Efficient Online Shopping Platforms in Southeast Asia

Samer Bamansoor
Lecturer, Faculty of Computer and Information Technology, MEDIU, Malaysia and researcher, Faculty of Informatics and Computing, UniSZA, Malaysia Samer.ali@mediu.edu.my

Bishwajeet Pande
Gyancity Research Consultancy Pvt Ltd, Motihari, India, gyancity@gyancity.com

Yazeed Al Moaiad
Asst. Prof. Dr., Faculty of Computer and Information Technology, MEDIU, Malaysia
yazeed.alsayed@mediu.edu.my

P. Ravindran Pathmanathan
International Institute of Applied Science of Swiss School of Management, Netherlands ravindran@unies.my

Yousef A. Baker El-Ebiary
Assoc. Prof. Ts. Dr. Faculty of Informatics and Computing, UniSZA, Malaysia
*(Corresponding Author)
yousefelebiary@unisza.edu.my

Nurul Adilah Abdul Latiff
Faculty of Ocean Engineering Technology & Informatics, Universiti Malaysia Terengganu
nurul_adilah@umt.edu.my

Khairi Aseh
International Institute of Applied Science of Swiss School of Management, Netherlands
kkhairi@gmail.com

Lowai saleh aledinat
Faculty of Informatics and Computing, UniSZA, Malaysia
lowai.aledinat@gmail.com

Fakhrul Hazman Yusoff
Universiti Teknologi MARA, Malaysia,
fakhrul@tmsk.uitm.edu.my

Abstract—**With the emergence of current developments and their devices that allow correspondence between organizations with each other, just as it is between organizations and service providers, just as with their customers, for some reasons, including advertising and a return to what is acceptable to them with the organization. Items, deals, etc., therefore, this examination provides an internal and external investigation of the current web-based business phase with a focus on promising conditions, risks, qualities, and shortcomings of FashionValet's electronic stage, whose administrations offer more than the Internet. Also, FashionValet is a stage organizer for online shopping and style in Southeast Asia other than Poplook, Zalora, and others, and the bulk of them are important competitors to FashionValet and they implement their own systems. The FashionValet experience, for example, is the history of the creator just as the other company's foundation has been pointed out to characterize how organizations, especially FashionValet, have moved from their primary stage to where they are today as the most aggressive design project. In addition, the technologies and innovations used by FashionValet are shown to provide a comprehensive detailed blueprint. To understand the improvement in style organizations in Malaysia, it was examined further. The paper outlines the critical elements to FashionValet's thriving as an end.**

Keywords— Internet Business Stage, FashionValet, Southeast Asia, Online Shopping, Competitive Industry.

I. INTRODUCTION

FashionValet is a secretly owned online business design stage located in Kuala Lumpur, Malaysia, was founded by Vivi Yusuf in November 2010 as Director of Affairs and Head of Construction Offices and her best half, Daruddin Shah Anwar as CEO, FashionValet offers a variety of clothing from Islamic design such as underwear and outerwear. FashionValet also offers express delivery and customer criticism for various clients from all over the world. Additionally, FashionValet has physical stores in Malaysia in Pavilion, Bangsar Village II, and also in different countries like Singapore, Brunei, and Jakarta. FashionValet delivers its items to customers in more than 15 countries including West Asia, the United Kingdom, the United States, and Australia [1]. FashionValet is one of the organizations registered for the key management personnel of the Stock Exchange Malaysia.

These days, the internet allows everyone to buy and sell any products through online shopping traffic. Anyway, in 2010, the web also allows us to do this, and not everyone understands how to manage their web shopping routines, so what they know is to buy and sell any products through the actual shopping traffic as it were. Joyfully, since FashionValet existed, individuals have been introduced to online shopping activities and spread to more individuals from day today. FashionValet effectively operates the essential online pattern store that creatives from Malaysia can collaborate with. From the first day of FashionValet's existence, they consisted of three

members in their group with ten constructors from the Capital District. Initial was RM100,000 but after six years, their number expanded to 120 workers [2]. FashionValet crosses Southeast Asia with more than 500 brands. FashionValet is one of the major design projects that are happy to say that it has an extraordinary opportunity to compete and it is remarkable whether it is organizations in Malaysia or different countries.

II. BACKGROUND OF STUDY

To identify the opportunities, risks, attributes, and shortcomings of the current online internet business stage, a contextual analysis of the conversations for scholarly purposes was performed. The totality of the phases of current internet businesses has their own strategies such as how they move about their business and each other. The Premium Case and Study Guide is based on research papers from Google Scholar and other appropriate and well-established assets. The situation should be handled appropriately as it is used for study conversations that are used to teach students how to help an online business be widespread and featured by individuals across the planet, and how an internet business should be the most ideal option for their profession [3]. The latest technology and some more. Students who have learned specific topics in Internet business can also be more receptive and gain a reasonable understanding from the contextual investigation.

There is no doubt that the existence in which we live in a global pavilion of progress - where we turn to the Internet with whatever requests or necessities we have - one can say that one of the primary roles is to control e-shopping through the usual shopping channels. So the thing you shop on the web? We know this in moving forward with the lines.

E-shopping implies looking for an item utilizing the Internet, by entering stores or the sites of conventional stores, without requiring the finish of the inquiry interaction to buy [4]. Internet shopping enjoys numerous benefits that make it not the same as conventional shopping, however, there are a bunch of elements that decide the degree of shopper acknowledgment and practice of this sort of shopping and advantage from its benefits [5].

A. Web-based shopping highlights

- Saving time and exertion; Where the shopper can look for the item and its other options.

- Knowing every one of the moment subtleties of the item, through the item depiction and its image.

- The capacity to think about costs in more than one site and supplier, all effectively and helpfully from home without causing the difficulty of moving.

B. How does the shopper acknowledge web-based shopping?

The acknowledgment of internet shopping fluctuates starting with one customer then onto the next, for a few reasons, some of which depend on past encounters and purchasing propensities, or the idea of the actual item, or it very well might be because of mental reasons. There are a few buyers who like to physically analyze the item (Touch and Feel buyers) to conclude if to purchase, and there are additionally the individuals who have an issue of trust in sites and some unacceptable details and pictures they give about the item, however, notwithstanding that, there are a significant number of these customers Those who utilize electronic shopping as a method for recognizing the item just, and to decide the objective of the buy, leaving the buy choice made after a manual assessment in the stores in its conventional structure.

C. Secure web-based shopping

Taking into account the benefits given by electronic shopping, it is normal that this kind of shopping will acquire wide acknowledgment among the purchaser, however, it could be a hotbed for misrepresentation and extortion by stalkers, and some regrettable shopper encounters, and without an exacting customer assurance framework, may comprise an impediment to its acknowledgment. ; Therefore it is critical to take some careful steps by the buyer while rehearsing this sort of shopping; So you can add to securing it.

D. Safe Shopping Precautions

- Ensuring the genuineness of the site, through the accessibility of different dependability and wellbeing pointers, or by perusing the assessments of past customers and their fulfillment with the online store.

- Avoid shopping on destinations that don't give information to contact the vendor or those that don't explain trade and merchandise exchanges; As such information indicates the polished methodology of the online store.

- The e-customer ought to be cautious while giving individual information, and not give it but to the necessary degree, remember that the information is frequently a prerequisite for purchasing and not shopping, and it is in the last phases of the interaction.

- There are a few sites that request that the shopper make a record in the store, which requires giving some significant information, including charge card data, at that point, the buyer ought not to react until subsequent to affirming the site's believability and his goal to finish the buy interaction; The capture of records and the data contained in it is perhaps the most inescapable misrepresentation and extortion in internet business in Europe for the year 2021.

- Beware of offers that might be phony, which can be recognized through the enormous variety in the cost of the item starting with one site then onto the next, or the inability to give the coordinated picture and information for the item, for instance.

III. STUDY APPROACH

Contextual investigation collects information specifically from ancillary information, for example, web exploration, reports, websites, and diaries. The distribution range for each of them was from 2015 to 2020. In addition, the bulk of the variety of information is from Google Scholar as it is one of the web's trusted search tools for discovering articles [6]. The

essence of each piece of information has been viewed, noted, and used with caution without further development.

IV. E-SHOPPING IN SOUTHEAST ASIA

Indonesia, Thailand, and Vietnam are expected to be the biggest contributors to e-shoppers spending growth in southeast Indonesia, Thailand, and Vietnam in Asia over the next five years, according to consultancy Bain & Company, as a joint study with the Facebook Group, released recently, revealed that the expected digital spending in The region will nearly quadrupled, to $ 120.9 billion by 2025, from the $ 31.3 billion recorded in 2018 [7].

The study surveyed nearly 13,000 people in the middle of this year in Indonesia, Malaysia, the Philippines, Singapore, Thailand, and Vietnam, and concluded that the emerging middle class in this region will account for 70% to 80% of the growth in the digital realm. Consumers. Indonesia has the largest consumer base digitally at the moment, increasing from 64 million in 2017 to 102 million in 2018 [8].

Japan's Asia Nikkei newspaper quoted Pranith Yandamori, a partner at Bain and Company, as saying that the rapid digital transformation of societies in Indonesia, Thailand, and Vietnam has made these countries among the leading contenders for the crown of the digital spending summit in the region. If you look at Thailand and Vietnam, they are recording great growth rates. And I think Thailand and Vietnam combined, by 2025, will be the size or bigger of Indonesia [9].

The study showed that from 2017 to 2018, the number of digital consumers in Thailand increased from 21 million to 34 million, while the increase was from 38 million to 45 million for Vietnam in the same period, while the study expected an increase in the number. From digital consumers in Southeast Asia to 310 million by 2025, from 250 million registered in 2018 [10].

Regarding the spending sectors for digital shoppers in Southeast Asia, most of the major spenders come from Singapore, as the study found that 55% of online shoppers from this segment are present, but for the rest of the five countries included in the study, the high spending represents 40% or less. From digital consumers [11].

Song Seng Won, a banking economist at CIMB, said continued job growth and income growth in the region, especially among the middle class, bodes well for consumer activity in Southeast Asia. Although the International Monetary Fund has linked global growth forecasts to 3.4% for next year, Song noted that growth in the Association of Southeast Asian Nations is still higher than that, approaching 5%. The study predicts that average spending per digital consumer in Southeast Asia will triple from $ 125 in 2018 to $ 390 in 2025, while apparel, personal care, and beauty products are expected to lead the growth in spending across markets in the region [12].

The countries of Asia are characterized by being fast-growing economies with a high population density, and Southeast Asia, in particular, is experiencing rapid growth and has become one of the most important regions in the world in the field of e-commerce, and some reports have emerged that the largest emerging companies in Asia in that area are as follows [13], and see Figure 1.
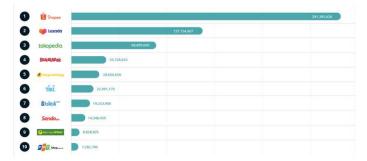

Fig. 1. Top 10 Most Visited E-Commerce Sites in Southeast Asia, 2020

A. Orami

Is a store specializing in selling products for women of all ages, from the latest fashion to products for mothers, and the company hopes to dominate the market for women's beauty products in Indonesia, which is estimated to be worth more than $ 2.2 billion, according to the "Wall Street Journal?"

Originally founded as Moxi by the Ardent Capital Group in Thailand, Orami is the product of a merger with the Indonesian e-commerce platform Belna. Orami was launched in 2013 and has received funding from many investors, such as Eduardo Saverin, who is one of the first investors on Facebook.

B. MySale

The company is run from Australia, the United Kingdom, and the United States of America. Mycell runs several discount websites in Southeast Asia, is popular in Malaysia, and mixes e-commerce with the daily deals of sites like Living Social.

C. Reebonz

Founded in 2009, Ribbons, an online shopping company headquartered in Singapore, is a company that specializes in buying and selling new and used luxury goods such as handbags, clothing, and accessories. The company operates throughout Southeast Asia and employs more than 300,000 full-time employees.

D. Shopee

It is a Singapore-based shopper and seller company that allows sellers in countries such as Thailand, Taiwan, Singapore, the Philippines, and Vietnam to open their own online stores. It is a company owned by "Garina", which is one of the largest free internet gaming companies in Southeast Asia.

E. Bhinneka

Headquartered in Indonesia, it is a technology company specializing in laptops, smartphones, digital cameras, and televisions. Although this company was established in 1993, it did not enter the e-commerce sector until recently, and it raised

166

investments worth 22 million dollars in 2015 with the aim of strengthening its presence on the Internet.

F. Althea

It is an online retailer of cosmetics and skincare products, headquartered in South Korea, and although it mainly targets the Korean market, it operates all over Asia through sites targeting markets such as Singapore, the Philippines, Indonesia, Thailand, Taiwan, and even the United States of America. Founded in 2015, this company has raised $ 10.7 million in investment over the past three years.

G. Lazada

It was originally founded by the "Rocket Internet" company in 2011 and has since obtained investments from many sources, including a partial acquisition by the "Alibaba Group" in 2016. The company aims to become the Southeast Asian model of the "Amazon" company., Has already seen significant growth over the past seven years, and the "Alibaba" group recently invested $ 2 billion in it.

H. IPrice

Headquartered in the Malaysian capital, Kuala Lumpur, this site allows consumers to compare prices of a wide range of goods including electronics, cosmetics, and fashion at a large number of retail stores in Southeast Asia. The site provides price comparison services to customers in Singapore, Indonesia, the Philippines, Hong Kong, Vietnam, and Thailand, and since 2017, the site has started offering food in more than 1,000 retail stores in the target countries.

I. Sociolla

Targeting the huge, fast-growing Indonesian market, this Indonesian company is one of several e-commerce startups that have recently sprung up in Indonesia. Social operates in the hair and skincare products sector and has secured $ 12 million in investments in three rounds of financing since its inception in 2014.

J. Zalora

It is an online fashion store founded by the "Rocket Internet" company in 2012, and this store targets customers in Singapore, Malaysia, Indonesia, the Philippines, and other Southeast Asian markets, and also operates in Hong Kong and Taiwan. Zalora has been able to obtain investments from other companies operating in the retail sector, including the Central Group Company in Thailand and Ayala Company in the Philippines.

V. DISCUSSION

A. Malaysian Fashion Industry

First, During the 1980s, the apparel business in Malaysia was solid in light of the fact that an assembly contract was prepared for some very high-quality international brands such as Polo, Guess, Burberry, Adidas, Nike, and others. Changed value chain to "Unusual Plan and Brand Assets" from "OEM Item". The current Islamic dress code can be supplied in Malaysia to meet the needs of Islamic style as an Islamic country.

Second. In 2016, the income has reached 116 million USD in the pattern area while in 2021 the Market Size Plan projected that it will reach 208 million USD in the market which is an annual development rate of 12.3%. 'Clothing' is the largest market segment with a volume ranging from $ 1 million to $ 84. In view of the worldwide viewpoint examination, in 2016, China ranked first with an income of $ 125.799 million [14].

Third. Asian countries have been venturing into the online shopping style in the past few years, especially in Malaysia. Despite this, among the entire retail industry, Malaysia is the lowest in the total for exchanges, and in retail deals, Malaysia also falls below 2.0% in the total. Online shopping in Malaysia needs a lot of effort to replace the actual stores despite the fact that real retailers offer online shopping encounters in Malaysia [15].

Fourthly. Today, design institutions in Malaysia have gained global distinction due to protection, fast delivery, and the nature of popular items and clothing.

B. Collaboration

FashionValet accepted the open door for its first global participation with Noona, the iconic Indonesian brand. The joint efforts of these two brands affected the fruitful display of their items quickly as their most recent collaboration is "Noona <3 FashionValet".

Second. FashionValet has collaborated with many Malaysian planners such as CalaQisya, MimpiKita, and INNAI. Other than that, FashionValet has also teamed up with a part of Malaysia's celebs who are Nora Danch and Shahleh.

C. Investment

FashionValet has entered into an agreement with MyEGMake Sdn. PHP and MyEGMake Sdn. Bhd. FashionValet eagerly offers a 30% stake by putting RM1 million in the project, expanding their business, securing new clients, and other promotional purposes, just like growing its supervisory group.

A second. FashionValet oversaw various sources from three huge speculations. First of all, choose "MyEGMake The Pitch Season 2", an unwritten TV show, FashionValet to win 1 million RM. FashionValet's creators were agents of young business visionaries, and unrecorded TV show parties said, they needed openings for organizers to expand their business into various financial backers.

D. Elixir Capital

FashionValet is keen to obtain funding from Elixir Capital although few organizations are also keen to give their money because of the comparability between FashionValet and Elixir Capital which makes FashionValet ready to compete with innovators in neighborhoods, especially in Asia as the most extravagant organization before. Improving departments and raising the level of offers for clients and service providers.

A second. FashionValet was developed by Elixir Capital over two years after major support. The size they call "a large number of dollars" is the overall project. The goal of the asset is a mixed-use online business, customer-focused content, big information plans, and another kind of innovation to expand their online reach to assignments, particularly across Southeast Asia.

VI. CONCLUSION

In conclusion, the entirety of the author's endeavors, challenging work, supervisory group discipline, commitments, customer plan, and reliability have presented FashionValet now and today as one of the stages of fruitful online business. Collaboration and arrangement between supervisory groups and clients around plan and style have got one of the reasons that FashionValet is trusted and happy every individual who has purchased and used their items. FashionValet should be happy with its concern and certainty especially when it was in 2010, the networks weren't aware of web shopping yet, but that doesn't cause the creators to ignore their expectations. The audacity of the originators is amazing in light of the fact that they strongly need to design their future lives on their own despite the fact that their families have so far become wealthy and they can also move forward effectively with their own company without having to start another organization. Each of their inspiring perspectives on how they approach their business should motivate individuals, especially young entrepreneurs.

REFERENCES

[1] Lehmann, S. (2018). Implementing the Urban Nexus approach for improved resource-efficiency of developing cities in Southeast-Asia. City, Culture and Society, 13, 46-56.

[2] Do, T., Nguyen, T., & Nguyen, C. (2019). Online Shopping in an Emerging Market. Journal of Economics and Management Sciences, 2(2), p1-p1.

[3] Leeraphong, A., & Papasratorn, B. (2018). S-commerce transactions and business models in Southeast Asia: A case study in Thailand. KnE Social Sciences, 65-81.

[4] Kshetri, N. (2020). China's Emergence as the Global Fintech Capital and Implications for Southeast Asia. Asia Policy, 27(1), 61-81.

[5] Bilgihan, A., Kandampully, J., & Zhang, T. C. (2020). Towards a unified customer experience in online shopping environments. International Journal of Quality and Service Sciences.

[6] Bamansoor, S., Saany, S. I. A., y El-Ebiary, Y. A. B. (2020). The S-Commerce usage and acceptance modelling in Malaysia. 3C TIC. Cuadernos de desarrollo aplicados a las TIC, 9(1), 99-115. http://doi.org/10.17993/3ctic.2020.91.99-115.

[7] Simanjuntak, P. (2019). Indonesias policy on ecommerce regulation and its challenges. Bulletin of Social Informatics Theory and Application, 3(2), 69-74.

[8] Yousef A.Baker El-Ebiary, Samer Bamansoor, Waheeb Abu-Ulbeh, Wan Mohd Amir, Syarilla Iryani A. Saany, M. Hafiz Yusoff. "A Prognosis of Chinese E-Governance" Vol. 68, Editor's Issues, Oct. 2020, pp. 86-89, IJETT, doi: 10.14445/22315381/CATI1P215.

[9] Yousef A.Baker El-Ebiary, Waheeb Abu-Ulbeh, Najeeb Abbas Al-Sammarraie, M. Hafiz Yusoff , W. M. Amir Fazamin W. Hamzah, Syarilla Iryani A. Saany. "The Role of ICT in Special Educational Needs – A Case Study of Malaysia" Vol. 68, Editor's Issues, Oct. 2020, pp. 90-93, IJETT, doi: 10.14445/22315381/CATI1P216.

[10] W. M. Amir Fazamin W. Hamzah, Waheeb Abu-Ulbeh, Najeeb Abbas Al-Sammarraie, Yousef A.Baker El-Ebiary, M. Hafiz Yusoff, Syarilla Iryani A. Saany, Azliza Yacob. "The Integration of Learning Management Systems with PLE – a Review Paper" Vol. 68, Editor's Issues, Oct. 2020, pp. 94-96, IJETT, doi: 10.14445/22315381/CATI1P217.

[11] Syarilla Iryani A. Saany, Waheeb Abu-Ulbeh, Najeeb Abbas Al-Sammarraie, Yousef A.Baker El-Ebiary, M. Hafiz Yusoff, W. M. Amir Fazamin W. Hamzah, Yanty Faradillah. "A New E-Learning Technique Using Mobility Environment" Vol. 68, Editor's Issues, Oct. 2020, pp. 97-100, IJETT, doi: 10.14445/22315381/CATI1P218.

[12] Hazem M Bani Abdoh, Syarilla Iryani A. Saany, Hamid H. Jebur, Yousef El-Ebiary. "The Effect of PESTLE Factors on E-Government Adoption in Jordan: A Conceptual Model" Vol. 68, Editor's Issues, Oct. 2020, pp. 19-23, IJETT, doi: 10.14445/22315381/CATI3P203.

[13] Y. A. B. El-Ebiary, "The Effect of the Organization Factors, Technology and Social Influences on E-Government Adoption in Jordan," 2018 International Conference on Smart Computing and Electronic Enterprise (ICSCEE), Shah Alam, Malaysia, 2018, pp. 1-4. IEEE Xplore, Scopus: 19 November 2018, DOI: 10.1109/ICSCEE.2018.8538394.

[14] Scholl, H. J., Barzilai-Nahon, K., Ann, J. H., Popova, O. H., & Re, B. (2009, January). E-Commerce and e-Government: How do they Compare? what can they Learn from each Other?. In 2009 42nd Hawaii International Conference on System Sciences (pp. 1-10). IEEE.

[15] Arora, N., & Aggarwal, A. (2018). The role of perceived benefits in formation of online shopping attitude among women shoppers in India. South Asian Journal of Business Studies.