



The 15th National and International Conference

"Global Goals, Local Actions: Looking Back and Moving Forward 2022"

21 March, 2022

Website Development for Ohodoodeeshop Ratchada 36

T. Pham Ho^{1*}, Parichat Deesudha², Nattha-on Chumwijit³, Wanraya Bunma⁴,
Thongchai Surinwarangkoon⁵, Arnupap. Kerepat⁶, Nattarikarn Kaewkorath⁷
1751010162toan@ou.edu.vn, s61127328009@ssru.ac.th, s61127328055@ssru.ac.th,
s61127328025@ssru.ac.th, thongchai.su@ssru.ac.th, Akl.1442@hotmail.com,
nattarikarn.ke@ssru.ac.th

^{1*}corresponding author, Faculty of Information Technology,
Ho Chi Minh City Open University, Vietnam

^{2,3,4,5}Department of Business Computer, College of Innovation and Management, SSRU

Abstract

The objective of this study was to study the factors affecting the decision to buy shoes through online channels and the satisfaction of using the store's ordering website, Ohodoodeeshop Ratchada 36. The primary variable was the factor affecting the decision to buy shoes via online channels and satisfaction in using the website to order products. The dependent variable was the website development of the fashion shoe store, Ohodoodeeshop Ratchada 36. The 400 research samples were selected from the customers in aged 18 years and over in Soi Ratchada 36. Questionnaires were used as a survey tool of 400 samples using frequency and percentage analysis, and variables statistical analysis. The results of the study found that the most of the respondents were female, aged 18 - 24 years, and be students. The most of samples have a monthly income less than 15,000 Baht, with most of the respondents choosing to buy products the type is sandals. The average purchase is 201-300 Baht and the purchase frequency is less than 2 pairs. The information to buy shoes is Instagram and they are satisfied with discount promotion in the developed website for fashion shoe store Ohodoodeeshop Ratchada 36 with a statistical significance of 0.05.

Keyword: Shoes, marketing mix, online channels



The 15th National and International Conference

"Global Goals, Local Actions: Looking Back and Moving Forward 2022"

21 March, 2022

Introduction

At present, technology has become a part in use in our daily life. The most of people like to play only electronics devices, such as mobile phone which they rarely go out unlike before, In the past, the most of people would like to go to the market, thus making trading - selling at the market better. Due to the current COVID-19 situation, people are not popular to go to the market because it is a waste of time and including the epidemic that occurs which it can be dangerous to life. By these reasons, buying and selling in the market is not as popular as before. Buying - selling through electronic commerce can increase the convenience of buying - selling products. Online shopping through electronic channels, which is the most important channel today. Internet is as a medium to connect buyers and sellers to trade with each other

Ratchada 36, in Bangkok, this place is close to many important places, both offices and famous universities. It is convenient in terms of travel. This place is suitable for buying - selling products whether through the storefront or online channels to increase convenience for people in this area.

Therefore, website development for online shopping of fashion shoe stores, Ohodoodeeshop Ratchada 36, will be another channel to promote the store's additional income in order to increase the convenience of ordering and paying with a variety of formats by using e-commerce as a medium for selling products. Researchers used a program to create and design a ready-made website with WordPress to promote the shopping - selling of fashion shoe stores, Ohodoodeeshop Ratchada 36.

Research objectives

1. To study the need for using the website of fashion shoe stores, Ohodoodeeshop Ratchada 36
2. To develop a website of a fashion shoe store, Ohodoodeeshop Ratchada 36
3. To assess the satisfaction of the website that develops the fashion shoe store Ohodoodeeshop Ratchada 36



The 15th National and International Conference

"Global Goals, Local Actions: Looking Back and Moving Forward 2022"

21 March, 2022

2. Concepts and theories related to electronic commerce

2.1 Definition of electronic commerce

Sirawan Sereerat (2003) introduced the definition of electronic commerce as it is a process for online marketing of products and services. This includes product information, orders, invoices, payment processes, and customer services, or means any form of business dealing with the purchase of goods and services via computer and telecommunication systems or electronic media

Noppadon Kamolwilassathien (2002) defined that electronic commerce means commerce that uses communication via electronic networks. It is an important element in various processes. It is business information exchange as well.

3. Concepts and theories about fashion shoes

3.1 The meaning of fashion shoes

Fashion shoes are ordinary shoes that come in many shapes. For ladies, shoes often have a variety of patterns and may have a beautiful pattern, splendid or strange or unusual shape, often with low-heeled shoes or high-heels for the both of famous brands and general market shoes. For men, they are leather shoes or famous brand canvas and may come with trends from both domestic and international artists or from fashion magazines that let models dress according to trends in other countries, such as Korea, Japan, etc.

3.2 Types of fashion shoes

There are 5 types of shoes.

3.2.1 Flats, which is a shoe with a heel height of 1.5 inches.

3.2.2 High heels, which is a shoe that is 2 inches tall or more.

3.2.3 Cushu shoes are shoes to wear low cut in front of the foot no foot strap

3.2.4 Sneakers are shoes that use laces to wear in order to set the firmness manually

3.2.5 Sandals are shoes that are attached to the wearer's feet by straps or bands on the instep or ankle.



The 15th National and International Conference

"Global Goals, Local Actions: Looking Back and Moving Forward 2022"

21 March, 2022

4. Concepts and theories about fashion footwear business

4.1 Characteristics of the store

Ohodoodeeshop is located at 15/32 Soi Ratchada 36 Intersection 9, Chankasem Subdistrict, Chatuchak district, Bangkok 10900, open from 12.00 - 21.00

4.2 Types of shoes of the store: flat shoes, high heels, shoes, sneakers, and sandals.

Relevant research

Sunanthip Chorawek and Siriwan Jitraprasong (2018) developed online selling system in the category of digital watches project objectives for easier online purchases Have a simple and secure login. The scope has the design of the index page and the home page of the website has the stip map and logo design. Adobe Dreamwaever is used to create websites. Adobe Photoshop cs6 is used to decorate images and use in logo design. Nowadays, online shopping is increased, some types of products are still less sold online. Therefore, an online sales system for digital watches has been created with easier ordering, having to log in to the system that requires membership. There are a variety of products to choose. The results of the work come out according to the purpose that you want to complete.

Sukanya Chinpha (2012) studied consumer behavior towards clothing business on social networks of Chiang Mai University students. The samples were undergraduate students enrolled at Chiang Mai University in the 2012 academic year, which included evening sessions and bilingual sessions. A sample of 394 people, of which 394 questionnaires were collected, the most of them were males, 205, representing 51%, and 189 were females, representing 47%, by following Yamane's sampling concept. The most common faculties were the Faculty of Economics with 87 people, representing 22%, followed by the Faculty of Science with 35 people, accounting for 9%, and the last one was the Faculty of Health Sciences. The most common faculties are Faculty of Medical Technology, 19 people, representing 5%. 4th-year students of 227 people representing 58%, followed by third-year students of 58 people or 15%. The average income is mostly those with income levels greater than 9,000 Baht, 118 people, representing 30%, followed by the average monthly income level of 5,000 – 7,000 Baht, 101 people accounted for 2%.



The 15th National and International Conference

"Global Goals, Local Actions: Looking Back and Moving Forward 2022"

21 March, 2022

Research methodology

1. Scope of research

research study on Developing a website for a fashion shoe store, Ohodoodeeshop Ratchada 36, is a survey research using a questionnaire as a tool to collect data.

2. Research samples

The population used in this research was consumers who bought fashion footwear online. and the sample group in the research is female and male population who choose to buy products via online channels. The researcher therefore uses the formula for determining an unknown sample size of Taro Yamane (Ymane, 1973) at a 95% confidence level with a 5% error. Therefore, the sample size calculated using Yamane's formula (1973) yielded a sample size of 385 people to be randomly selected. The researcher collected 400 samples for this survey.

3. Data Collection Method

Data used in the research study on the development of the website of the fashion shoe store. Ohodoodeeshop Ratchada 36 is divided into 2 types as follows:

3.1 Primary data, which researchers collected data by using online to collect data from a sample of 400 sets by collecting data from the population who have used online shopping services and bring back the questionnaire set received for inspection to analyze the data in the next step.

3.2 Secondary data were the collection of data obtained from related research in the past. academic papers, journals, publications and information published on the Internet.

4. Data analysis method

Data obtained from 400 questionnaires. Data analysis, the researcher studied the relationship between the primary variable and the dependent variable by using the following statistics:

1) Descriptive statistics analysis is to describe the general nature of the collected data by presenting in the form of frequency, percentage, mean, and standard deviation.



The 15th National and International Conference
"Global Goals, Local Actions: Looking Back and Moving Forward 2022"
21 March, 2022

Research results

1. Respondents' personal data

Gender of the samples were 114, representing 28.5%, and 286 females, representing 71.5%.

The most of samples were 18-24 years old, 271 persons, representing 67.8%, followed by 25-30 years old, 80 persons, representing 20.0%, under 18 years old, 24 persons, representing 6.0%, aged 31-40 years, 20 persons, representing 5.0%, and aged 41 years and above 5 persons, accounted for 1.2%.

Occupation of samples, there were students, 223 persons, representing 55.8%, followed by government service / state enterprise / government employees, 87 persons, representing 21.8%, employees of private companies, 31 persons, representing 7.8%, general labor / housewives, 28 persons, accounting for 7.0%, followed by private business, 27 persons, accounted for 6.8%, and the others, 4 persons, accounted for 0.8%.

Average monthly income of samples, there were lower than 15000 Baht, amounting to 290 persons, representing 72.5%, followed by 15001-30000 Baht, amounting to 107 persons, accounting for 26.7%, 30001- 50000 Baht, 3 persons, representing 0.7%, and more than 50,000 Baht, 0 people, representing 0%.

2. Buying behavior of shoes through the website of fashion shoe store, Ohodoodeeshop Ratchada 36

The type of shoes that the samples buy regularly of a fashion shoe store, Ohodoodeeshop Ratchada 36, were sneakers, 148 persons, accounted for 37.0%, sandals of 105 persons, accounting for 26.3%, followed by cut shoes of 58 persons, accounting for 14.5%, and sandals with heels of 50 persons, accounting for 12.5%, and high-heeled shoes of 39 persons, accounting for 9.7%.

The average cost that they spend on a purchase of a fashion shoe, were 201-300 Baht, 154 persons, representing 38.5%, less than 200 Baht, 124 persons, accounting for 31.0%, 301-500 Baht, 68 persons, accounting for 17.0%, and more than 500 Baht, 54 persons, representing a hundred, 13.5%.



The 15th National and International Conference

"Global Goals, Local Actions: Looking Back and Moving Forward 2022"

21 March, 2022

Amount of pairs of shoes that they buy per month, were less than 2 pairs, 331 persons, representing 82.8%, followed by 3-5 pairs, 61 persons, accounting for 15.2%, and more than 5 persons, representing 8 persons, accounting for 2.0%.

Channel that they like to buy shoes were online channels / websites of 227 persons, representing 56.8%, and purchasing through stores of 173 persons, representing 43.2%.

The source of information that they search before buying shoes, were Instagram, of 117 persons, representing 29.3%, followed by on various websites of 107 persons, accounting for 26.8%, Facebook of 88 persons, accounting for 22.0%, from 82 close friends, representing 20.5% and others, 6 persons, representing 1.4%.

Promotion that they were interested, were discount promotion of 179 persons, representing 44.8%, followed by free shipping promotion for 136 persons, accounting for 34.0%, followed by promotion of buy 1 get 1, 65 persons, 16.3%, the more you buy, the more you save, 18 persons, accounted for 4.5%, and the coupon promotion, 2 persons, accounted for 0.4%

3. Consumers' satisfaction

Consumer satisfaction with the products and services of the store, Ohodoodeeshop Ratchada 36 with an average of the following levels were different average scores. They can be arranged in descending order as follows: customers' opinions on satisfaction with products and services found that when considering each aspect of satisfaction separately. The results of each study can be summarized as follows:

Product quality satisfaction, the highest average was durable in use was 4.48, the standard deviation was 0.76, followed by no flaws on the shoes, it was 4.39, the standard deviation was 0.74. Wear it and feel light and comfortable, not heavy on the feet, equal to 4.37, the standard deviation is 0.72. Used as a gift on special occasions is 4.27, the standard deviation is 0.85, and here comes a fashion that matches the current values of 4.26, the standard deviation is 0.72.

Price satisfaction, the price was clearly clarified as 4.61, the standard deviation is 0.62, followed by the price is suitable for the quality of the shoe, equal to 4.54, the standard



The 15th National and International Conference

"Global Goals, Local Actions: Looking Back and Moving Forward 2022"

21 March, 2022

deviation is 0.64, and the price has a variety to choose from, equal to 4.51, the standard deviation is 0.64.

Distribution channel satisfaction, punctuality in delivery, was the highest average at 4.53, the standard deviation is 0.63, followed by the website that is easy to use, convenient and quick to search, select and place an order, equal to 4.47, the standard deviation of 0.63, the beautiful and modern website design, equal to 4.36, the standard deviation of 0.61 and the website is constantly updated (Update) is equal to 4.26 standard deviation is 0.62.

Promotional satisfaction, after sales service was 4.40, the standard deviation was 0.83, followed by the return of goods, 4.39, the standard deviation was 0.79, the continuous promotion was 4.29, the standard deviation was 0.79, there was a promotion promotion. Sales were 4.26, the standard deviation was 0.73, and the media advertising was 4.19, the standard deviation was 0.73.

Service satisfaction, reliable payment procedure had the highest average at 4.52, the standard deviation was 0.64, followed by the feeling of confidence in the shop's service process, it was 4.51, the standard deviation was 0.70, the sales process was reliable, it was 4.45, the standard deviation was 0.68. Satisfaction with the sales process at every step was 4.41, the standard deviation was 0.64, and the quick payment process was 4.40, the standard deviation was 0.66.

4. Website satisfaction

From the satisfaction evaluation results of using the shop's ordering via website for Ohodoodeeshop Ratchada 36, with an average of the following levels had different average scores They can be sorted in descending order as follows: customer's opinions on satisfaction in using the website to order products found that when considering each aspect of satisfaction separately, the results of each study can be summarized as follows:

Design and formatting, beauty, modernity, attractiveness of the main screen come first, it's 4.61, the standard deviation is 0.61. followed by font size. The font is easy to read and is as beautiful was 4.61, the standard deviation is 0.55. The information system is organized



The 15th National and International Conference
"Global Goals, Local Actions: Looking Back and Moving Forward 2022"
21 March, 2022

into categories equal to 4.58. The standard deviation is 0.55. The system's running speed is 4.65, the standard deviation is 0.54.

User-friendly design, the menu is not as complex as 4.61, the standard deviation is 0.49, and system usage patterns ease of access to the system is 4.58. The standard deviation is 0.49.

Quality and content, appropriateness of information within the web come first, it's 4.58, the standard deviation is 0.61. followed by the speed of accessing the website at 4.65, the standard deviation is 0.60. The accuracy and completeness of the information is 4.65, the standard deviation is 0.48, and the convenience of linking information within the website is 4.47, the standard deviation is 0.44.

Performance, convenience to use was 4.52, standard deviation is 0.62, followed by the ease of use of the system at 4.55, the standard deviation is 0.56. The language used in the website is clear, accurate, official and to the point of 4.61, the standard deviation is 0.55. The suitability of the menu on the website is 4.68, the standard deviation is 0.47, and payment satisfaction is 4.71, the standard deviation is 0.45.

Conclusion and discussions

The research results were found that users are satisfied with the use of the website. The overall assessment results were at the highest level ($\bar{x} = 4.62$, S.D. = 0.53). Facilitating and increasing efficiency in earning additional income of fashion shoe stores, Ohodoodeeshop Ratchada 36, to be accurate, fast, and able to provide good and efficient service to customers. The website has the ability to perform related functions, such as keeping a detailed record of various fashion shoe stores, edit product list and view order information, etc., in which part of this website which it will be a good tool to help increase the revenue of the store. In accordance with Suni Prachit, who studied the website development of Sea Za, pickled seafood online. The results of the study found that user satisfaction is at a good level. The mean is 4.07, the standard deviation is 0.51 and corresponds to Nichanan Jongjaisit, has conducted a study on website development to promote OTOP products. Pha Khao district,



The 15th National and International Conference

"Global Goals, Local Actions: Looking Back and Moving Forward 2022"

21 March, 2022

Loei province. The results of the study found that users' overall satisfaction was at a good level ($\bar{x} = 4.40$, S.D. = 0.65) at a good level.

Suggestion for further study

Further development of the system as follows:

From the results of website development, it was found that it met the set criteria but there are also some drawbacks. Therefore, researchers should study various tricks in the Wordpress program in order to develop a better website.

References

Aosoft Company Limited. (2021). **What is phpMyAdmin?** Retrieved on Aug 18, 2021, from

[https://www.aosoft.co.th/article/310/phpMyAdmin-what is.html](https://www.aosoft.co.th/article/310/phpMyAdmin-what%20is.html).

Business of Fashion Shoes. (2021). Retrieved Aug 15, 2021, from

<https://www.instagram.com/ohodoodeeshop/>.

Definition of Electronic Commerce. Retrieved Aug 11, 2021, from

<https://www.siriyabest.wordpress.com>.

Kalaya, W. (2006). **Statistics for Research** (2nd ed.). printing office Chulalongkorn University.

Suni Prachit, et al. (2018). **Web site development for Sea Za stores.** Pickled seafood

online. Retrieved Aug 20, 2021.

System Development Cycle Diagram. (2021). Retrieved Aug 11, 2021, from

<http://www.swpark.or.th>.

Teaching through the web. (2016). **ER Diagram.** Retrieved Aug 15, 2021, from

wbidatabase/unitphp.

Thanin, S. J. (2009). **Research and statistical analysis with SPSS** (10th ed.). Bangkok:

Business R&D.

Wpthaiuse. (2021). **What is WordPress.** Retrieved Aug 18, 2021, from

<https://www.wpthaiuser.com/wordpress-is/>.