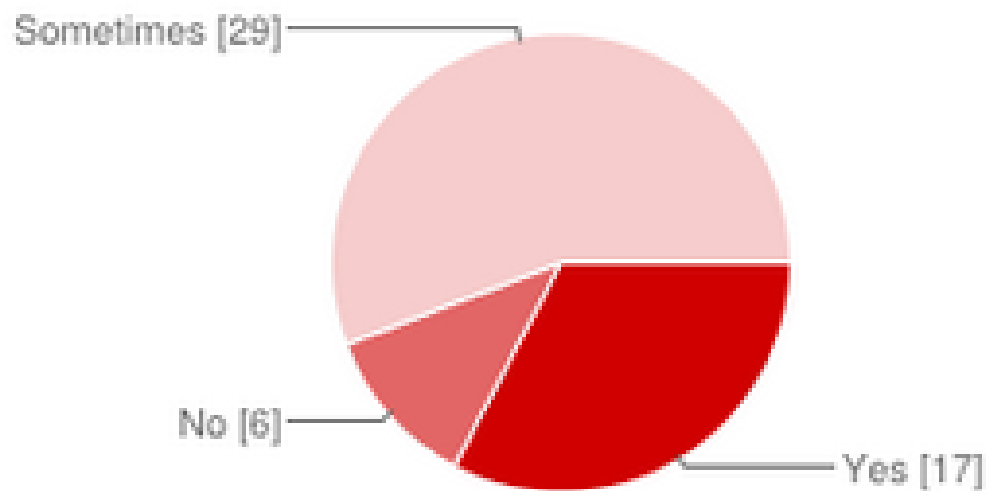


Figure 4.1.8 Response for Question 9

Do you think the payment procedure is complicated?

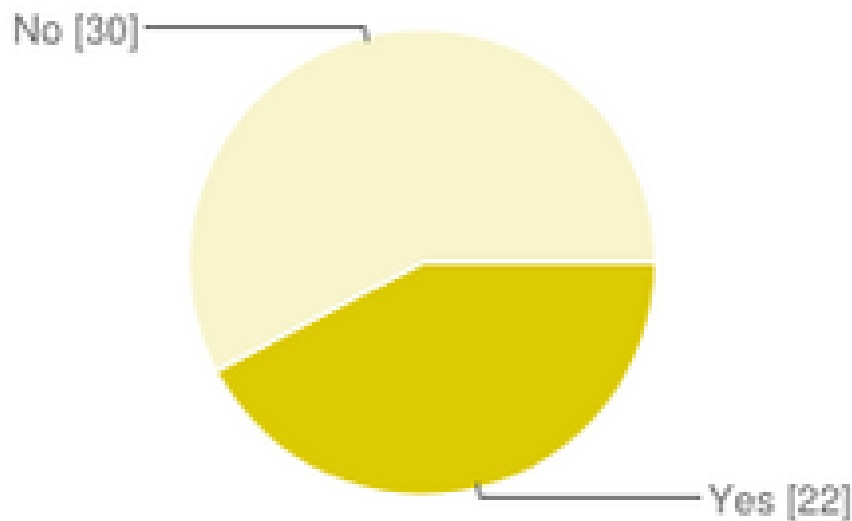


Figure 4.1.9 Response for Question 10

Question 8 to 10 is about the business processess. Based on **Figure 4.1.8**, a total of 17 respondents answered that the response from the seller is slow when they have enquiries or when they want to order something. Only 6 respondents said that the response is fast and the other 29 respondents answered that the slow response only happens sometimes.

When asked whether the payment procedure is complicated, the responses from the respondents are as shown in **Figure 4.1.9**. A number of 30 people answered no and the others answered yes.

This data shows that this business needs an automatic system to response to customer inquiries. The most common inquiries are to check for the availability of stocks and the other important processes are ordering and payment process. By automating this three processes, the business will become more efficient. The available stocks need to be displayed and the out of stock products need to be hidden or labeled so that there is no need for them to ask anymore. Only then the ordering and payment process can be automated.

Do you think the details provided about product is enough ?

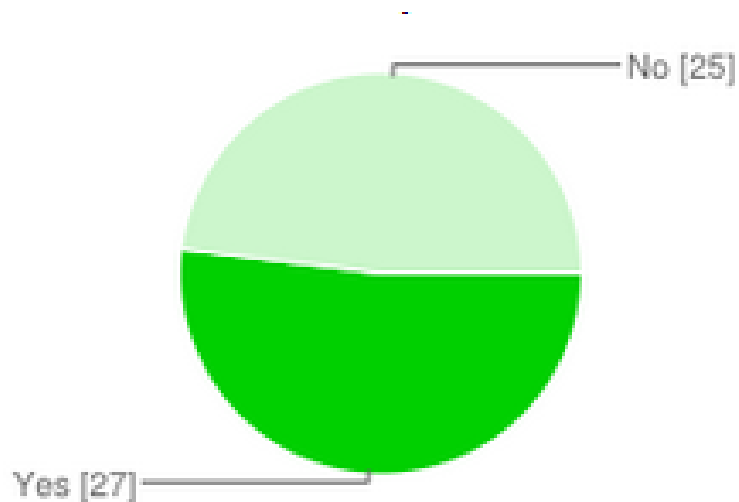


Figure 4.1.1.1 Response for Question 11

Do you need to see extra pictures of product before deciding to buy?

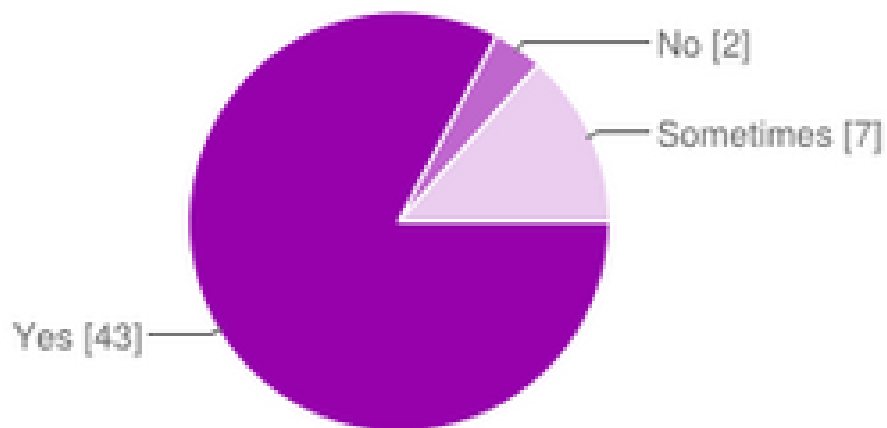


Figure 4.1.1.2 Response for Question 12

Question 11 and 12 in the questionnaires are about the details provided by the seller about the products. The responses are as shown in **Figure 4.1.1.1** and **Figure 4.1.1.2**. Based on the answer by the respondents, we can conclude that the details are not

enough. As online buyers cannot see or touch the items physically before they buy the products, they need to see as much pictures as possible before they are convinced to buy. In order to do that, the business owner need another online platform where customers can see the detailed pictured of every single item in a single page like in a website.

If D'Galanta Fashion House has a website, do you prefer to buy through website or Facebook page?

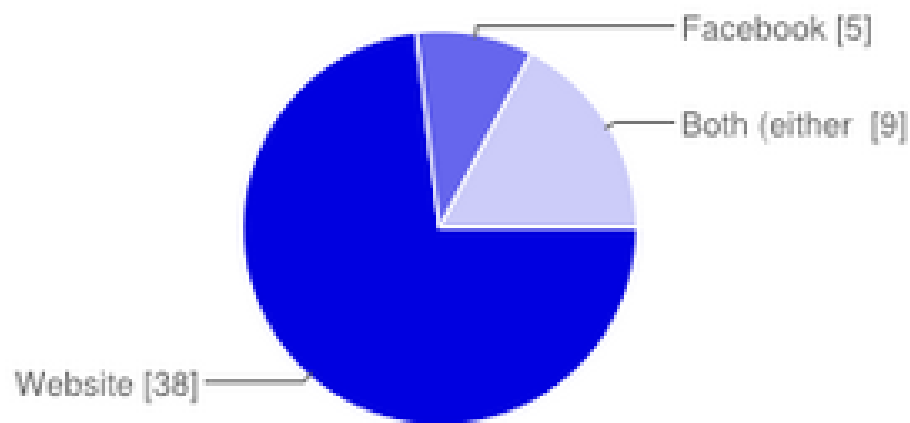
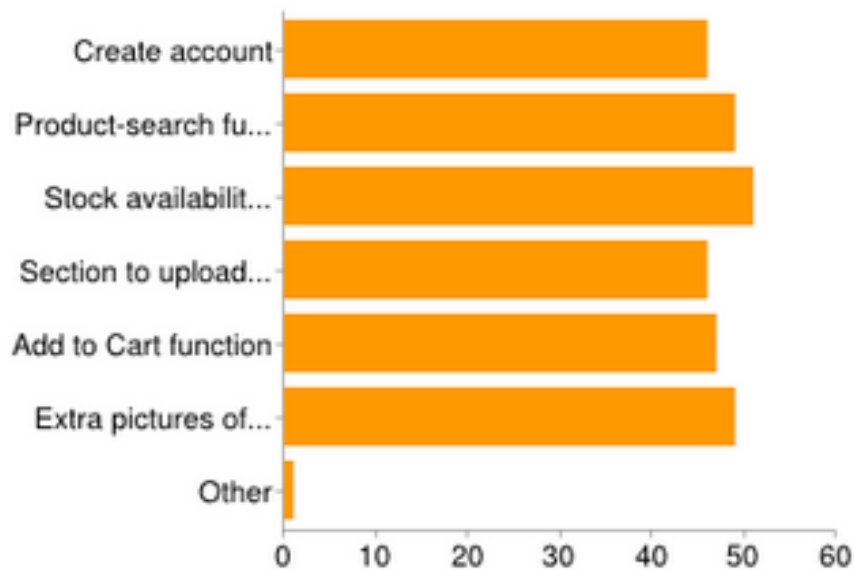


Figure 4.1.1.3 Response for Question 13

Question number 13 is to justify the need or preference of website among the customers. Based on the responses in **Figure 4.1.1.3**, we can clearly say that majority of the respondents prefer to shop through website. Only 5 of them still prefer Facebook page and 9 of them can benefit from both.

The last part of the questionnaire helps to conclude the requirement for the website. The expectations of the user towards the website are as follows:

If D'Galanta Fashion House is to create a website, what function that you expect the website to have?



Create account	46	88.5%
Product-search function	49	94.2%
Stock availability indicator	51	98.1%
Section to upload payment proof	46	88.5%
Add to Cart function	47	90.4%
Extra pictures of products	49	94.2%
Other	1	1.9%

Figure 4.1.1.4 Response for Question 14

4.2 USE CASE DIAGRAM



Figure 4.3 Use Case Diagram

4.3 USER INTERFACE DESIGN

The user interface design of the website aims to be attractive, professional but simple in order to make the product visible and noticeable to the customers. Also, it is expected to be user friendly with all of the functionalities are easily identified.

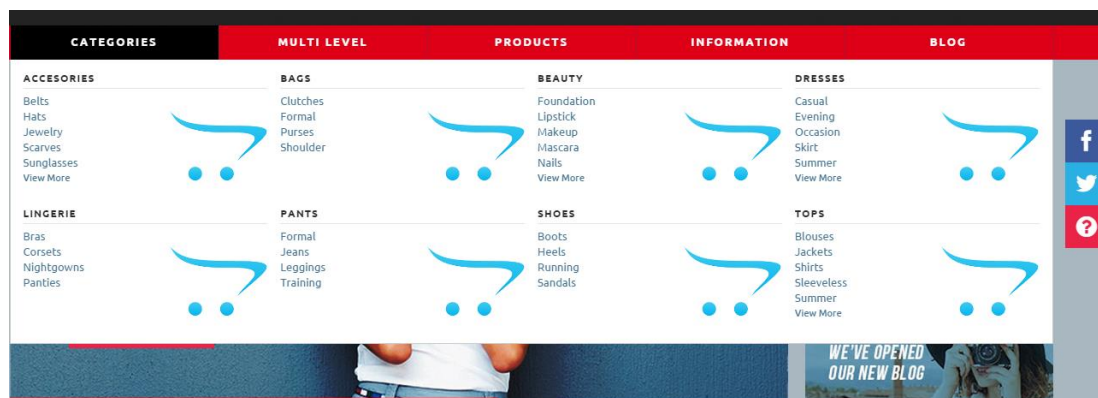


Figure 4.3 Interface of Product Categories

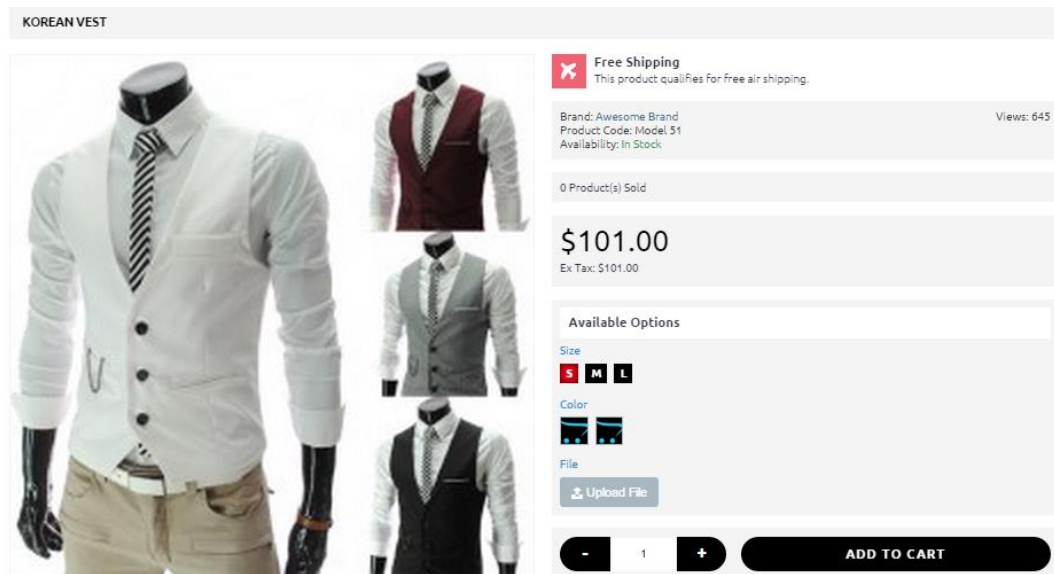


Figure 4.3.1 Interface of Ordering Process

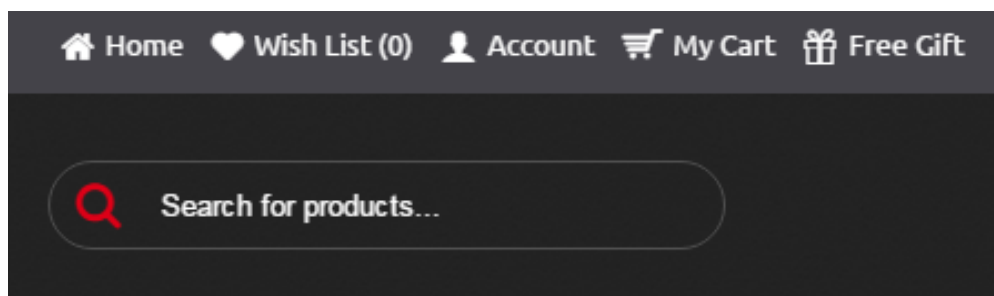


Figure 4.3.2 Search Function

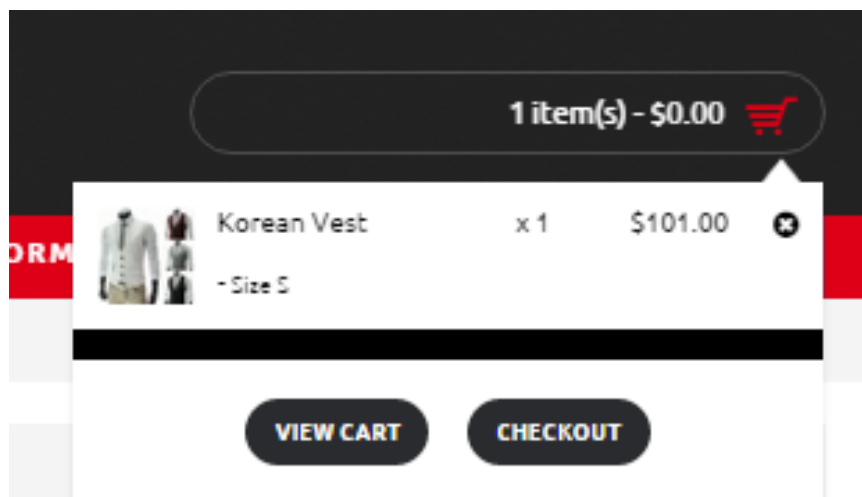


Figure 4.3.3 Cart Function

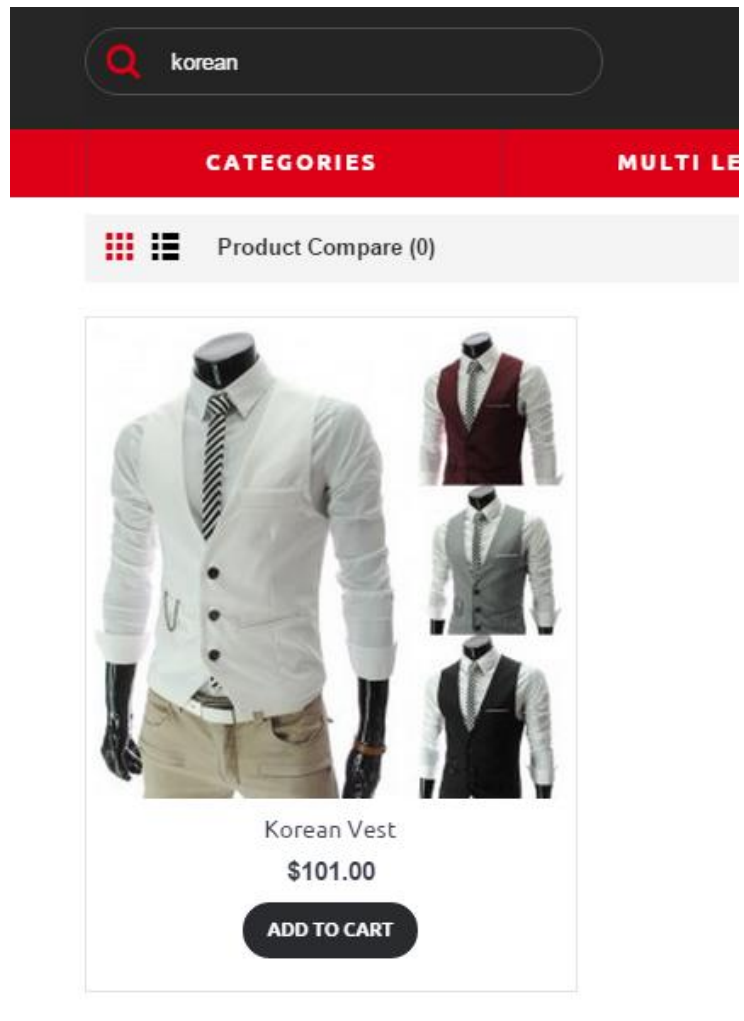


Figure 4.3.3 Interface of Product Searching

CATEGORIES	MULTI LEVEL	PRODUCTS	INFORMATION	BLOG
<p>New Customer</p> <p>Register Account</p> <p>By creating an account you will be able to shop faster, be up to date on an order's status, and keep track of the orders you have previously made.</p> <p>CONTINUE</p>		<p>Returning Customer</p> <p>I am a returning customer</p> <p>E-Mail Address</p> <input type="text"/> <p>Password</p> <input type="password"/> <p>Forgotten Password</p> <p>LOGIN</p>		

Figure 4.3.4 Interface of Creating Acoount

4.4 SYSTEM ARCHITECTURE

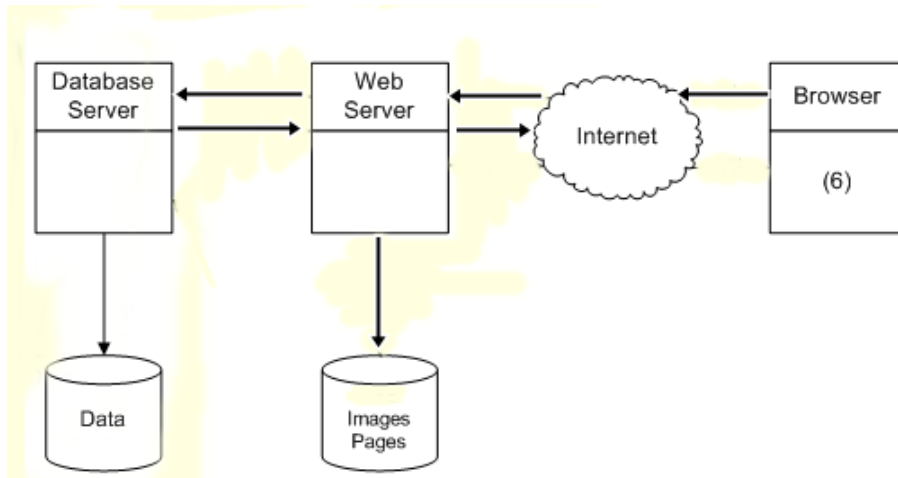


Figure 4.4 System Architecture

4.5 USER ACCEPTANCE TESTING RESULTS

User's feedbacks of the website are as follows:

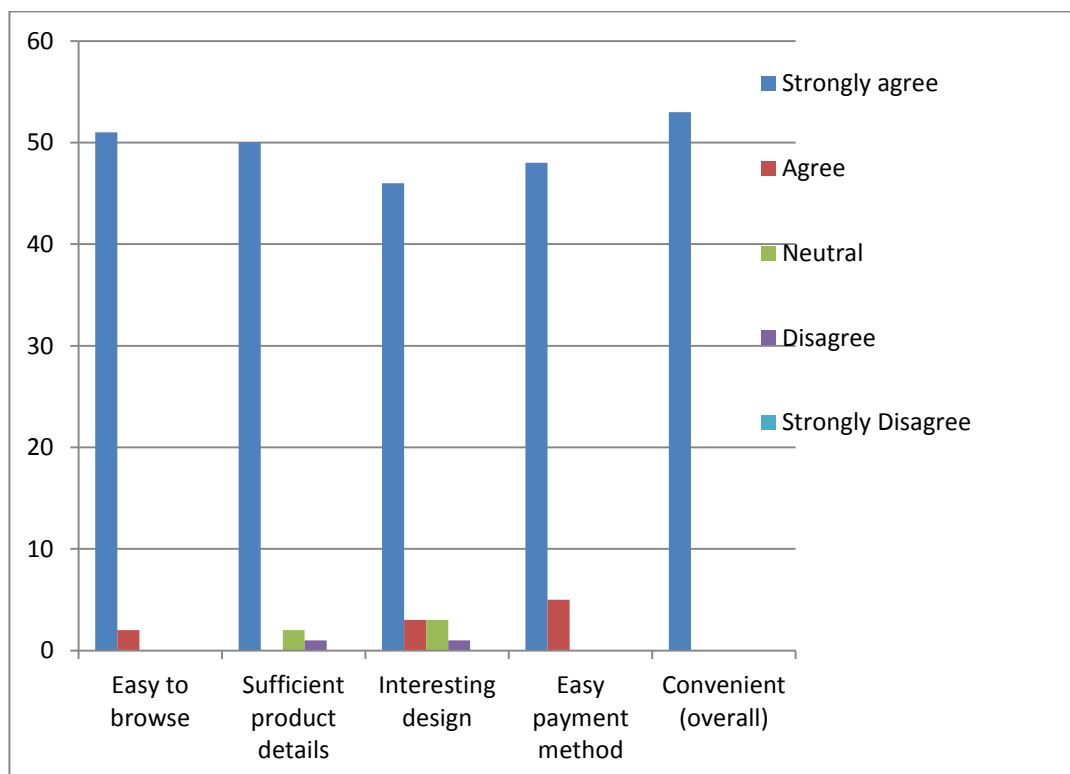


Figure 4.5 User Acceptance Testing Results

4.5 DISCUSSION

Website for online shopping aims to attract more new customers and to keep the old ones as it is. Unlike using Facebook page, websites is more favored of its automation of most of the process of the business especially the one that deals directly with the customers. However, when there is too much automatic process, the business will lack of personal approach with the customer and this issue needs to be addressed.

First, when there is no direct personal contact with the customers, there will be trust issue for the first-time customer. It is normal for someone to not trust someone or something that they do not know. There is a need for a section to display the testimonials in order to convince the new customers. The need to interact will also rise.

Other than that, any enquiry from customers will take longer time if the website is the only medium used for communication. Even if the emails is used, it is still not the same as the direct chatting through social media. Other channels need to be opened too and the old one must be maintained for future medium of communication.

CHAPTER 5

CONCLUSION AND RECOMMENDATION

Online shopping business is a new way of doing business nowadays. The advancement of communication technology helps a lot in the process. The need of a website for most of online shopping business that operates on Facebook especially D'Galanta Fashion House is obvious in order to solve most of the issue faced by the customers.

The development of a website for D'galanta Fashion House requires the author to undergo a few processes and do certain research to make it a successful project. The customer's expectation and suggestion is taken into account in order for the business to serve the customer better in the future. It is hoped that the website will help the business to grow bigger and expand further in the future while continue to provide customers with variety of choices of fashion in the market.

For future research, the author would like to suggest to use a third party to help in the transaction processes. For example, the website can be linked with CIMB Clicks, Maybank2u or Paypal to fully automate the payment process online. This is an advance features for the website that will help a lot in the business process. Other than that, it is also good to have the website in multi languages.

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APPENDICES

7.1 APPENDIX I : Questionnaire

D'Galanta Fashion House- Customer Survey

This survey aims to understand the customer's behavior and experience, identifying their problem when buying from D'Galanta Fashion House and to measure the need of a website from their perspective.

***Required**

Gender *

Jantina

- ☐ Male
- ☐ Female

What is your age? *

Berapa umur anda?

- ☐ <18
- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ >44

How often did you visit D'Galanta Fashion House facebook fan page? *

Berapa kerapkah anda melawati Facebook D'Galanta Fashion House ?

- ☐ Always
- ☐ Frequently
- ☐ Occasionally
- ☐ Rarely

How many time did you buy from D'Galanta Fashion House in one year? *

Berapa kali anda membeli dari D'Galanta Fashion House dalam masa setahun?

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ >4
- ☐ Never

Which platform did you use to visit/buy from D'Galanta Fashion House? *

Anda membeli/mengunjungi D'Galanta Fashion House melalui platform yang mana?

- ☐ Facebook Website
- ☐ Facebook Mobile App
- ☐ Both

Did you find it hard to browse through all of the choice of products offered in D'Galanta Fashion House's facebook page? *

Adakah anda berasa sukar untuk melihat kesemua produk yang ditawarkan di Facebook D'Galanta Fashion House ?

- ☐ Yes
- ☐ No
- ☐ Sometimes

Did you find it hard to find a particular item that you are looking for in D'Galanta Fashion House's facebook page?

Adakah anda berasa sukar untuk mencari sesuatu produk tertentu di Facebook D'Galanta Fashion House

- ☐ Yes
- ☐ No
- ☐ Sometimes

Do you think that the procedure to check for the stock availability is difficult? *

Adakah anda rasa prosedur untuk menyemak stok (sama ada produk masih ada atau tidak) melecehkan?

- ☐ Yes
- ☐ No

When you want to ask or order something, do you think the response you received from the seller is slow? *

Apabila anda ingin bertanya atau membuat order, adakah anda rasa respons dari penjual adalah lambat?

- ☐ Yes
- ☐ No
- ☐ Sometimes

Do you think the payment procedure is complicated? *

Adakah anda rasa prosedur pembayaran kami rumit?

- ☐ Yes
- ☐ No

Do you think the details provided about product is enough? *

Adakah anda rasa maklumat yang diberi tentang produk mencukupi?

- ☐ Yes
- ☐ No

Do you need to see extra pictures of product before deciding to buy? *

Adakah anda memerlukan gambar tambahan produk sebelum anda membuat keputusan untuk membeli?

- ☐ Yes
- ☐ No
- ☐ Sometimes

If D'Galanta Fashion House has a website, do you prefer to buy through website or Facebook page? *

Jika D'Galanta Fashion House memiliki laman web, anda lebih suka untuk membeli melalui laman web atau Facebook?

- ☐ Website
- ☐ Facebook
- ☐ Both (either one is fine)

If D'Galanta Fashion House is to create a website, what function that you expect the website to have?

Jika D'Galanta Fashion House akan memiliki website sendiri, apakah fungsi yang anda harapkan akan ada pada website itu?

- ☐ Create account
- ☐ Product-search function
- ☐ Stock availability indicator
- ☐ Section to upload payment proof
- ☐ Add to Cart function
- ☐ Extra pictures of products
- ☐ Other:

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