

INNOVATIVE WEBSITE DEVELOPMENT FOR SHOE RETAIL: A CASE STUDY OF SNEAKERS BKK

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Abstract

The objectives of this research were to: 1) study the demand for websites selling shoes, and 2) develop a website for shoes retail. This work used research and development methodology. The stages of the research compose feasibility, analysis, system analysis, and development. The research result was found as follows: 1) The website development was needed in which shoe retail can sell products online. 2) From the operating results, the website can meet the users' needs. The system can be applied and continue to develop for better use, which will allow the shoe retail to increase product sales. The researchers have created a website where Sneakers BKK is able to sell products online.

Keywords: Website development, Shoe retail, Sneaker BKK

Introduction

Nowadays, the trading business is competing to attract customers because customers want convenience and modernity. The Internet plays a role in trade, whether it is advertising products, announcements, searching for information, seeking knowledge, and communication because the internet is close to most people and saves costs (Preecha et al., 2023). Therefore, the organizers recognize the importance and are interested in presenting a website about the shoe store system with web services. Trading on the Internet system plays an important role in doing business on the Internet. In order to enable entrepreneurs to reduce costs in various aspects such as employees, rent, decoration costs, etc. The preparation of the shoe store system with this web service is to apply information technology in practice and is a guide for the development of online store systems in various forms that are beneficial for further study.

Research Objectives

Objectives of this research were to: 1) study the demand for websites selling shoes, and 2) develop a website for shoe retail.

Related Concepts and Theories

Sneakers

Sneakers are designed for various sports or exercises. Sports that use sneakers such as basketball, tennis, and badminton, which are used very often, even famous athletes, are used only rubber because they are shoes for sports and exercise to keep the wearer agile. However, other materials are now used to replace rubber such as leather, knitted fabric, etc., and it also has the advantage of being lightweight. And the other thing is that it can be worn comfortably and can be worn anywhere. Sneakers can also be divided into two types: the first type is the shoes mentioned above for sports or exercise, which is already the main purpose of the shoe, and the second type is the shoe for the main purpose of the shoe. Fashion sneakers, in which manufacturers design shoes to be modern but still look very different. It can be worn with travel clothes to increase the lifestyle of dressing with the uniqueness of the shoes to match many outfits. Nowadays, it is more focused on fashion than sports. These people will know a lot of details about shoes, such as the model name, year of manufacture, materials used, patterns, and history, as well as being collectors of famous sneakers.

System Development Life Cycle (SDLC)

There are 7 steps for System Development Life Cycle (SDLC) as follows:

1) Problem Recognition

Information Systems can occur when executives or users realize that they need information systems or the old management system in filing cabinets, are not efficient enough to meet current needs. Currently, executives are very keen to develop information systems for use in their departments, business, industry, or production.

2) Feasibility

Feasibility study is the process of determining what the problem is and deciding whether the development of an information system or modification of an existing information system is feasible with the least cost and time, and with satisfactory results.

3) System Analysis

System analysis is the study of how a business operates. In cases where the system is an existing information system, it is necessary to study how it operates. After that, the requirements of the new system are determined.

4) Design

Data collection, content and purpose of the website, target group setting, and data preparation are determined in order to organize the system, and used as a framework for designing.

5) Implementation

In this step, the programmer will start writing and testing the program to see if it works correctly. It must be tested with the selected real data. After that, the user manual must be prepared and real users of the system must be trained.

6) System Conversion

In this step, the company replaces the old system with a new system under the supervision of a system analyst. Data entry must be completed and the organization finally starts using the new system.

7) Maintenance

Maintenance involves fixing the program after it has been used. The reasons for fixing the program after it has been used are mainly due to two reasons: 1) there is a problem in the program (bug), and 2) the operations of the organization or business have changed.

E-commerce

E-commerce is the use of electronic media to achieve business goals set by the organization, such as trading goods and services. Advertising through electronic media, such as telephone, television, radio, or even the Internet, etc., with the aim of reducing costs and increasing organizational efficiency by reducing the role of business elements such as location, business buildings, etc. Warehouses, showrooms, salespeople, product introduction staff, customer receptionists, etc., thus reducing the limitation of distance and time

Relevant Research

Kantamas and Cholada (2018) conducted a research study on the development of an online bag sales website in order to analyze and design an online bag sales website, develop an online bag sales website, and evaluate the quality of the online bag sales website. The tools used in the study included a bag store, a fashion store, and a quality assessment form. The sample includes 5 informants who are content and multimedia experts. The research result was found in terms of website design, content, website efficiency, service evaluation, quality development. The average value of satisfaction is 4.25, which is at a good level.

Suthida and Paradee (2017) conducted a research study on the online sports shoe sales system. The PN SHOP case study aims to develop an online sports shoe sales system. This system is designed to facilitate ordering by reducing travel time and costs. The programs used in the development of the system include Adobe Dreamweaver CS6 and the AppServ database management program (phpMyAdmin Database Manager Version 2.5.10). Case Study of PN SHOP can be used to facilitate work for customers and store owners. PN SHOP allows customers to access online sports shoes products conveniently and quickly, and increases the distribution channels for sports shoes for the store.

Rattanaporn, Ubonwan and Panchanit (2017) conducted a research study on the development of an auto parts distribution system on the internet network: A case study of the service garage, by applying the System Development Life Cycle (SDLC) as well as the study of related theories. The auto parts distribution system uses PHP, HTML, SQL and JavaScript languages for program development and MySQL as a database management system. After using the system in each part, both in terms of storing and retrieving basic information, selling products, reporting money, and issuing reports, users can also view various reports to help them make decisions. Case study of the service garage has been implemented efficiently and appropriately to the work process, and the system has been applied and solved business problems effectively.

Research Methodology

This is research and development. The researchers collected data about users' demand and developed a website for shoe retail.

Population and samples

The population are people in Bangkok. 400 samples were chosen by convenience sampling method in order to know the demand of website use for online sale of shoes.

Research tools

Questionnaires were used for data collection in order to know users' demand for the website. WordPress was used for website development. Xampp was used for the database system.

Data collection

Data collection for the development of this website of online sale for shoe retail, which data were collected from an internet questionnaire via Google Form, it consists of the following 4 parts: 1) basic information such as gender, age, 2) shoe consumption behavior, for example, reasons for buying shoe, what kind of shoe they wore? 3) Satisfaction in using the website, and 4) other suggestions.

Data analysis

This research used descriptive statistics for data analysis, including percentage, mean, standard deviation, and Likert's rating scale.

Research Results

General information

The majority of samples are male, with 224 persons representing 56%, female with 176 persons representing 44%, respectively. Most of the samples were in the age range of 20-30 with 196 persons, accounting for 49%, followed by 88 persons under the age of 20 years old, accounting for 22%, followed by 76 persons in the age of 30-40 years old, accounting for 19%, and followed by 40 persons over 40 years old, accounting for 10%.

Behavioral information on shoe consumption

Most samples 184 persons wore sports shoes, accounting for 46%, followed by casual shoes with 160 persons, accounting for 40%, followed by high-heeled shoes with 116 persons, accounting for 29%, followed by open-heeled shoes with 108 persons, accounting for 27%, followed by cut-off shoes 76 persons, accounting for 19%, followed by heeled shoes 56 persons, accounting for 14%, followed by boots 52 persons, accounting for 13%.

The most common problem when wearing shoes for respondents is foot bite 208 persons, accounting for 52%, followed by shoes squeezed around the toes 156 persons, accounting for 39%, followed by stinky shoes 108 persons, accounting for 27%, followed by hard soles 84 persons, accounting for 21%, followed by easy slip 56 persons, accounting for 14%.

Design

Online sports shoe sales system, a case study of Sneakers BKK store, needs to be analyzed operating procedures of the original system. After that, researchers collect the requirements in the new system and bring them to the study and analyze using various tools such as data flow diagram, Entity Relationship Diagram (ER Diagram), and analyze the system design for data input and output. These tools will support us to understand the system process clearly.

Website Development

1) Main page

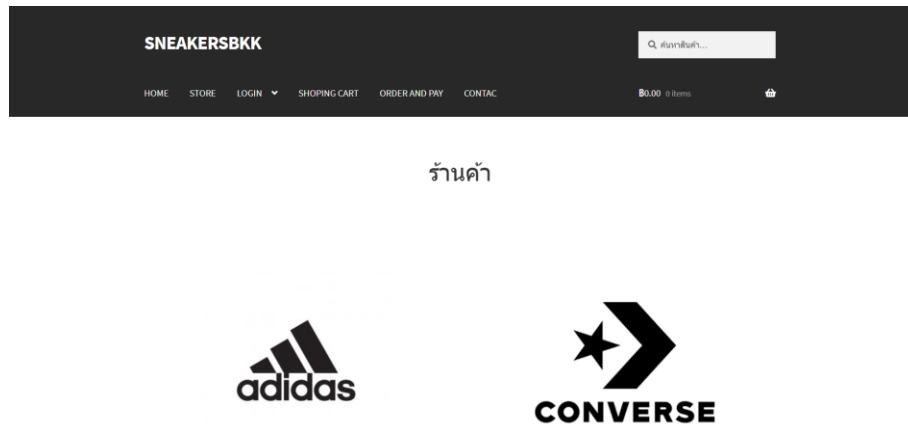


Figure 1: Main page

2) Products page

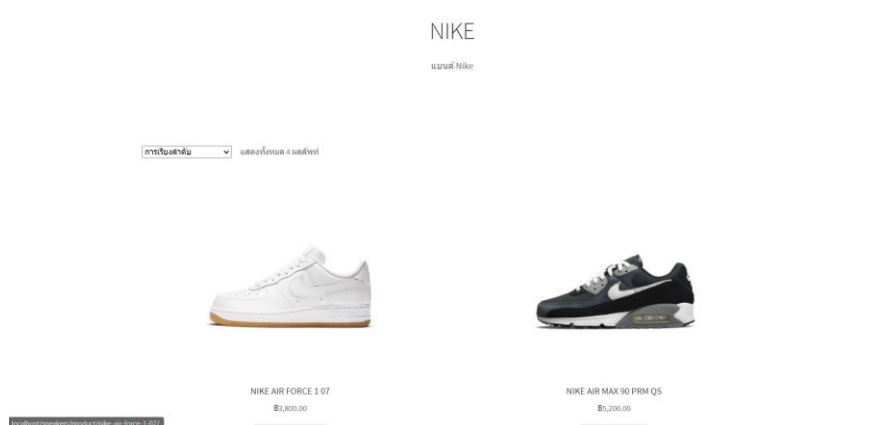


Figure 2: Products page

3) Order and payment page

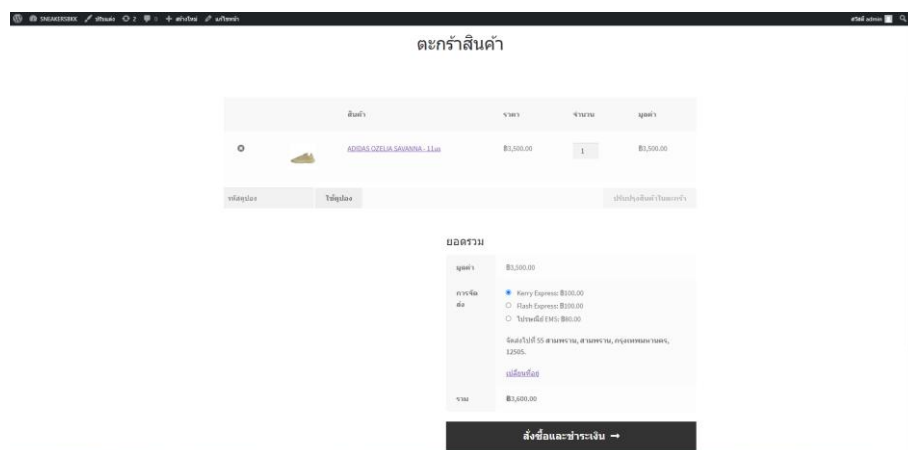


Figure 3: Order and payments page

4) Login and member registration page

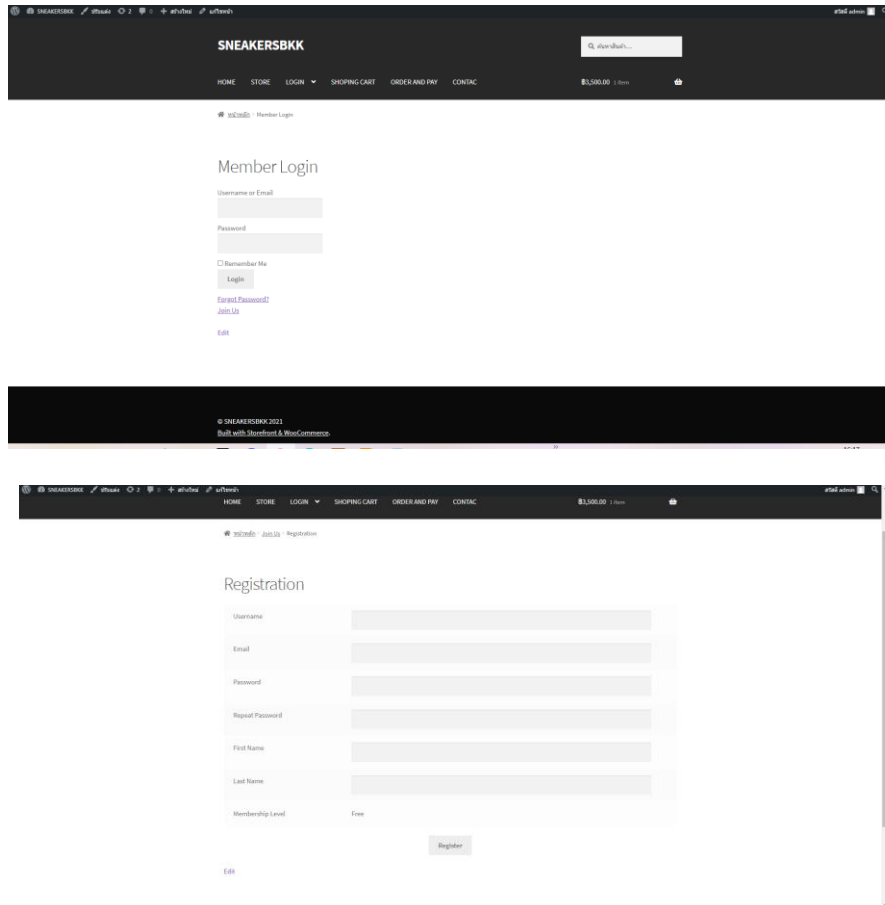


Figure 4: Login and member registration page

5) Contact page

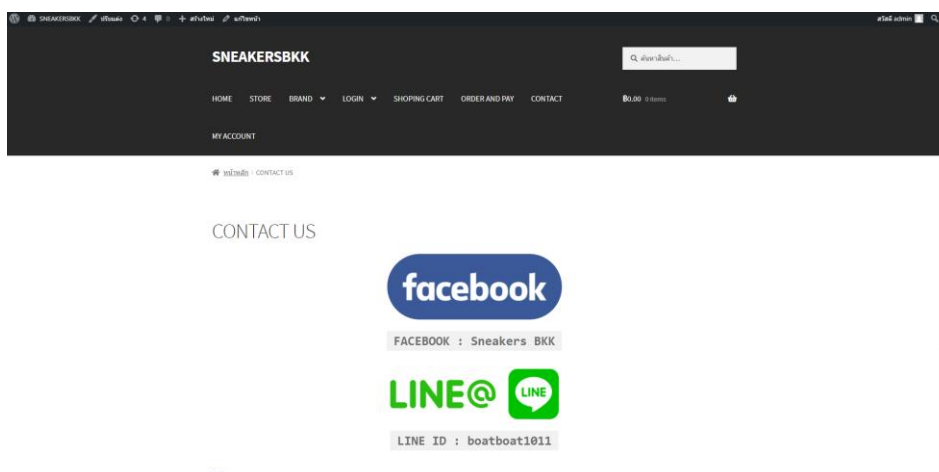


Figure 5: Contact page

Summary and discussion

The project organizers have recognized the importance of developing the Sneakers BKK shoe sales website that should be developed from the previous system to be more efficient

and usable. Then, the project organizer studied the work and information necessary to develop the system to develop it efficiently and meet the needs of system users. The system has been developed to display the report of the system, which will facilitate various facilities such as storing data on various fields. The new system developed by the project organizers will bring convenience and speed because information technology is used to assist in the operation. This makes the program more efficient, thereby reducing the number of errors in the work. It shows the potential of the system

Suggestions

1) Suggestion for the use of research results

From the analysis of website design and development by the system developer, there are suggestions regarding websites that the website system can be developed even further according to the needs of the store.

2) Suggestion for further study

Further study should be focused on website development for other business such as fashion clothes and accessories. Moreover, developers should develop the website design to be more modern and beautiful.

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