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COLLEGE OF COMPUTING AND INFORMATION SCIENCES
DEPARTMENT OF COMPUTER SCIENCE
BACHELOR OF SCIENCE IN COMPUTER SCIENCE
YEAR 2
BIT 2207 RESEARCH METHODOLOGY
Course Work:RESEARCH PROPOSAL

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PANDA EASY BUY AND SELL APPLICATION

Introduction

It is quite unarguable that in most areas in Uganda especially in the business sector, selling or buying an item at a cheap negotiable price with a very minimum risk of being scammed is really challenging. Many sellers tend to sell items that are probably faulty and end up putting potential buyers at losses after they buy these items. These items range from gadgets, Computers, phones, appliances to mention but a few.

Easy buy and sell is a dynamic web application we plan to implement that will enable users buy and sell items with minimum risk of being scammed. The application will have secure features like, user details including names, passwords, email address, location and contacts to mention but a few.

All this will be intended to offer a transparent platform where users will feel safe to transact and engage. For purposes of buying and selling durable items in good condition, potential sellers will have to critically describe the item they plan to sell for example a current photo of the item, its specifications, how long it has been used, a fair realistic pricing and its brand.

The application will adopt a good user interface with sections of contact in case one needs an inquiry or wants to report a fraud deal. Users will basically be able to log in and upload items they want to sell with all their details and also be able to view other items that are for sell with all their pricing.

Problem Statement

The Easy Buy and Sell Application branded as PANDA will come in very handy in this era of dynamic online deals, trades and transactions. Our intention to develop a system that will enhance a user friendly platform on which traders can easily buy and sell items at their own convenience as a result we shall, minimize the vast challenges encountered with online buying and selling.

Objectives

General Objective

To develop a web based application with an interface that will enable users buy and sell items online through a dynamic platform without having to physically hawk items.

Specific Objectives

- To develop a user friendly application understood by the common man.
- To ease online buying and selling of items.

- To create a network of online traders through links and connections.
- To minimize online fraud and scams.
- To build trust and transparency among online traders on the platform through the dynamic message system on the platform.

Research Scope

The target group of this application is people with smart phones and those that have access to internet enabled devices. People who also have access to internet cafes will find using this application good since it is web based. The major participants on the platform will be active traders who want to sell items online and those that want to check items to buy. Traders who stay with in the same geographical location will find the application quite thrilling and exciting

Research Significance

The development of the Easy Buy and Sell Application branded as PANDA will be break through in the online trading world where users will be able to engage in transparent buying and selling of items. This application will create bonds and links since traders on the platform will be able to interact at length through the online message system embedded in the platform. Security when it comes to online trade will be enhanced and modified since the personal accounts of online traders on the platform will be closely monitored through the admin security account and fraudulent users will be made public and erased from the platform. The application will come in as an opportunity for middle income traders to buy and sell second hand items which will make the platform quite cheap.

Literature Review

Introduction

This section will mainly discuss on the study that has been done by previous research of other authors in the similar area of the present study. Throughout this section, there will be comprehensive discussion on theoretical and practical views of previous studies done in online buying and selling. This study combines factors that other studies have done that will influence the users purchasing decision in online buying and selling platforms. It includes the price attractiveness, time saving, enjoyment and excitement and high interactivity.

Research variables

In this part of the study, definition and citations from other authors of the dependent and independent variables in the similar area of research will be presented here;

Price attractiveness Price is a form of monetary that people use for any transactions. It is predicted that price of a product differs in online and offline buying and selling. According to Xia and Monroe (2009), consumers will save in monetary when there are price promotions on specific products. In an online context, consumers are more likely to depend on the price cues to determine the quality of a product which are presented in the web site because they cannot see or touch the actual product (Jiang and Rosenbloom,

2005). The study of So, Wong and Sculli (2005) resulted that when there is the presence of promotional offers, consumers will have higher intention to purchase in web-shopping; purchasing decisions and choice making from alternative evaluations can be made easily when there is the presence of promotional offers. [1]

Time saving Time is also perceived as one of a factor that relates with intention to purchase in any buying and selling context. It is believed that consumers have their own perception of time, whether or not to shop from the internet. According to Hansen and Jensen (2009), accomplishing the shopping trip as soon as possible refers to the time-saving oriented consumers and they prefer store choices favoring quick shopping; people who dislike shopping and approaching for time saving retail stores refers to the economic shoppers or known as "problem-solvers". In online buying and selling, it requires less effort and better decision making for consumers who opt to purchase at the e-store (Jiang and Rosenbloom, 2005). Shoppers may save their time in e-shopping because they do not have to go through any effort on travelling to a mall or saving their time in other psychology factors such as traffic jam etc. Online shopping increases search efficiency by eliminating travelling costs and psychological costs brings convenience in e-shopping (Jayawardhena et. al., 2009). Comparing online and traditional shopping, Alreck and Settle (2002) found that internet shopping was viewed as saving more time. Enjoyment and excitement [2]

Excitement is defined as high level of enjoyment and stimulation that has the positive emotional state (Russell, 1980). Excitement can also be associated as to satisfy retail outcomes (Dawson, 1990). According to Lotz, Eastlick and Shim (1999), the emotion that has been considered as the key experience that attracts customer to any buy and sell platform is excitement. Jeong, Fiore, Niehm and Lorenz (2009, p.109) cited from (Eroglu, Machleit and Davis, 2003; Mano and Oliver, 1993) that emotional pleasure is defined as the degree of happiness and pleasantness and arousal as the degree of stimulation, excitement, and alertness; therefore, dimensions of emotional pleasure and arousal may mediate consumer experiences and web site patronage intention. Similarly, as the web site's shopping is more enjoyable, consumers are more likely to purchase a product (Monsuwe, Delleart and Ruyter, 2004).[3]

High interactivity Interactivity is defined as the degree to which two or more communication parties can act on each other, on the communication medium, and on the messages and the degree to which such influences are synchronized (Liu and Shrum, 2002, p.54). According to McMillan and Hwang (2002), interactivity is defined as direction of communications, user control and time. Interactivity can be applied in online and offline shopping. The terms of interactivity in an online context is based on the detailed information given, easy-to-read or descriptive information is available (Park and Stoel, 2005) and also the degree of communication between the buyer and the seller. In an offline context, interactivity will be based on the atmosphere of the shopping mall and also the interaction between the consumer and the shop's promoter. [4]

Summary of literature review

In the literature review, many authors have done their research on some of the factors that concern customer preferences when buying and selling over the internet. There are few articles available which compare the factors contributing the intention to purchase in online and offline shopping for apparels. This study will discuss more on the factors that will contribute to the consumer's purchasing intention for apparels which comprises of price attractiveness, time saving, enjoyment and excitement and high interactivity.

Research Methodology

Introduction

This section gives an insight of how we plan on executing this project. We are going to look at the Sources of data, Study sample, Data Collection tools and Systems Development Life Cycle.

Sources of data

Throughout this project we will concentrate on two major data sources, Secondary data and Primary data. The secondary data will be obtained from published journals, textbooks and other past research into this field of interest. The Primary data will be got from interviews which will help us get a broader understanding of the users experience with our prototype.

Study sample

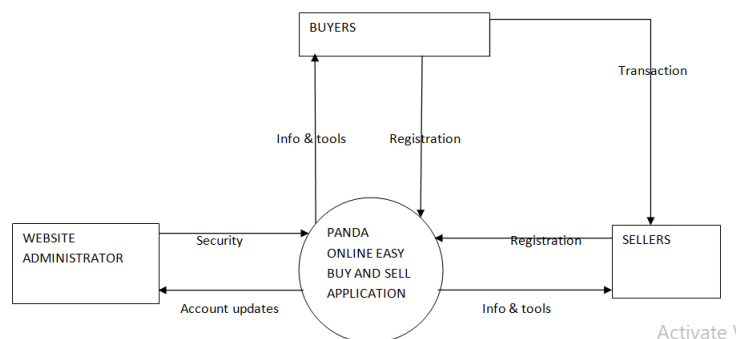
Sampling will help us to get data from a wide range of individuals that are involved directly or indirectly with the study. We will categorize the participants according to age, sex and smart phone usage. From each category we will have a total of 10-20 samples giving us a total sample size of approximately 30-50 respondents. We believe this will give a proper representation of the group of users that we plan to develop the application for.

Data collection tools

Interviews; Here Face to face interactions will be held between us, the researchers and the respondents. We shall ask questions which are designed in the interview guide regarding our prototype. The respondents shall be expected to provide the necessary answers that we consider to be of value to us in the development process. We will use a pen and note book to record the information being given by the respondents to the various questions in the interview guide.

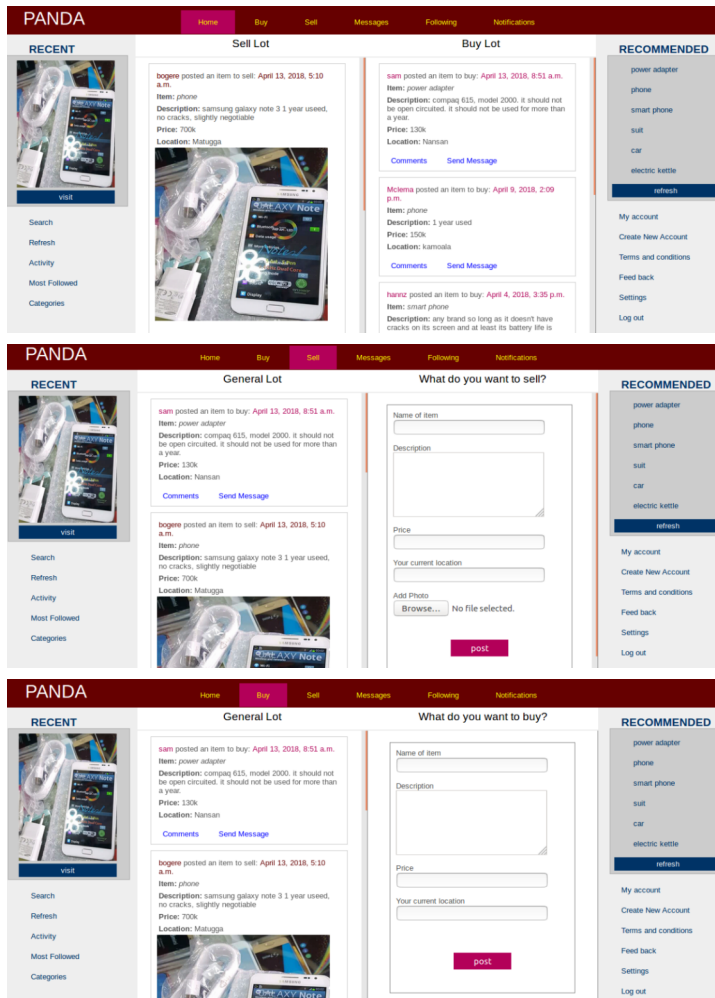
Systems Development Life Cycle

- **Data analysis;** In addition to the notes made after each interview, each transcript will be reviewed many times and themes, patterns and insight will be documented. When this process is completed, similar ideas and themes will be grouped and given a conceptual label.
- **System design;** to design the PANDA Easy buy and Sell application we will use process modeling system design where we will use fact-finding techniques such as interviews to investigate the current system and identify user requirements.
- **Process modeling;** Process modeling is a technique for organizing and documenting the structure and flow of data through a systems processes and procedures to be implemented by a systems processes. A system analysis process model consists of data flow diagrams.



- **System implementation;** System implementation is the construction of the new system and the delivery of that system into production. In the implementation of our system, we will use the following tools;

Interfaces The interfaces will be implemented using html and python programming languages. These interfaces include; the home page of the PANDA website, the sell order interface and the buy order interface respectively as displayed below;



- **System Testing and Validation;** The system will be checked for errors by running it using program emulators. The system will also be validated by allowing time for users to interact with the application under observation.

Conclusion

The above methods, from the sources of data to system testing and validation, will lead to the realization of the PANDA Easy Buy and Sell Application.

References

- [1] Xia and Monroe (2009). Internet: <https://www.ukessays.com/essays/marketing/literature-review-of-online-purchase-intention-marketing-essay.php>

- [2] Hansen and Jensen (2009). Internet: <https://www.ukessays.com/essays/marketing/literature-review-of-online-purchase-intention-marketing-essay.php>
- [3] Lotz, Eastlick and Shim (1999). Internet: <https://www.ukessays.com/essays/marketing/literature-review-of-online-purchase-intention-marketing-essay.php>
- [4] McMillan and Hwang (2002). Internet: <https://www.ukessays.com/essays/marketing/literature-review-of-online-purchase-intention-marketing-essay.php>