

The Web Site Development for E-Commerce Trading in Thailand Customers View

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Abstract—This study aims to develop a web site that impacts to the customer satisfaction for trading in the e-commerce business. This research population are the user that do the service transactions via the Internet and collect the data by the questionnaire is divided into two section regarding the relations between information needs and the needs of the customer (Customer Requirement) and the questionnaire about the service quality of the major trading on website. The result show web site presentation interms of text and picture, multimedia audio and video is going to be attractive. This will make the user does not get boring of watching the data. In additional the web design should contains the layout is easy to read, clear and easy to view of the details of the goods and services required.

Keywords—Customization, e-commerce, website content, web site development.

I. INTRODUCTION

IN the present advances technology it provide an information economy to be a driving factor that make the world become global trade. The communication now is faster and you can make your business get profit by quickly. By the way the investments across the global integration of trade in various regions will stabilize and trade to all countries. Due to the internet applications of the website as a tool for international business trading. The expansion of the business web site especially the social networks including images, text, and animation is in the form of personal use. Therefore every organization or business have to make the website become trade patterns, because is easy to use and can be deployed in all ages. All depends on the situation, altering patterns of usage, according to which social network and service, can reach and effectiveness of your business better. Under the basics of using a web site as one of the business system in all formats that everyone can access to conduct business in e-commerce. Whether the company open a shop on the internet network can be linked to the trading of goods and contacted via the Internet and make a payments via the network (e-payment) such as credit card and bank payments online (e-banking Service) by communicating through a network system that can deal with legacy of the bank for 24-hour. The customer can come to buy goods and business owners can reduce costs of investment and can also provide information about a product in several ways. As well as the media can offer modern and can exchange information quickly.[1]

II. LITERATURE REVIEW

A. Concept about Websites Developing

In the past, the use of information via the internet is a one way communication, that we call the 1 to 1 website because user is the web master or web author to provides you with the information and the web is the recipient of information to know just E-Mail, Chat Room, Download, Search Engine, Web board for using technology of HTML (HyperText Markup Language) has begun removing Java Script and PHP language.

In the present day we use the web 4.0 even more intelligent to read the entire text content and images or video were able to respond, and then decide whether to load and also give the best performance comes to users before, and additional now there is also a form of Web 4.12 that come with various information can work almost every device or may help determine the true identity of the user.

Web site and the Web page documents or parts of that are in contact with the user on the web are called web page refers to a document page that using the web as it is to read a page or contact with computer languages such as HTML, ASP, PHP, JAVA, etc. [2]

When the web pages identify the page and located on internet or URL (Uniform Resource Locator – the URL) to your web page, then the group is called a Web site (Web Site) and we opening the site up to the first page of the Web site, we called the homepage.

The Type of the Web site

1. Business to Consumer-B2C is the trader to the consumer for retail between traders directly to customers, which is the consumer, such as sales of books, music CDs, video, etc.

2. Business to Business – B2B is the merchant trade with customers as well, but in this case, the customer will be in the form of the entrepreneur. This subject covers wholesale to the purchase of goods through the electronic system. Which will have a different level of complexity includes activities such as purchasing, allows better purchasing both the price and the time of inventory management, shipping, sales channel management and financial benefit.

3. Consumer to Consumer (Consumer to Consumer-C2C)

In the matter of communications between consumers to consumers. There are many themes and objectives, for example, to exchange information, news, contact in a group of people

who are consuming the same or will exchange goods among themselves such as sales of second hand, etc.

4. The trader with the government (B2G – Business to Government).this is business between the Government and private sector that the most commonly used, however, the subject to government procurement, which is called e-government in the domestic procurement with the e-commerce. The Government will purchase or procurement through electronic systems, mostly to save money, such as government procurement announcement in the website.[3]

B. Web site Strategies Management. (7C concept)

As the web site has been succeed and there are people using continuous of the service. The service must contain several elements that would make it more interesting and attractive website that will come into service by the excellent ideas about the characteristics of a good therefore the web site should contain elements relating to interface design framework that contains the 7Cs Including.

1. Context or placement in website design refers to the content of the messages that are in the web with the aesthetics and the feeling of understanding. Some websites may highlight the first color and design while other sites highlighted the benefits that people surf the web get over the beautiful design, very easy to visit. For the Overall condition of the website design should combine the benefits and easy to access to the information for business purpose and to create a good image of your organization and create a lasting impression on your guests that come to visit.

2. Content refers to anything that you want to show to people, see contains such letters, pictures, sounds, and graphics-related goods, services and information that offered for sale maybe include the corporate news in the digital information format.

3. The Community society refers to a relationship that has been woven from the mutual benefits. The community will create demand for goods or services and provide the consumer interest in the Web site as the relationship between the consumer and the consumer during their creation will help build relationships up with consumers are increasingly becoming strong relationships. In the long run will build relationships and engage on business interests between the partner organization with customers and business partners together in the world.

4. Customization it means the ability of a website to adjust itself to fit to the users in user to customize the web site to be able to match their own needs.Which user can fill out the personal information when the first purchase and for the next purchase buyer will get the email ads, and details on web privacy immediately upon coming into contact represents the capabilities of the Organization (via the website) to customize goods and or services only for customers.

5. The Communication refers to the communication between the web sites with the users by 3 formats such as email , request form, instant messaging and the organization will display text through the website to full fill their demand , in addition to communicating via the Web site alone, there are also other channels that can access the Web site because the channel of communication with the users of the website, users will be able

to access information and services by talk live via telephone line or via cable directly the server.

6. Connection it means the internet link that connecting between the organization's sites to other site links. If you have purchased goods or services through the web to another web it will receive a percentage of revenue, such as 5% and may be added to your account for count it as you point.

7. Commerce is the trade refers to the ability of the web to sell goods or services is ability to transactions within the website, such as information goods, price attractive, conditions offering, must be flexible and easy to decide to buy and get the order that customers going to purchased. Regarding commerce on the internet must be answer quickly and reliably, and make it automatic payment. The ability of the web to sell goods or services, such as the baskets are used to purchase items that are visible at all times, and provide information on the quantity purchased of product description, size, price and purchased items in the basket, as well as allow customers to cancel your purchase or order the items in the items in the basket.[4]

III. METHODOLOGY

Populations and Samples

The population on this study are those who used the service about transactions via the Internet in Bangkok area by gathering the information as follows:

1. The Relationship between customer requirements by the interview technical will show the relationship between the needs of the customer and the technical details.

Second is survey by the questionnaires to get the information of customer requirement and comment on the quality of service factor regarding the web sites, E-commerce (7Cs) that are important to trading via the web site.

Data Collection

Researcher collect the data by requesting the cooperation of various organizations, that they are allowed to use the service, transactions via the Internet, a survey on this part of the information about the customer requirement and asked for cooperation from the people who has been using the service for buying and selling goods over the Internet.

Data Analysis

This research will analysis the customer requirement variable and the web site development variable by descriptive statistics such as frequency, percentage, mean and also the standard deviation by using SPSS for window 20.1 version.

The research conceptual framework is shown in Fig. 1.

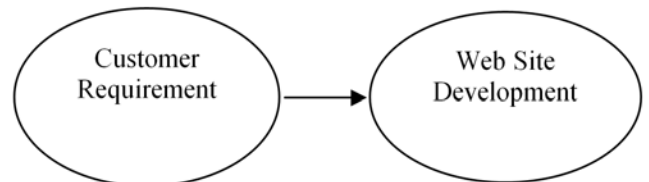


Fig. 1 Research Conceptual Framework

IV. FINDINGS

This research aimed to study the customer requirement to create the web site development. There is a presentation of the results of the analysis of the data in the format as follow.

Demographic Information

The result show the gender of respondents it found that the mainly are female for 202 people representing 50.5, male for 198 people, representing 49.5 percent. The majority of respondents show the ages between 26-30 years for 117 people, representing 29.25 follow by the ages between 20-25 years, for 103 people representing 25.75 percent, the age between 31-40 years for 101 people representing 25.25 percent and the age more than 40 years upwards for 44 people representing 11 percent. The education of respondents found that bachelor's degree level for 222 people representing by 55.5 percent, the master's degree level for 98 people representing by 24 percent and lower- bachelor's degree for 5 person represent for 20 percent. Regarding the career of the respondents we found that the respondent has answered most questions with a career in civil servant and state-owned enterprises for 130 person representing by 32.5 percent, the second career are student amounting for 120 people representing 30 percent, the third careers are employees of private companies/employees amounting for 83 representing by 20.75 percent.

TABLE I
DEMOGRAPHIC CHARACTERISTICS OF THE RESPONDENTS.

Gender	Frequency	Percentage
Male	198	49.5
Female	202	50.5
Total	400	100
Age	Frequency	Percentage
Under 20 years old	35	8.75
20-25 years old	103	25.75
26-30 years old	117	29.25
31-40 years old	101	25.25
Above 40 years old	44	11
Total	400	100
Education level	Frequency	Percentage
Undergraduate	80	20
Bachelor's Degree	222	55.5
Master or Doctor's Degree	98	24.5
Total	400	100
Occupations	Frequency	Percentage
Student	120	30
Husband/ Housewife.	20	5
Private business	14	3.5
Company employees.	83	20.75
Officials, State-owned enterprises	130	32.5
Other	33	8.25
Total	400	100
Income	Frequency	Percentage
Less than 10,000 THB	64	16
10,001-15,000 THB	79	19.75
15,001-20,000 THB	132	33
20,001-25,000 THB	47	11.75
25,001-30,000 THB	33	8.25
More than 30,001 THB	45	11.25
Total	400	100

TABLE II
THE (7Cs) FACTOR THAT IMPORTANT TO TRADING VIA THE WEB SITE.

E-commerce (7Cs)	The importance	The average importance.
Context		
1. Can learn easily.	0.72	0.70
2. Look beautiful and attractive	0.68	
Content		
3. Detailed information will be held, are accurate, complete, and easy to understand.	0.72	0.74
4. Goods and services is presented in the proper format and with modernity.	0.76	
Community		
5. A chat program to meet rally	0.64	0.64
6. The Web site is to help the information.	0.64	
Customization		
7. Personal information is collected securely.	0.80	0.78
8. Classification categories	0.76	
Communication		
9. There is a perception that information is correct. Modern and fast.	0.72	0.68
10. A website can appear in search engines within 3 minutes.	0.64	
Commerce		
11. Automatic payment system to facilitate	0.68	0.72
12. The ability to make transactions via the website as quickly as possible (to find the item, quote, purchase order)	0.76	

From the result found that customization is the first factor that people make decision to buy product and service in the website. It refers to the ability of a website to adjust itself to fit the users in each of individual need and the customize the web site to be able to match their own needs. And on the next purchase the buyer will get the email ads, and details on Web privacy immediately upon coming into contact, represents by the 0.78 percent. The second factor representing by 0.77 percent is the connection (link relation) with the audiences, understand them more depth, also the internet link between the organization's site and the other site. If you have purchased goods or services through a web of other. It will receive a percentage of revenue, such as 5% and may be added in to your account for your privilege. The third factor representing 0.74 percent is the content in the field about your product and service data in the digital format that the company want to show to people such as, pictures, sounds, and graphics-related goods, services and information offered for sale, sometime is corporate news service items that have been converted into commercial business presentation.

The fourth factor representing by 0.72 percent is Commerce as the design process, along with a detailed that description of the method and rules clearly in every meaning of the company product & service and come with the ability to transactions

within the website including systems to offer product information, price, product, search system, attractive conditions to offering flexible to the customer making decision and also to get the order that customers requirement and make it fast and reliable. The ability of the web to sell a product or service must provide information on the quantity purchased. Product description size price and purchased items in the basket, as well as allow customers to cancel your purchase also as well. [5]

V. CONCLUSION

From the results of the preliminary data analysis can summarize the importance of factors that affecting to the decision to purchase goods and services via the website, to creating a successfully web site. The first factor is customization representing the percentage is 0.78, second is the connection (link relation) with the audiences, the third factor is content in the website it can be summarize it mean if the business can enhance the website to be the digital format such as multimedia that can combination of both picture and sound, it has to be interesting, so viewers don't feel boring to watch data, and the website contains with the clear, easy-to-read information includes details of fully qualified products and services and the data in the website are reliable and updated the information become accurate and valuable for the customer is will increase the ability of transactions through the web site (information, product search, price terms, quotes, order activates) and by the end the company will get the good performance or good sale from that.[6]

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