



University of Batangas

PUBLICATIONS, RESEARCH,
LINKAGES & LIAISON OFFICE

APPLICATION FOR RESEARCH ETHICS REVIEW

College of Information and Communications Technology

COLLEGE/ DEPARTMENT

Date: _____

Research Title : PalengkeSite: The Design and Implementation of an E-Commerce Site for Batangas' Wet Markets

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Cooperating Agency: _____

SUMMARY OF THE PROPOSED RESEARCH (Research Problem and Objectives)

As the pandemic began, many businesses considered e-commerce and consumers prefer online buying. As a result, the researchers would like to develop a web application that will benefit both buyers and sellers. In addition, some companies and organizations create reports manually which usually leads to data redundancy. The chosen client, LGU Mabini, is one of those organizations that still manages data reports on an excel spreadsheet. The study, PalengkeSite: The Design and Implementation of an E-Commerce Site for Batangas' Wet Markets, is proposed to help both buyers and market sellers in buying and selling products, respectively, and to assist businesses or organizations in efficiently managing and fixing data reports.

The purpose of this study is to provide a platform that will assist market administrators in handling their data reports such as stalls, sellers, and buyers information. The admin will require the market sellers to create accounts in order to monitor their transactions. In addition, this study wants to help sellers in reaching as many customers as possible at the right time to increase sales and profitability, as well as buyers in purchasing market products more conveniently. Buyers will also be able to receive real-time updates about prices and products. Furthermore, the website's functions include selling goods, monitoring transactions over the Internet, and buying with an option of paying through the available payment gateways.



Objectives of the Study

1. To analyze the database and web programming concepts, as well as their roles as web development tools.
2. To design a web application with the following features:
 - 2.1. Sign up and log in for users' accounts
 - 2.2. Allow buyers to browse and buy market products according to their choice
 - 2.3. Allow sellers to sell products and monitor transactions
3. To develop a user-friendly, secure, and dependable E-commerce site that will allow the admin to automate the monitoring of prices, products, and stall information.

BRIEF DESCRIPTION OF THE RESEARCH METHODOLOGY (Please include research instrument/s, techniques, and recruitment procedure)

The research design used by the researchers is the development research. This type of research design is a mixed of basic and applied research. This study uses prior knowledge gained from a research or practical experience to create a new product, service, or procedure. The development of the proposed application will go through some phases using the Agile SDLC methodology. These phases are requirements, design, development, testing, deployment, and review. In addition, the researchers gathered information for the proposed project from sources such as books, theses, and the internet. They also conducted an interview to collect more information for the proposed project's completion. Literature reviews were also used as a foundation for this study to acquire knowledge development. The researchers conducted a semi-structured interview with Mr. Franklin Labay, the Mabini market administrator, both online and in person, to learn more about their process for handling reports and the problems that frequently arise. Furthermore, the researchers conducted a focus group interview through the online platform, Google Meet, with six (6) potential buyers or consumers who are all currently employed. The researchers chose a group of employed people because they are likely to be the primary consumers of online shopping, especially given their hectic schedules.

PARTICIPANTS INVOLVED IN THE RESEARCH **MAIN CHARACTERISTICS OF THE PARTICIPANTS**

Age:	23 and above
Gender:	Male and Female
Institutional Affiliation:	Mabini Market Administrator and sellers and possible buyers

REVIEW CHECKLIST



Please tick the appropriate space. For YES answers, provide explanation/reason of its necessity.

1. Will the study involve the participation of vulnerable groups such as minors, ethnic group, people with disability (learning, physical, cognitive)?

No ☐

Yes ☐

2. Will participation in the research result to anxiety, stress, discomfort, or pose a risk of harm to participants?

No ☐

Yes ☐

3. Will there be psychological or social risks to participants (loss of status, privacy and/or reputation)?

No ☐

Yes ☐

4. Will the results have an adverse impact on the environment or food /health safety?

No ☐

Yes ☐

5. Does the procedure include physical contact with the participants?

No ☐

Yes ☐

6. Does the procedure involve administration of substance/chemical agents (including vitamins and food supplements), vaccine, or blood extraction?

No ☐

Yes ☐

7. Will the research procedure pose risk to the personal safety of the researchers?

No ☐

Yes ☐

8. Does the research involve the use of subjects other than human? (e.g. animals)

No ☐