The design and usability of shoe bidding website and effects of social media marketing on online shoe bidding

# ABSTRACT

# KEYWORDS

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# INTRODUCTION

Online shoe auction sites have become a popular destination for shoppers looking to purchase shoes at discounted prices. However, with the increasing competition among online shoe retailers, it is becoming increasingly important for these sites to find ways to stand out and attract customers. One way that online shoe auction sites are doing this is through the use of social media marketing. Social media has become a powerful tool for businesses to reach and engage with their target audience, and online shoe auction sites are no exception. The purpose of this thesis is to examine the effects of social media marketing on online shoe bidding. The study will focus on how different social media marketing strategies, such as the use of influencers, sponsored posts, and user-generated content, impact the bidding behaviour of consumers on online shoe auction sites.

Previous research has shown that social media has a significant impact on consumer behaviour, including purchasing decisions. However, there is limited research on the specific effects of social media marketing on online shoe bidding. This thesis aims to fill this gap in the literature by providing a detailed analysis of the relationship between social media marketing and online shoe bidding. The findings of this thesis will have important implications for online shoe retailers who are looking to use social media marketing to drive more sales and increase customer engagement. The results of this study will provide valuable insights into the most effective social media marketing strategies for online shoe auctions and how these strategies impact the bidding behaviour of consumers. Additionally, the results of this study will contribute to the broader literature on the relationship between social media marketing and consumer behaviour.

This research has practical implications for online shoe retailers as it will provide insights on how to use social media marketing effectively to drive more sales, increase customer engagement and how to create a more personalised user experience to increase bidding activity. Additionally, this research will also be beneficial for the consumers who will be able to make informed decisions based on the information provided by the research. (2022) Bidding simplicity is one of the primary elements fueling the expansion of the online auction business. Online auctions provide buyers with the convenience of time and location flexibility. In the years 2022-2027, the market is anticipated to expand by 11.35 percent, with an annual growth rate of 9.22 percent. This market research report on online auctions for hard asset equipment gives unique insights on the influence of COVID-19 on the market, which will assist businesses in evaluating their business strategies.

In addition to examining the effects of social media marketing on online shoe bidding, this research will also delve into the ethical and legal implications of utilising such tactics. As the use of social media marketing in the realm of online shoe auctions raises various ethical and legal concerns, such as data privacy and consumer protection, this study will take these considerations into account. By doing so, it aims to provide a comprehensive understanding of the implications of social media marketing on online shoe bidding, including ethical and legal considerations.

In conclusion, this thesis will provide a comprehensive examination of the effects of social media marketing on online shoe bidding. By analysing the relationship between social media marketing strategies and the bidding behaviour of consumers on online shoe auction sites, this study will provide valuable insights into the most effective ways for online shoe retailers to use social media marketing to drive sales and increase customer engagement.

## AIMS

This study's objective is to investigate the effects of social media marketing and design and usability of an online shoe bidding website.

## OBJECTIVES

Better UI/UX for bidding website

Research for documentation of project while getting feedback from supervisor

To gain knowledge of social media marketing impact on market sales

# JUSTIFICATION

The online shoe auction industry has seen a significant growth in recent years, with more and more consumers turning to the internet to purchase shoes. As a result, shoe bidding websites have become increasingly popular and competitive. The design and usability of these websites play a critical role in determining their success and in attracting and retaining customers.

The design and usability of a website are crucial factors in determining the user experience and satisfaction. A well-designed website with a user-friendly interface can increase user engagement, enhance customer loyalty, and ultimately drive sales. On the other hand, a poorly designed website with a confusing interface can lead to a poor user experience, resulting in a decrease in customer loyalty and sales. Therefore, evaluating the design and usability of shoe bidding websites is essential for understanding and optimising the user experience on these sites.

Furthermore, the integration of social media in modern marketing has had a significant impact on consumer behaviour and purchase decisions. Social media platforms such as Instagram, Facebook, and Twitter have become powerful tools for promoting and marketing shoe bidding websites. They can be used to showcase products, create brand awareness, and engage with customers. Social media also enables shoe bidding websites to target specific demographics, increasing the chances of reaching the right audience. However, understanding the effects of social media marketing on consumer behaviour on shoe bidding websites is essential for the development and success of these sites.

SHOW THIS IN DIAGRAM

PROBLEMS

MOBILE RESPONSIVE WEB DESIGNS

LACK OF MARKETING

COMPLEXITY OF WEBSITE

SOLUTION

UI USER FRIENDLY

PROPER MARKETING

ANALYTICS

MAKE BIDDING MORE FEASIBLE

Finally, mobile technology has changed the way consumers interact with digital platforms, and as a result, it's important for shoe bidding websites to optimise their design and usability for mobile devices. With the increasing popularity of smartphones and tablets, more and more consumers are using mobile devices to browse the internet and make purchases. As a result, shoe bidding websites need to ensure that their design and usability are optimised for mobile devices, providing a seamless and user-friendly experience for customers.

In conclusion, researching the design and usability of shoe bidding websites, as well as the effects of social media marketing on online shoe bidding, is essential for understanding and optimising the user experience on these sites and for the development and success of the online shoe auction industry. This research will provide insights into customer preferences, behaviour, and needs, enabling shoe bidding websites to optimise their design and usability, increase user engagement, and ultimately drive sales. Additionally, the research will provide insights into the effectiveness of different social media strategies in promoting shoe bidding websites and help to understand the role of user-generated content and influencer marketing in shaping consumer trust and loyalty on shoe bidding websites.

# RESEARCH QUESTION

# SCOPE

# ETHICAL CONSIDERATION

An auction website for shoes must consider a variety of ethical considerations in order to ensure a fair and trustworthy platform for buyers and sellers. One of the most important considerations is the authenticity of the shoes being sold. The website must have measures in place to verify that the shoes are genuine and not counterfeit, as the sale of fake products can harm both buyers and legitimate shoe manufacturers.

(Nikitkov & Bay, 2007) Another ethical consideration is the fair and unbiased nature of the bidding process. This includes preventing any form of manipulation or fraud, such as bid rigging, shill bidding, or the use of automated bidding software. Such practices can create an uneven playing field and undermine the integrity of the auction. The website should also have clear and transparent rules and regulations for all participants to follow, and enforce these rules consistently.



Figure 1 Ethical Consideration

Privacy is also a crucial ethical consideration for an auction website for shoes. The website should have appropriate measures in place to protect the personal information of users, and not share or use it for any unauthorized purposes. Additionally, the website must have a system in place to quickly and effectively address and resolve any disputes that may arise between buyers and sellers, whether it is related to authenticity, shipping or any other issues.

Lastly, the website should also be transparent about any fees or commissions that may be charged for using the platform, and ensure that the fees are reasonable and fair. This helps maintain the trust of the users and ensures that the platform is not taking advantage of them. It's important to note that many of these ethical considerations are also regulated by laws, thus it's essential for the website to abide by the laws of the country they operate in.

# LITERATURE REVIEW

## RESEARCH METHODOLOGY

## CASE STUDY

## DEVELOPMENT METHODOLOGY

## TOOLS, TECHNOLOGY AND TECHNIQUES

# FINDINGS

# FUTURE WORKS

# CONCLUSION

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# APPENDIX

## PROJECT PLAN

## ISSUE LOG

## SOURCE CODE

## SUPPORTING DIAGRAMS

## GITHUB LINK

## VIDEO LINK