

E-COMMERCE DEVELOPMENT FOR MOBILE PHONES AND IT EQUIPMENT SALES: A CASE STUDY OF SYNC PHONE CO., LTD.

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Abstract

The objective of this research was to develop e-commerce for mobile phones and IT equipment sales. This is a research and development. The developed e-commerce composed of a storefront and back-of-store system in this design that allows users to register and the store owner can edit customer information and update, add-decrease, and edit product information for security through the back-of-store system. The system can also collect data to survey customer needs in order to benefit the business.

Keywords: E-commerce, Mobile phones, IT equipment sales

Introduction

Sync Phone Co., Ltd. is a retailer of telecommunications equipment. There are various channels to contact and purchase products, such as www.instagram.com/syncphone or Line Official: @syncphone, etc. Currently, it has a customer base and sales reviews from more than 3,000 customers, more than 3 years of product sales experience, and can recommend products to customers appropriately and cost-effectively.

The researchers considered it appropriate to develop an E-commerce website system to help mediate the sale of mobile phones and IT equipment through online channels so that customers can come to buy products or view products through the website conveniently.

Research Objectives

To design and develop e-commerce website in line with the needs of customers in the modern era.

Scope of the Research

This research study about e-commerce, stores selling mobile phones and IT equipment through online channels and develop it to expand the business to grow faster. At the same time,

various problems caused by website development and customer feedback are used to improve the system to make it comfortable and pleasing to customers, as well as judging criteria based on questionnaires and suggestions to improve the system to be more efficient and see problems more clearly.

Literature Review

A literature review section composed of e-commerce, limitation of e-commerce, mobile phone, and relevant research as follows:

E-commerce

Electronic commerce, also known as e-commerce, the meaning of the term e-commerce has been defined by many people, but there is no official definition used as an explanation, which is as follows: Business operations using electronic media (Electronic Commerce Development Center, 1999); Production, Distribution Marketing, selling, or transporting products and services using electronic media (World Trade Organization: WTO, 1998); All types of transactions related to commercial activities, both at the corporate and individual levels, on the basis of the processing and transmission of digital information including text, audio, and images (OECD, 1997); Commercial activities carried out by exchanging information, storing or communicating information through electronic media, including electronic information exchange, e-mail, etc. (Hill, 1997).

In summary, e-commerce is the business of trading through various electronic media, such as telephone, fax, television, or computer, which is the most important channel today, with the Internet as a medium to connect buyers and sellers to be able to trade with each other.

Limitations of E-commerce

1. Technical Limitations: Lack of recognized international standards for quality, safety, and reliability. The width of communication channels is limited. The software is still under development. Compatibility problems between the internet and e-commerce software and applications require a specially designed webserver and network server. Internet access is also expensive and inconvenient.

2. Legal Restrictions: Laws that can protect cross-state or cross-country transactions. There are no uniform standards and different characteristics. Will the use of electronic documents or electronic signatures have legal effect?

3. Business Restrictions: The product life cycle will be shortened because access to information is quick and easy. Copying products is fast. It is easy to have competitors in the market. The readiness of different regions to restructure to support the growth of ECommerce is uneven. Taxes and fees from e-commerce are difficult to collect. The cost of building a comprehensive e-commerce is quite high because it includes efficient hardware and software costs. Reliable security systems, network management, as well as personnel salaries

Mobile phone

mobile phone is an electronic device used to communicate two ways through a mobile phone. Mobile phones use radio waves to communicate with the mobile phone network through a base station, where the network of each mobile phone operator is connected to the network of the landline phone and the mobile phone network of another operator. Mobile phones with increased capabilities in the manner of portable computers are mentioned as smartphones.

Relevant Research

Wanchai Kijruangroj Study on customer relationship management that affects response generation, from customers and the performance of the e-commerce business in Thailand. Collect Data using questionnaires Collect data from domestic e-commerce operators. 320 people were surveyed using a group sampling method. Correlation coefficients and standard deviations were tested for hypotheses by analyzing the Simple and multiple regressions. The results of the study showed that: 1. Customer relationship management has a positive influence that affects the customer feedback of the business. E-commerce in Thailand 2. Customer feedback has a positive influence on the performance of e-commerce business in Thailand (Wanchai Kijruangroj, 2014).

Raphiphan Srisaranyakul (2012) studied behavior of choosing goods via the internet (e-commerce), Faculty of Economics, Chiang Mai University. The results showed that the target group of respondents in this study was a group of 400 Chiang Mai University students who studied at the undergraduate level and had purchased goods or services through the internet system. The average monthly income of the respondents was 4,000 - 6,999 Baht and they lived in private dormitories, with the first priority being the novelty of the products and the next most important thing was the quality of the products. The distribution factor by online stores that provide 24-hour service is the most popular. Next is the ease and speed. As for the safety and reliability factor, the number one factor is the ability to easily contact the seller, followed by advertising through various media that influences the purchase of the product.

Research Methodology

1. Research Methodology

This is research and development.

2. Research Sample

Sample were 400 people in Bangkok. They were selected by simple random sampling.

3. Data Collection

The data collection for the development of the mobile phone and IT equipment e-commerce system this time is to collect data from a questionnaire through a Google form. All questionnaires were checked for the accuracy

4. Data Analysis

The researchers took all the questionnaires and analyzed the data using the data analysis program on the statistics. Data were analyzed by mean (\bar{X}), standard deviation (S.D.) and percentage.

Research Results

Present the analysis results, including a detailed description of the data analysis process, followed by the results and their interpretation. For results presented in tables or figures, provide accompanying explanations, rather than just displaying the tables or figures without context.

Designing the Procedure and Operation of the Context Diagram System of Mobile Phone and IT Equipment Sales System for Sync Phone Co., Ltd.



Figure 1: The workflow of the e-commerce system for Sync Phone Co., Ltd. It works between the front and back systems

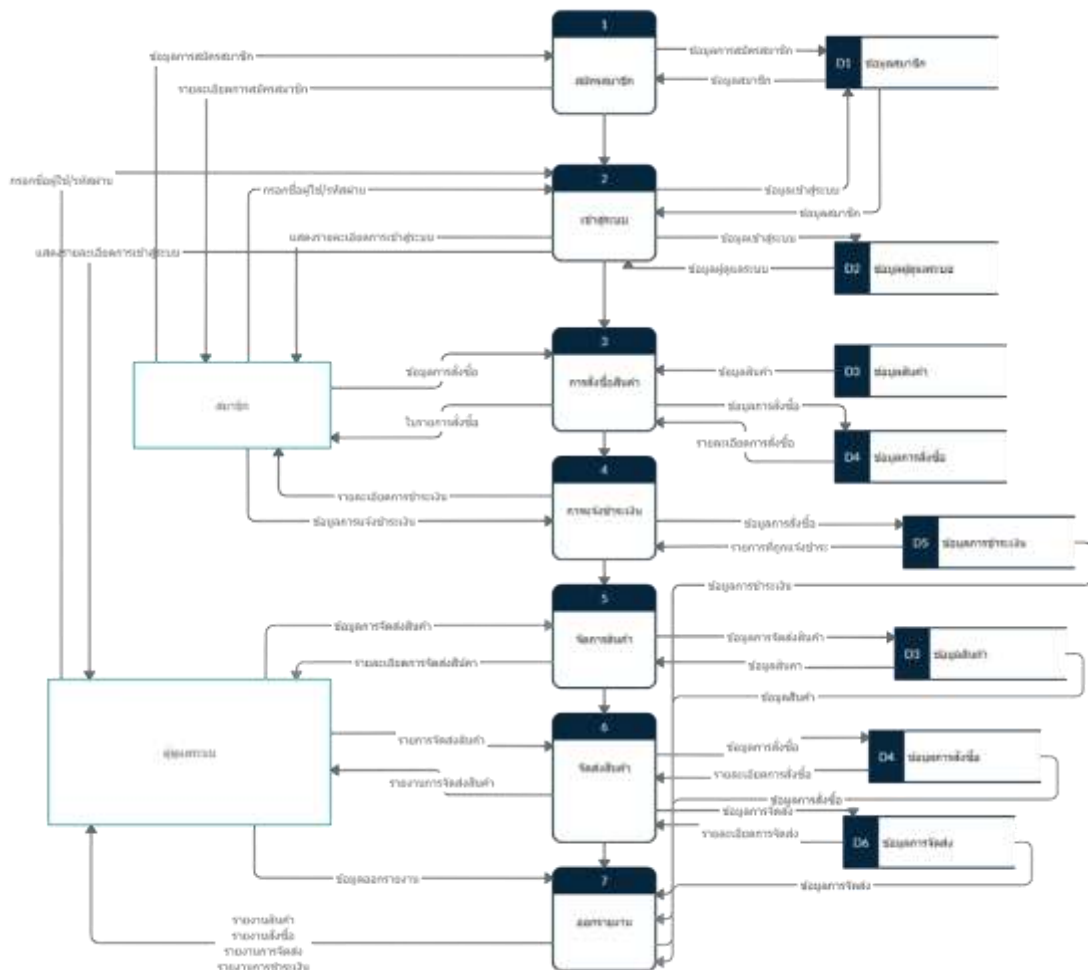


Figure 2: Data Flow Diagram Level 1

E-commerce development

E-commerce for mobile phone and IT equipment sales system were developed. The main menu is as follows: shops, shopping carts order, payment method, payment notification, my account, contact us, log in, log out, and register.



Figure 3: Log in Menu

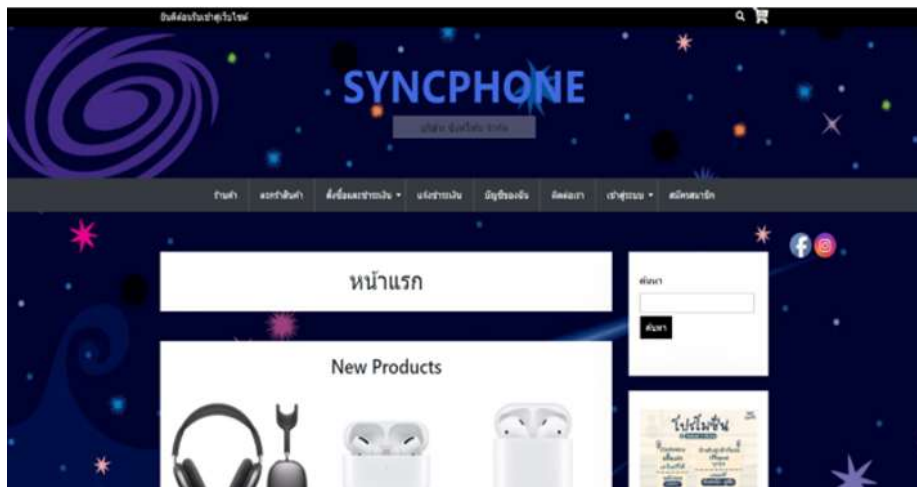


Figure 4: Main page



Figure 5: Product page

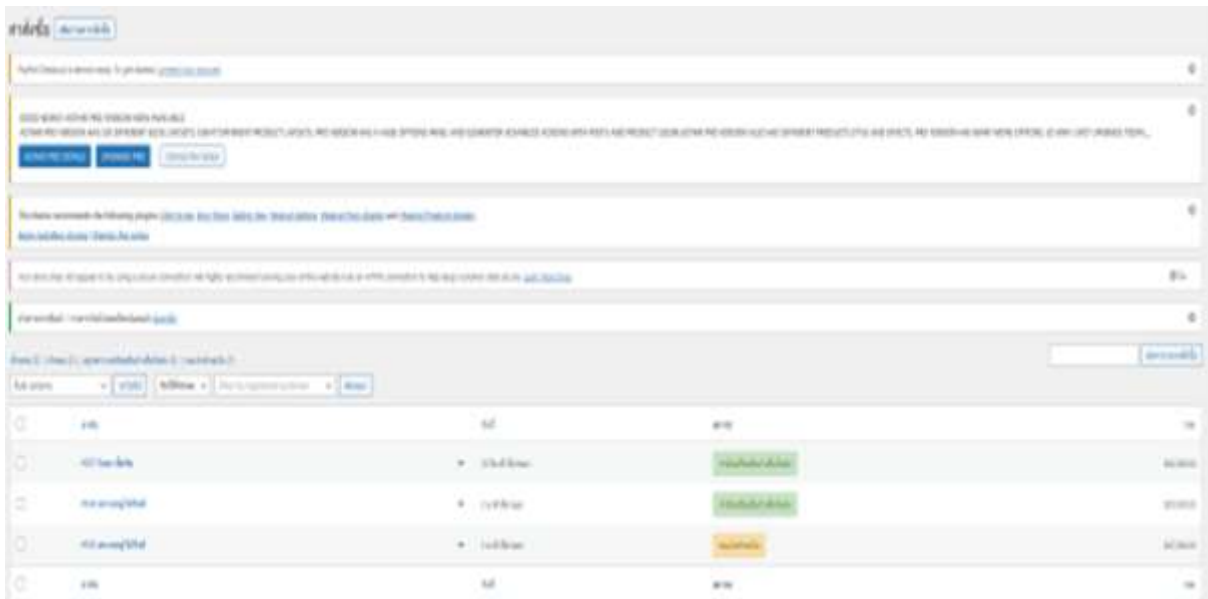


Figure 6: Order page



Figure 7: Payment page



Figure 8: Member registration page



Figure 9: Product page

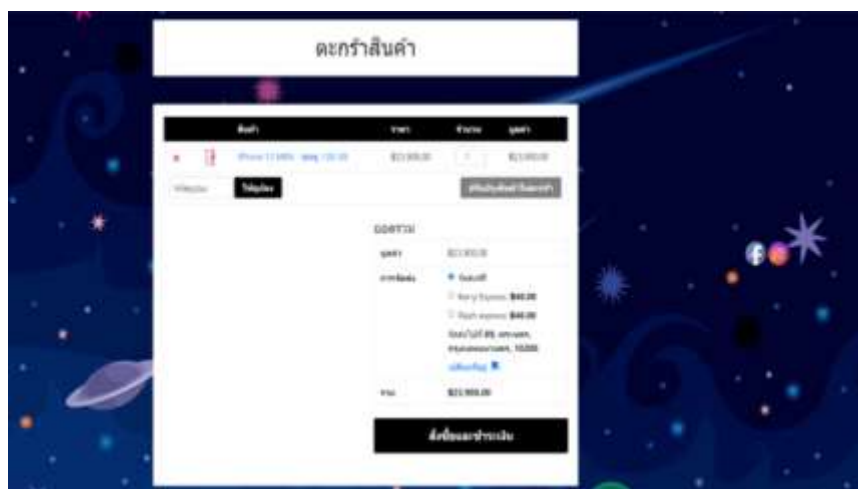


Figure 10: Shopping cart



Figure 11: Payment page



Figure 12: My account page



Figure 13: Contact us

Conclusion

E-commerce of mobile phone and IT equipment sales system for Sync Phone Co., Ltd. disseminate and facilitate online trading so that general customers who are interested in products can order through the website without having to go to the store to buy it. Products are available on the e-commerce website, which it can be viewed and ordered through the website immediately.

Discussion

From e-commerce web usage, customers who want to buy products from the store must first register on the registration page and log in to select products. Once customers have selected the desired product, they can view all the selected products and their prices on the shopping cart page. The system will bring customers to the order and payment page by entering the buyer's information, delivery address, and choosing a payment method. Customers can contact the store via IG, Facebook at the page icon or call, and they can view the location of the store through the contact us page. The page contains 10 products, each with a description, name, product image, price, color, capacity, reviews, and ratings.

Recommendations

It is necessary to understand the needs of users and develop the system to be more efficient, so that the needs can be analyzed and designed. The researcher can understand the details of the system better and make the system more capable of fulfilling customers. Languages and systems other than those already used by the program should be studied to increase the efficiency of system control and presentation

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