The Effectiveness of the Online Shopping For the Customer

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Abstract - The Internet is a global communication medium that is increasingly being used as an innovative tool for marketing goods and services. The Internet has added a new dimension to the traditional nature of retail shopping. The internet offers many advantages over traditional shopping channels and the medium is a competitive threat to traditional retail outlets. Premium Design t-shirt is an online business that provides an online shopping and t-shirt design printing within customer budget. However, in order to make sure the online business is success, the company need to have business model and environmental map as guideline to plan a successful business.

Keyword: internet, online shopping, traditional shopping,

1. INTRODUCTION

Premium Design t-shirt is actually provide an online shopping and retail business .The means by the online shopping and retail business are the customer who are unable to come to our shop they can also buy and send their design to us by online. The online shopping as the platform to us to expand our retail business as well as for satisfies our customer. Premium Design t-shirt is more focusing on adult, teenager and the poor people. Thus, designing the t-shirt based on customer design is the main of our objective to make the customer satisfy with their choice and design. Otherwise, we just give some explanation to the customer if the design is too messy or not suitable to design it for the t-shirt or else it is depend on the customer choice. Therefore, the beneficial will be earned by the user is the latest design from the professional designer and also trendy best-selling t-shirt. Otherwise our company also provided the monthly donation especially for the poor people rather than we thrown out the old version t-shirt.

2. BACKGROUND

Premium Design t-shirt company is actually company that provide an online shopping and retail business .The means by the online shopping and retail business are the customer who are unable to come to our shop they can also buy and send their design to us by online. The online shopping is the platform for us to expand our retails business. Premium Design t-shirt is more focusing to designing the t-shirt based on customer design because our objective to make the customer satisfy with their choice and design. Thus, it is what was created in our value proposition by providing the unique design to the customer, having the online collection, trendy best- selling t-shirt, doing the monthly donation on poor people and also having the design from professional designer. Furthermore, the way we gain our revenue is from the t-shirt sale, global sale, online sale and fund raising in order to maintain our market in online t-shirt. As we knows, the competitor of online t-shirt is huge, than our customer relationship is the strength for us to sustain our business and make sure we provide the excellent service Otherwise, we provide the affordable price to our customer and we have the promo sale the

end of the year to our customer having our product. Thus, we need to have the strategic plan for example create the environmental map to have a view about our marketplace business rather than make an assumption , the planning is important for the better future of our business

PROBLEM

a) Customer have to travel a certain distance for the product.
b) Not all store and businesses have the exact item or services for the customer
c) Traditional marketing approaches do not offer access to services, products and businesses 24/7.
d) Ready-made – limited choices in term of design, materials and size
e) Designers – Don't have any platform to advertise their designs.
f) The message you can deliver with traditional advertising is much more limited compared to newer forms of communications

3. LITERATURE REVIEW

Todays, online shopping or e-commerce is a common word in Malaysian society and it has become an integral part of our daily life. There are websites providing a number of goods and services. Then there are those, which provide a specific product along with its allied services .Ramirez Nicolas (2010) state that "The Internet has changed many faced of our daily lives: the way we relate and communicate with one another, how we interact with a bank, read newspapers or watch television. Even the way we buy and sell. These changed have occurred due to the constant flow of companies offering new business models and innovative formulae. Many people prefer to shop online because they can shop for their desired items without having to leave the comfort of their homes.Kim and Park (1991) stated that the consumers found internet to be easily accessible and spend more time online for information search. Consumers' attitude toward online shopping first depends on the direct effect of relevant online shopping features(Davis,1993).Li and Zhang (2002) found that consumers' attitudes toward online shopping have gained a great deal of attention. It is believed that the consumer's attitudes will affect intention to shop online and eventually whether an online transaction is made. Consumers shop on the internet because they can compare the perceived benefits of products and shopping channels. The main motivation to shop online is that it is more convenient than to shop in-stor.

According to Lee and Colleagues (2001),two main categories of perceived risk emerge in the process of online shopping. The first is functional loss, financial loss, time loss, opportunity loss, and product risk. The second is the perceived risk associated with context of online transactions, and includes risk of privacy, security no repudiation .From the literature review, we can know that people like to buy through online. Then ,to get their attraction to buy t shirt using our website, we added some new features or new service like our customer can design t shirt by their own taste and it will give them more satisfaction.

4.   Methodology

a)   The study

The present study is by means of primary data analysis in which an attempt has been made to identify the responses of Internet users towards Internet shopping

b)   The sample unit

The sample units are from IIUM student and staffs. For the sample unit, we looking to the location that the most population of target customer will be demand for the online shopping which is IIUM community. It is because IIUM community consists different type of people background which are students, stuffs and workers.

c)   Sample size

The samples of study were distributed to the 30 respondents which are 15 males and 15 females that include students, stuffs and workers.

d) Task for data Collections

The questionnaire based on 5 point Likert scale. The questionnaire consists of 5 questions and it has been administrated on the male and female students or stuffs. From the questionnaire, we ask them for the general knowledge about online shopping, what actually they want from the online shopping, what they expected from our website and so on.

5. PROPOSED CONCEPTUAL SOLUTION

We provide a number of solutions from problem we face, namely:

1) Providing service to the customer for their own design they want.
2) Providing more choices in term of design, materials and size
3) Customer does not have to come to our store for clothes they want to reserve. They just have to book through our website.
4) Provide customer full information about the service and design

The Business Model Canvas

Team or Company Name: **Premium T-shirt Design**　　Date: **21/10/15**

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
• T-shirt supplier • External sales force • Ecommerce partner	• Managing stock • Selecting t-shirt collection • Brand management • sales	• Unique design • online collection • trendy best-selling t-shirt • monthly donation • Create own design • Professional designer	• key account management • online profiles • personal in-store advice • trust • affordable price	• Adult • Teenager • Poor people
	Key Resources • store location • website • sales people • trendy brand image • desirable t-shirts		**Channels** • External sales force • Social media • High street store in city	

Cost Structure	Revenue Streams
• Store rental • Purchase of t-shirt • Sales team • Website • Ad budget	• T-shirt sales • Global sales • Online sales • Fund raising

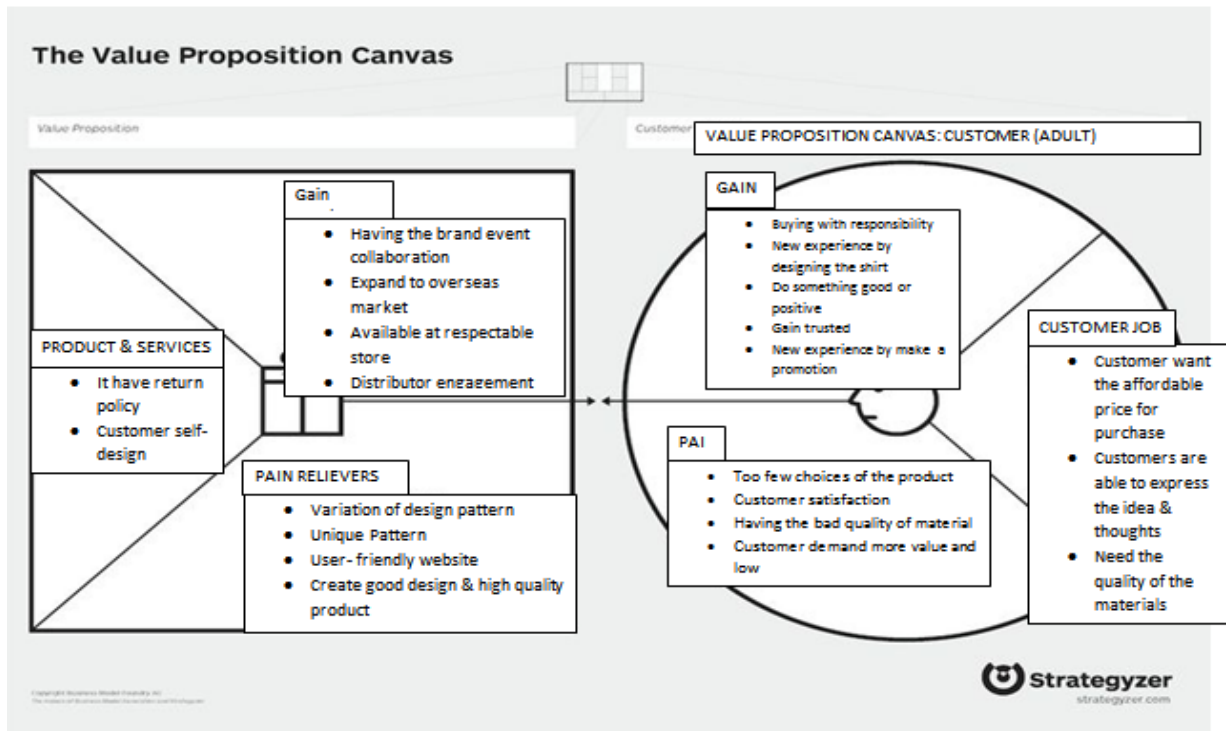Figure 1: business model canvas Premium Design T shirt
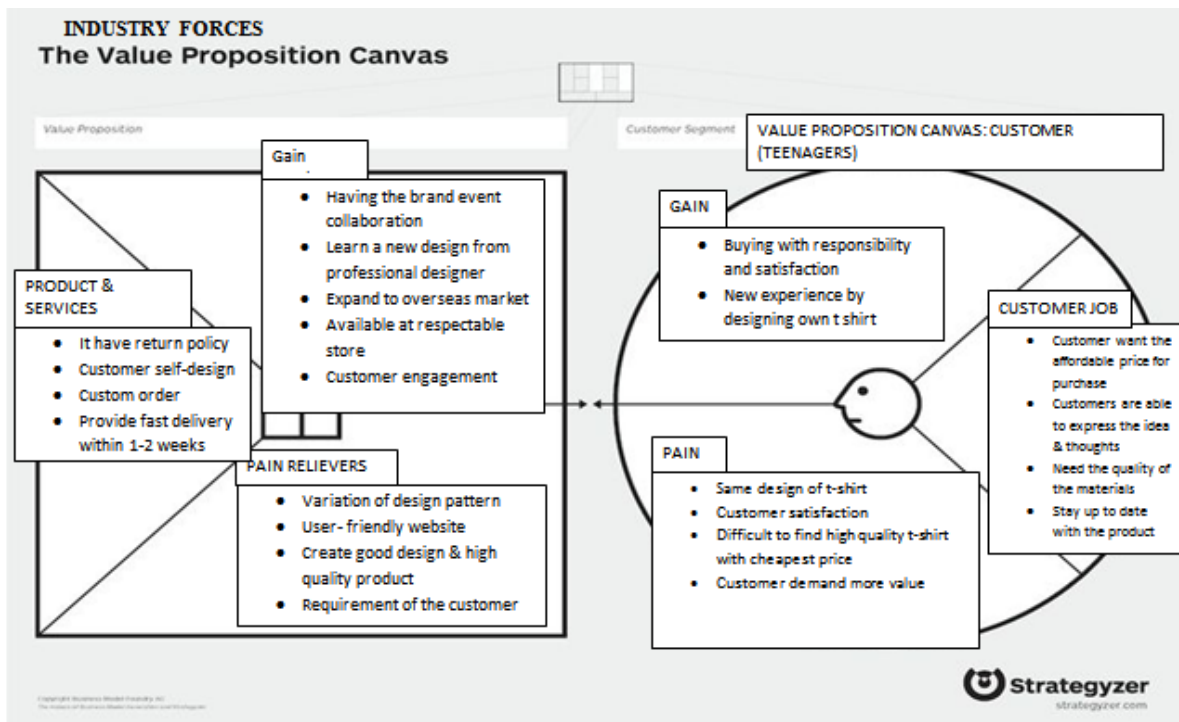
Figure 2.1: Value Proposition Canvas(adult)
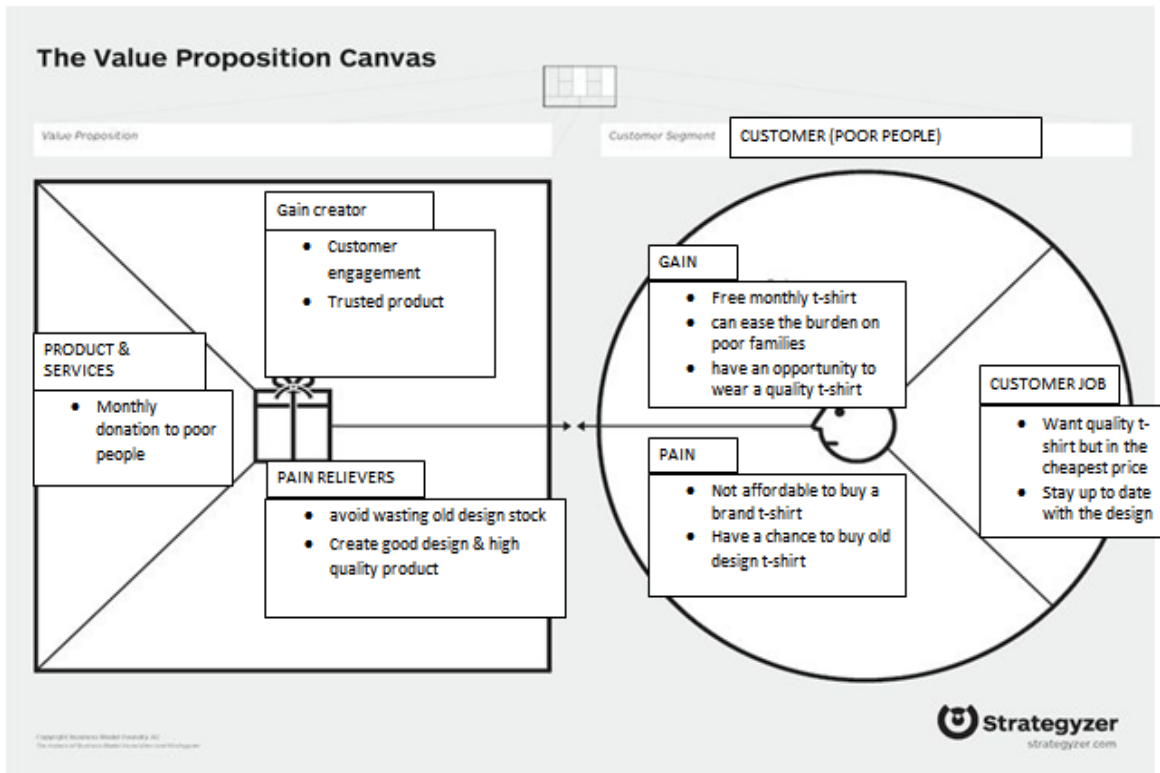

Figure 2.2: Value Proposition Canvas(teenagers)

Figure 2.3: Value Proposition Canvas(poor people)

6. VALUE PROPOSITION CANVAS

Value preposition

The value preposition building block describes the value in which the Premium t-shirt designs create for the customer segment. This includes:

- The unique of designing t-shirt
- There have online collection for the customer
- Trendy best-selling t-shirt
- Monthly donation for the poor people
- Customer can create their own design
- We provide the professional designer for design our latest t-shirt.

Customer segment

The customer segment building block defines the different group of people aims to server the product. The focus customer segments are:

- The first customer segment is the adult
- The second customer segment is the teenager
- The third customer segment is the poor people

Customer relationship

The customer relationships building block describes the type of relationship of Premium t-shirt designs establish with specific customer segment. The type of the customer relationships are:

- Our company could management our account for us to maintain our company profit.
- Online profile through the website
- Personal in store advice to the customers
- Trusted by the customer
- There have the affordable price of the t-shirt design

Channels

The channel building block describes how the Premium t-shirt online designs communicate with the specific customer segments to deliver value proposition. The main channels include:

- External sales force- our company also gain the profit by sale our product in different location such a way to interact with the entire customer.
- Social media – social media as the medium for us to promote our product to the other site thus our product well known by others.
- High street store in city- we also sale our t-shirt design at the famous brand stall , otherwise customer need to buy on our shop or by the online

Key Activities

The Key Activities Building Block describes the most important things about Premium T shirt design .The key activities include:

- Managing stock through stock distribution according to the situation faced by our company.
- Select collections t shirt with the famous brand and design used by them.
- Manage the brand of our company to keep abreast of famous brands
- Hold big sales with an auction price once a year to attract customers

Key Resources

The Key Resources Building Block describes the most important assets required to make our company work .The key resources include:

- Provide a website for the customer
- Strategic location of our store, so that it can easily detected by our customer.
- Provide sales people that have experience in selling and have a good attitude in serving the customer.

- Provide trendy brand image
- Provide desirable t shirt trend that suitable with customer taste.

Revenue streams

The Revenue Streams Building Block represents the cash Premium T-shirt Design generates from each Customer. This includes:

- T-shirt sales- from sales at the store
- Global sales- income from export the t-shirt to other countries
- Online sales- generate revenue form advertising fee and online shopping
- Fund raising- donation to poor people and wakaf

Key Partner

The Key Partnerships Building Block describes the network of suppliers and partners that make the Premium T-shirt Design work. The key partners include:
- T-shirt supplier- our main supplier that provide cloth to us
- External sales force-
- Ecommerce partner- our ecommerce partner

7. ENVIRONMENT MAP

Industry Forces

1) Suppliers and other value chain actors
   - Supplier want a profit from their investment
   - Strength of distribution channel

2) Stakeholders
   - Distributor gives the largest contribution. It is because, they help us to promote product at the local area

3) Competitors (incumbents)
   - Dominant competitors which are Spread Shirt, Tee Fury and Skyline Shirt.

4) New Entrants (insurgents)
   - Insurgents with well-known brand.

5) Substitute Products
   - The competitors might have loyal customer because they have a well-known company brand and trusted product.

Market Forces

1) Market Segment
   - Online platform (website),
   - Shop Centre

2) Needs And demands
- Customers need a fast & organized service
- A platform that can be trusted

3) Market Issue
- The growth of the use of internet (e.g.: website, online shopping)

4) Switching Cost
- Extra charge added for the customer (shipping cost)

5) Revenue Attractiveness
- Customers are willing to pay for the deposit first before they get a product

Macro-Economics Forces

1) Global Market Conditions
- Good growth in business of advertising.

2) Capital Markets
- Suppliers

3) Commodities and Other Resources
- Demand for natural resources

4) Economic Infrastructure
- Economic infrastructure is ever changing

8. CONCEPTUAL SOLUTION

Online shopping can help solve the problem of teenagers and adults now in terms of lack of time to go to the store to buy a t shirt itself. They only need to buy through the website provided by our company and in the meantime, they can also design their own t-shirt by their tastes. Our company only takes a short time to prepare t shirt ordered by the customer and we put a low price compared with other companies .The price that we put is in line with the ability of our customers. Furthermore, when buying through online, our customers will have the time to do more important work rather than have to go to the shop just to buy a t shirt.

9. FUTURE WORK AND CONCLUSION

Nowadays, online shopping is about to explode. Most of the online designer or retailers are expanding their product and service offering, in store pickup, free shipping and experimenting with social media. Here are the futures of work of online shopping.

I. Mobile apps. Consumers now spend more time consuming digital content via smartphone and tablet apps than they do via surfing the web. Apps serve many functions such as provide general info, prices, booking forms, search features, user accounts, messengers, news feeds, and much more.

II. Improved delivery. Consumers want cheap, fast, personalized delivery services. So the retailer need to increase the social network delivery services, with delivery drivers waiting while a customer checks their order or tries clothes on, before taking back unsuitable items. Again, the customer's needs will come before the delivery or retail companies.

III. All about the consumer. In the near future, more retailers will leverage technology to strengthen customer relationships and provide a fast experience across every touchpoint.

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