Bachelor of Science in Information System

**Virtual Closet: An Online Shop and a Web Base Game for**

**Online Marketing**

A

Capstone Project

In Partial Fulfillment of the Requirement for the Degree of

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Mr

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# ABSTRACT

An online shopping system allows customers to order online for different items and even services from a physical store. The customer has to have an account in online system to enable to purchase online. This system enables to buy products using the internet. The products or goods in an online system have different categories. Upon ordering and item, there is a delivery services for the customers who ordered a certain product. The payment has variety of method like wire transfer, PayPal, Credit Card and Cash on Delivery depends on the online store. Online system makes the buying easier and convenient. It also helps an establishment to reach wider market and more people across the country and the world.

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**Chapter 1**

**INTRODUCTION**

## 1.1 Introduction

The trends and demands of new concepts of the internet as the new way to make a business go forward to increase profit are becoming popular. Businesses whether new or old are creating websites.

(Murphy, 1998) Said that the importance for retailers on having a site is the easy way to informed and transactional in an environment. Since a website can be used for marketing, advertising, customer support, and sales. (Pastore, 2000) e-retailers sell products significantly victorious through online store with the catalogs and shops and the e-tail shake out.

The number of users of the internet continues to increase rampantly not only in the Philippines but also in the whole world. It can reach anything in just one click like in communication and spread information is easily done wherever, whenever and whoever. The number of Filipino users in the Philippines was estimated at 60 million internet users as of January 30, 2017, which is the 58% of the total population of the country. It also said that the Filipinos are number one when it comes to spending time on the internet. Filipinos tend to crawl on different websites like look for the new trends, computer games and in social media that should be taken as an advantage.

The Internet is a great tool not only for spreading information and communication but also a great help on the field of business. A business entering the internet can quickly reach possible customers, customers that make any businesses successful on the business field that it belongs. Websites for the fashion industry is one of the areas of business that took the internet by storm. There are online shop websites and fashions promotional sites from different brands around the world. Online websites whether it

is for shopping or promotion of products is an advantage compare to business that is not using this kind of technology to reach more people from different parts of the country and of the world.

Jukaykay was one of the new fashion brands for women taking the interests of women in the Philippines. It caught the eye of the public on its low prices of products like tops, dresses, bottoms, caps, blankets, patches and even makeup brushes. When it comes to quality, Jukaykay has a say on it. The kind of fabric of the products has an excellent condition that can last for a long time. Aside from the low price, the designs of the products are in trends and mostly Korean inspired fashion style wherein Filipino's primarily women are so much into, that made them appreciate it more. It became the town talks, and many want to visit different branches near or look at its social media accounts for new products.

Nowadays physical stores are all in need of a website especially the big companies in the fashion industry. It is becoming a form of connecting to the customers. Connecting with the customers is a very fundamental way to express its devotion to its loyal customers and be able to know what the customers need so that the companies can give it to them. That is why online shops are being revolutionized every day. To satisfy the customers is their primary goal and should be every businesses goal too.

The problem with online shopping is that the customers can't see themselves if the products fit them unlike physical store wherein you can choose wisely if it looks good on you. Mixing and matching different products is very important especially to women. They don't just buy products according to trends, but they choose base on how they look wearing it because women always wanted to be a head turner.

## 1.2 Project Context

The significant of the study is to try on promoting a website and an application platform for Android phones of a physical store as a new way of reaching potential customers around the country. The study also is a way of helping loyal customers to be able to shop in the comfort of own home, especially the working

one's that have no time to go to malls or to a physical store to buy products they needed. By understanding this kind of needs of the customer, the study surely can evaluate and make recommendations by what is in need.

Moreover, the study also is helpful to the market industry and the owner of the business to help to spread information about its new product/s. The study may be cliché because every business today already has this technology, but this study has a way of making the customers feel like they are in the real store. And it is the virtual closet that this makes it unique compared to the others online shop.

## 1.3 Purpose and Description

The study is a web-based store. It serves as a go-to store for the customers that have not much time in hands because of the jobs, schools and even household chores. This includes the women products like clothes, caps, pants, even make-up, and accessories. The individuals who use this do not need to go out of their house because this study is accessible anywhere the customers are and anytime using phones and computers.

The purpose of the study is to help the loyal customer of the store to access every product that is being offered without going out of the house. This can also help the seller or the owner of the store to reach more potential customers without wasting time on giving away flyers and posting posters. The study causes convenience both the seller and the customer because both can communicate with the virtual store.

The unique feature of the project is its virtual closet. The virtual closet can help the customers choose wisely the products and benefits of the decision process of the customer. The virtual closet is from the game dress-up game wherein the players can mix and match different tops and bottoms. And this is what the project desire to give to the customers.

## 1.4 Objectives of the Project

### 1.4.1  General objective:

The general objective of the study is to develop a website that enables the store to be within reach of all the customers around the country and aims to explore the new way of using an online shop.

### 1.4.2  Specific objectives:

- To design a website that  has a virtual closet

- To develop a site that can be viewed on different devices such as desktop, and mobile phones;

- To produce a browser game to help on promoting the products;

- To create a marketing venue to attract more customers

- To generate a selling place for the seller and customers;

## 1.5 Scope and Delimitations:

The study covers the new technology of purchasing products. The customers or the users can browse all the products that the client offers in the physical store. This can help the customers to decide more what to purchase and to feel shopping in the physical store. It is implemented in San Pablo City branch of Jukaykay.

The study can be viewed using a personal computer by going to the official website of the store. The customers can also access it through the android phone using a mobile browser and search the official site there.

The study does not cover few things. The online shop does not have a particular application for android phones, but it can be viewed using a mobile browser for Android. The virtual closet does not cover all the products on the website, only the newly arrived products. The products from the virtual closet that are

mixed and matched are not allowed to check out from the game. The customer has to go shopping section of the website and purchase it there. The products section of the website can be sorted to price, products name and arrival. But it cannot be filtered to brands because the project only covers the brand of Jukaykay store. The products can also be sorted in descending and ascending order. The prices cannot be filtered for the reason that the prices are only ranging to 500. It cannot also be filtered by colors because each of the products is unicorn inspired that means it has different combinations of color on one item. The payment method is too limited to wire transfer through separate money order payments. The study can also be a disadvantage to the customers who are technology illiterate and those who do not have internet access.

When it comes to the price of the products being offered, the customer does not have the liberty to bargain. The customers are bounded to buy the products at the quoted price. Aside from the cost of the products, the shipments of the products are shouldered by the customers.

The project is expected to finish and deliver the system requirements by the first month of 2018 which is in January 2018. It is also intended to turn over to the San Pablo City branch of Jukaykay in Laguna. This project was conducted through interviews with the owner and the loyal customers of the establishment. This research helps the developer achieve the desired system of the customers and the owner and to have a better understanding of the problem.

**1.6 Definition of Terms**

- **Blog** – website containing writers own experiences, observations, opinions, etc., and often having images and links to other sites.

- **Cart** – graphic representation of a supermarket shopping cart on a vendor's website which serves to keep the list of items a buyer has 'picked up' from the online store.

- **Check Out** – it means that the products the customers put in the cart are ready for purchase.

- **Confirmation** – the act of confirming the order or the state of being approved.

- **Login** – the act of logging in to a database, mobile devices or computer by entering username and password.

- **Log out** – terminating a session

- **Online shopping** – defined as purchasing items from the internet retailers using internet browsers and applications for Android phones as opposed to a shop or store.

- **Online selling** – a form of electronic commerce which allows consumers to directly buy goof and services from a seller over the internet.

- **Order Summary** – the action of running down the order and the transaction made by the customers.

- **Payment** – the action or process of paying a certain amount of money to the seller in exchange of the product/she/ she has chosen.

- **Register** – the act of creating an account by providing personal information.

- **Shop** – the collection of products from clothes to pants that the user can buy.

- **Virtual closet** – this means that the customers can mix and match clothes and pants from the new arrival section of the online store.

# CHAPTER 2

# REVIEW OF RELATED LITERATURE AND STUDIES

## 2.1 Online Shopping

The Internet changes how the consumer shops for products and services and quickly evolved into a worldwide phenomenon. (Rowley 1998) a study that internet is becoming a flashpoint of commercial, shopping, and advertising activity. (Hsieh et al., 2013) Asserted that people's daily life is influenced by the more contrast with the past. People's everyday activities have slowly changed from physical state to virtual setting.

(Li and Zhang 2002) investigated the third most favored business on the internet is the online shopping, directly the following e-mail using, web browsing and instant messaging. (Jush and Ling, 2012) Interpreted that online shopping is the procedure where a customer gets to purchase a product or service on the internet. A buyer may at his or her free time to buy from the comfort of their home products over an online store.

The increasing number of online shoppers is more than the number of growth in internet users, states that more internet users are beginning to like the concept of online shopping. Up until, the people go online to book hotel rooms, buy gadgets, air and movie tickets, but now products like clothes, T-shirts, shoes, lingerie, and other offline products are starting to be purchased online.

(Greenspan, 2003) Every holiday the sales led to new shoppers resulting to 21% higher over last year's figure. This is because of the factors such as online bargains, avoiding holiday crowd, time and for other reasons.

(Freedman, 2002) the top online sales are computer software and hardware, apparel, accessories, office materials, books, music and movies, consumer electronics, home, health and beauty, gifts, sporting supplies, toys and games, autos, and pets.

Freedman argues that more and more consumers are connecting to the internet as an alternative to shopping faster especially in the category of apparel.

Apparel selling online is exceptional even though many predicted that it is difficult to sell online. Freedman did not agree because she knew apparel is unique and the most popular categories in an online shop. And now her predictions are accurate. (Beck, 2000) also, agrees and said that the internet emerged and became a compelling way to sell apparel products.

The store form is separated into two, the online store and physical store. (Rajamma et al., 2007). Online stores sell items through a virtual standard; while physical shop sells product through a face-to-face contact between seller and buyer and has a building on which every person can go and buy products.

(Monsuwe, et al., 2004) Online shopping means the customers use the online stores until the transaction stage of purchasing the products and logistic. Shopping using the internet may let customers choose from the multiple selections of products that are being offered (Rajamma et al., 2007); also, customers do not have to be a concern of what to wear on shopping in an online store. That makes it less hassle because it can save time and cost. According to Pan (2007), online shopping is handy for full of activity people because customers can buy at home without going out of their house.

From the study of (Pan 2007), he cited from (Miniard, 1990), that purchasing is a psychological process to make a decision. According to (Pan 2007), "buying decision process" is when information that is relevant to customers are being fulfilled according to its environment and its experiences; followed by evaluating and considering the data; and lastly, make some comparison and judgment about specific products.

According to (Delleart et al., 2004), there are presently five external factors to recognize customers purpose of acquiring products over the internet which is the customer personality, situational, product characteristics, prior online experiences and the confidence in an online store. Customer's feature includes the age, income; educational stage, and gender which are the demographic factors that direct to have the intent to shop online. (Wood, 2002) Aged at 25 years old and under has more chance to shop over the internet because of the new technologies to explore different products and make some comparisons. (Burke, 2002) And mostly educated customers to tend to be more likely use the new shopping way because they are knowledgeable in computer and different gadgets.

(Monsuwe et al., 2004) Situational means it will also guide a customer to have the interest to shop online because of time pressure and the store distance. Time pressure can be the inadequate time for customers to go to traditional stores to buy its needs because of the busy lifestyle. (Wolfinbarger, et, al, 2001) But in online store customers can shop any time of the day or night at home; particularly for customers who have not enough free time because of the long time hours formwork.

(Monsuwe, et al., 2004) Product characteristic is also a factor that will persuade the customers to shop online. It can be tangible or intangible. In an online store, the lower tangibility of the product is because of the lack of face to face contact in the process of shopping. (Elliot, et al., 2000) Products like gadgets, perfumes have the lower prospective for the customers to be purchased because it needs to have an experience and knowledge.

(Shim et al., 2001) Experience another factor is the customer's willingness to buy online and also have experience in online shopping. Customers will still purchase on the internet because of the satisfaction from the previous online.

The last factor is the customers' confidence to purchase in an online shop. (Lee and Turban (2001) said, the reasons that customers will stop using online shopping are because of the trust issues on the

internet and in the online store. (Kim, et al., 2003) Concerns regarding security of the transactions, the customers' privacy, policy and the shipping are some of the reasons customers quit purchasing online.

(Grewal, et al., 2004) There are five advantages of online shopping acknowledged. First, customers with less effort can look through the items online, less hassle and less time concern. Second, with the continuation of online shopping, customers can gather product efficiently for a better purchasing of the products. Third, customers can make a comparison on product features and prices efficiently than the usual shopping stores. Fourth, customers will be assured of the ambiguity when it comes to buying sensitive products. Fifth, consumers can perform online shopping if it is perceived that shopping in a physical store has more level of time and cost to spend because the level of ease for online shopping is high.

However, there are disadvantages that online shopping also has. Customers may have seeming risk when shopping online. According to (Pavlov et al., 2007), customers are incredibly anxious in online operation because of the hesitation and danger. If customers are not sure about the security of credit cards, they will be hesitated to shop online. (Chiu, et al., 2009) Besides that, the communication of sellers to customers is vital for online shopping. When the buyer cannot contact the seller, the problems will likely to grow and become even more frustrated.

However, both online and physical shopping has its advantages and disadvantages. It is only a matter of how customers are ready to take the risk and decide the better means for getting the particular products or services on the different format of stores.

It was said that price from an online shop and physical stores are different. According to (Xia and Monroe 2009), customers tend to depend on the prices base on the quality of the products (Jiang and Rosenbloom, 2005). According to (So, et al., 2005), customers have a higher chance to purchase online when there are present promotional offers; when promotional offers and available deciding and choosing alternative products can be done quickly.

According to (Xia and Monroe 2009), customers are responding quickly to promotions such as discounts and pay less. (Xia and Monroe 2009) cited from (Monroe, 2003) that value promotion has some benefits that will able to increase the demand of the customers over time.

Pricing aspects will add up to the shopping ease (Jiang and Rosenbloom, 2005) (Jayawardhena and Wright 2009) agreed that customers who prefer convenience can get some benefits of the product with the less use of money that will make the customers feel excitement by eliminating time to spend on travel and the convenience of online shopping.

(Jiang and Rosenbloom, 2005) Time is also an essential factor to make the customers purchase online. In online shopping, it does not need much effort on decision making for the customers who like to buy over the internet. A customer saves more time using online store because there is no need to travel with the possibility of getting caught in the traffic. (Jayawardhena et al., 2009) Travel costs can be eliminated on e-shopping that bring so much convenience to the customers. (Alreck and Settle 2002) found that online shopping saves more time than the traditional shopping.

(Ahn, et al., 2004) Customers expect that the delivery of the purchased products is faster compared to the physical store. The time and reliability of the distribution is also a factor that affects customers to continue to buy online. (Broekhuizen and Huizingh 2009) Predicted that the time and the intentions to purchase online make a stronger relationship. Customers will always prefer the time and effort that is being saved through online shopping. (Liu, et al., 2008) added that customer's way to saves more time and effort in online shopping should be strengthened.

(Russell, 1980) High level of enjoyment has a positive effect on the emotional state of people. According to (Lotz et al., 1999), the critical experience to attract customer is the emotion and shopping from malls is an example of excitement. (Monsuwe, et al., 2004) If the online shopping is as enjoyable as physical shopping, it will cause more customers to purchase online.

(Nicholls, et al., 2002) Customers relate shopping to enjoyment which is fun doing whether it is online or physical store is shopping. Buyers today tend to choose things that are fun driven compared from the past buyers. For some customers, shopping especially the apparels is very relaxing, enjoyable and pleasurable. In real shopping mostly the enjoyment are connected to the environment of the store and the mall with loved ones. According to on the study of (Dennis, 2002), he said that online shopping is more fun than the traditional shopping. (Hunter, 2006) also noted that the sellers should put an effort more on creating an exciting experience for the shoppers.

In online shopping, the excitement can be related to the purchasing experience that the customers will go through. (Broekhuizen and Huizingh 2009), claimed that online shopping is considered fun and exciting because of the knowledge that the customers experience.

(Monsuwe, et al., 2004) Customers tend to browse products more, do an unplanned purchasing and find products that will arouse the pleasant feeling. (Jayawardhena and Wright, 2009) The possibility of the customers returning with online shopping will also create a sense of excitement. (Monsuwe, et al., 2004) A person that has a positive attitude in online shops is likely to love the internet as the medium of shopping products. According to the research of (Jayawardhena and Wright 2009), online shopping was found by the customers enjoyable that lead to a fun experience; it also gives positive talks about the online shops.

Whether it online or offline shopping, sellers should create more effort for the betterment of the environment and experience that it will give to the potential customers. The study of (Liu et al., 2008) confirmed that the design of the website brings excellent first impression to the guests; thus the sellers should make a comfortable design page to attract more customers and to help increase the purchase possibilities.

 (Cox and Rich, 1964) Risk said to be the customers' uncertainty on online shopping particularly the decision process. Likewise, (Gronhaug, 1976); (Newall, 1977); Upah, (1980) said that risk is the possibility of the adverse effect of uncertainty in online shopping especially the purchasing process. (Stone and

Gronhaug 1993) Defined it to the costs when the discomfort starts to occur to the customer. According to (Walker and Johnson 2006), the risk is two-way concerns. First is the reliability of the delivery and concerns about security and privacy.

(Kwon, 1991) The risk in online shopping is more different than the real shopping. The risk in online shopping can be decreased by putting a proper description about the products. The description should be more clear and the policies. (Monsuwe, et al., 2004) The online administer must build trust among the customers to lessen the risk of the customers. Relation and trust between the seller and the customers have an important effect to make the customers buy online.

(Kleijnen, 2007) The risk can also decrease if the customers have more familiarity with the technology for online shopping. (Bucklin and Sismeiro 2003) stated that customers advanced its skills if they learn how to shop throughout the sites. (Kuhlmeier and Knight, 2005) Previous experiences on purchasing online will increase customers' familiarity and lessen the anxiety in using the internet as an alternative.

(Barnes, 2013) Question the reason why online shopping is becoming so popular. Authors like (Chaing and Dholakia, 2003), (Monsuwé et al., 2004) and (Poulter, 2013) think that the key reason why it is popular is that of the convenience. (Chaing and Dholakia, 2003) convenience is what online shopping is pronouncing. (Monsuwé et al., 2004; Palmer, 2013) consumers' key reason to favor online shopping is that of the price comparisons. (Chaing & Dholakia, 2003) most consumers make price comparisons online, although this is not yet confirmed if this is the reason why consumer continuous to purchase online and in the physical store. (Poulter, 2013) One more reason is that internet purchasing avoid long queues, although can be argued that the browsing, paying, and the deliveries can consume more time and more not convenient than lining up in the physical store. (Fitterman, 2013) Furthermore, he believes that in-store shopping is more flattering and does not need to wait. (Chaing & Dholakia, 2003), However, shopping online can be done anywhere, anytime even when the consumer is exercising, cleaning or cooking and arrives (Eckler, 2013) when the product is delivered the consumers get another boost up. (Poulter, 2013) With the consumer busy lifestyle, they can still have a therapy without leaving the table somewhat contrast

that in bed one-third of the consumer's shop, with 46% asked to shop between 7 pm to 1 am, but also they take advantage the ability to shop 24/7.

(Rackspace, 2013) Conversely, 55% which is more than one-half of the respondents' consumers studied and said that they feel dissatisfaction and annoyance purchasing on the internet. 44% of the respondents left shopping online; this can be considered as positive on the part of the high street.

(Rackspace, 2013) The thing that annoyed most of the consumers is that complication of check out. (Adeshara, 2013) Check out should have simple and do not have many forms, this is the reason consumers left the online shopping. (Palmer, 2013) Another frustration is the high cost of shipping if the delivery price is more than the product prices the consumers tend to make inclination to purchase. On the other hand, voucher code can eliminate the cost of the delivery.

(Adeshara, 2013) All the recurring frustrations like the unawareness about the security, product information and the payment options are because it's lacking. (Shim et al. 2004) Recognize that online shopping experiences have a significant impact to make the consumers shop online like the positive result can make them buy again and those who are not are likely to leave the online shopping.

## 2.2 Online selling

(Palumbo and Herbig, 1998) The internet user today ion twentieth century is professional, people with high level of income, people with higher education and the young ones. (Burke, 1997) People nowadays value the time more than makes the people in the professional field, single mothers and young a perfect target for online stores. (Kwak et al., 2002) demographics and personality is a critical factor to consider determining the internet purchases. (Liao and Cheung, 2001; Sisk, 2000; Hoffman and Novak, 1996) The history of internet usage affects the potential of online shopping. The customers with the more prolonged

account on the internet are equipped with skills and excellent views in the web environment has a higher intensity to have online shopping experience and a perfect candidate to know the flow of the virtual world.

(Liao and Cheung, 2001; Saeed et al., 2003; Miyazaki and Fernandez, 2001; Chen and Dubinsky, 2003) Understanding the consumer's intentions is the key to know the potential of having more customers ultimately. Online consumers behavior are examined through the security, vendor, quality, price and the service and product quality

According to (Frost. 2004) the fascinations in technology changed the way how dealers engage with the customer. Like the Avon, trades are being made with the broker. The availability in online trading became the most significant advantages because of the development of internet and World Wide Web.

The competition in e-commerce is becoming intensified; it becomes essential for the retailers to understand the acceptance of consumers to online shopping. Business strategy in electronic market and relationship management has been recognized as an efficient way to be successful in this field. Although there are a lot of studies about online shopping, there is still mix understanding about the consumer's acceptance. (Chang et al. 2005) Showed the different factors with approval in online shopping. Furthermore, the view about the customer-oriented provides focus to understand it.

(Kaptein, 2014) Adjustments are becoming increasingly common in real-time and online shopping. Personalization of online selling is a useful level of analysis and describes the novel method of adaptation and influence. The content of the appearance, the online selling optimization, and the computational approach are the method that incorporated the perspectives in adaptation. These aspects are playing and dynamically attempting for the constant angle. Personalization that influences the strategies of the consumers and the dynamic learning and adaptation used in online shopping is a fundamental using the psychology of delicately interacting with online marketing.

(Grewal et al. 2002) The efficiency of online shopping meets the need and wants of the consumers. It is making the consumers gain knowledge easily about products quality, availability, prices,

brands and can reach the consumers makes online price comparisons. (Brown et al., 2003) This way the consumers are becoming more intelligent on deciding what to purchase that cannot be done on mortar store. (Monsuwé et al., 2004) Furthermore, the consumers can make an anonymous purchasing if they feel uncomfortable on buying specific products in stores. (Brown and Reid, 1997) The task like grocery shopping is becoming easier for the consumers that do not like waiting in the line and be with the crowds pushing trolleys in the store (Brown et al., 2003). Nowadays young adults are now becoming more concern about their fashion. For these people, shopping is pleasurable activity and very entertaining. Everybody should know that the standards of consumers are different. (Strategic Direction, 2012) The satisfaction that the consumers get from online shopping is higher, as the user-friendly websites of various companies which produce experience stimulation. (Dobbs et al., 2013) A low price is what online shops market. Like in Amazon.com they use strategy to make the consumers away from the physical bookstores. The low cost makes the consumers shop online. ( Haubl and Trifts 2000) When the consumers buy online, they tend to go price comparison and look for more alternative products. An example of a website that can make a price comparison is the website flipkart.com. (Chen & Chang, 2003) Moreover, consumers 66 know the customer's information that can go to guide the consumers what to purchase.

Making the consideration about the situational factor is an essential reason to make the consumers comprehend and be part of online shopping. (Wolfinbarger and Gilly 2001) Added that the high accessibility and the convenience are the reasons why most shoppers tend to go online. Shopping online saves the consumers time and effort because they do not have to travel and just be in the comfort of their house. This is great for the consumers who have long hours of working and does not have the liberty to spare some time to go shopping since the internet can make shopping easy and 24/7. Hence, the situational factor is the limitation of time. (Avery, 1996) Said that serenity is another factor; this can be found to the consumers that have some problems going out of the house like the illness and disability (Monsuwé et al., 2004).

(Dennis et al., 2007) Another factor is the distance or the geographical element of the consumers who need to travel to go to a store to get the product they needed. Online shopping can help them aid this

burden. For example, the consumers who live in the busy cities have no appropriate time to transport and find and affordable shops. The will be forced to go to town centers that will cost the high its online shop is not an option. The last factor is when the situation that the consumers need to find a specific item to purchase and the traditional store does not have. Like, the plus-sized shoes and clothes; therefore the easy option is to go online to get the item you need.

(Palumbo and Herbig, 1998) E-consumer today is the people with higher incomes, education, professional and young. (Burke, 1997) Consumers value time than money, which makes the population of professionals, working and even the single parent a candidate by online shops. (Kwak et al., 2002) Significant factors to be considered are the opinion leadership and risk awareness to determine the people who have the potential to shop online. (Co-mor, 2000) The consumer tendency to leave mortar to virtual shops base on the confirmatory work on income and purchasing power.

Another thing that affects the potential in online shopping is the internet usage history. A consumer that has a longer internet history and educated and more equipped with skills and accurate perceptions in the web environment because they know the concept of the cyber world. (Emmanouilides and Hammond, 2000) The consumers that are using the internet from the different location and use range of services are called to be active users.

(Bellman et al. 1999) Cited, the chance of purchasing online is not essential. Whether the consumer has constraints in time and lifestyle, the person can be more influential. Another factor is the risk-taking potential of the consumers. (Kwak et al., 2002; Miyazaki and Fernandez, 2001) Consumers of e-commerce take more risk. The consumers that more privacy and concern for their security have the lower potential to purchase online, but they make advantage it by questing more environments for the information.( Rao et al., 1998) This kind of consumers are demanding and has control over the completion of purchasing and make more confident decisions.

Knowing the consumers on what to or not to purchase is the key to understand them by the e-retailers. (Miyazaki and Fernandez, 2001; Liao and Cheung, 2001; Saeed et al., 2003; Chen and Dubinsky, 2003) The studies in the variable that influences the intentions of the behavior of the e-consumer. The quality of the vendor, considerations of prices, the quality of the system, privacy, security, risk, trust, service quality, shopping experience and information quality are the compilation of determinants that the researchers have found.

(Andrews and Currim, 2004) The importance of the brands, choice assets, and different prices should be considered in the environment of online and offline. (Teo et al., 2004) It also has various significant to each other. The credibility of the retailer, the doubts on the products and the processes, or the convenience the consumer wishes to form the online shopping determine the consumers' environment of costs and benefits. More factors that influence the consumers pre-purchase potential is still greatly anticipated.

(Tauber 1972) The experiences in consuming and shopping play an important part. Consumers go shopping not only to buy products but also to get a feeling of pleasure in this activity. (Demangeot & Broderick, 2006) The consumers' motivations and their expectations is an experience that affects the consumers' goals in shopping.

(Swatman & Chin, 2004) Analyzing the consumers shopping experience needs to consider the importance of the motivation for shopping online. (Holbrook and Hirschman 1982) Recognize the way to toughen up the relationships with consumers through creating the hedonic implication of good experiences. (Pentina et al., 2011) To satisfy the customers' aptitudes, the consumers engage in customer experiences, the products, and the other fellow customers. Likewise, the sellers online should establish a great environment for the customers to help them and gain more positive experiences while shopping on their sites.

(Demangeot & Broderick, 2007) When the people shop over the internet, they are not only online consumers but also computer users. (Huang 2003) The online shopping is a very interactive environment. The website's content is very critical to determine the accuracy and relevance of it. (Colla & Lapoule, 2012) The design of the website is also important to every company who wants to be successful in the industry of online shopping. The websites have theme colors, photos, logos, qualities of the graphic, the font usage and so on. (Demangeot & Broderick, 2006) The visuals of the websites capture the consumers' attention because of the clear image, products, and services. (Xu & Paulins, 2005) Part of the online shopping experience is the factors of customer service, low price, product policies and easy navigation,

(Strategic Direction, 2012) Issues like safety concerns are an example that the consumers are facing, and the e-retailers should make possible to improve this experiences. Communication is the best way to solve or handle these issues by the organizations. The retailers should let the consumers know that they are secured and taking care of the privacy on the website. The retailers or the companies should make the online experience and services better for the consumers. (Ahmad, 2002)To have more positive impact on the consumers' experience, the companies should make a sound delivery. According to the studies, the consumers' contentment is a critical factor that influenced the trust of the consumers. (Lee & Lin, 2005) The companies who operate online should make the shopping more reliable on sending products on time, make sure that the website is entirely secure and safe and giving the correct information.

A factor to consider when the consumers shop online is the perception of their experience while doing online shopping. The chance of making the consumers become a loyal customer is through making them exceed theirs expect ions. (Chen & Chang, 2003) This satisfaction can be met through different features such as the experience fulfillment, ease of the transaction and the easiness of the operation. What the consumers are looking for like what kind of products they are looking for may vary their perception. For example, Klein (1998) finding or inquiring the products is done first before purchasing it (like books) are different from the products on experience base to buy it (like clothes). (Zhou et al. 2007) Type of the products has changed factors of risks that make the consumer's perception vary (Liu & Forsythe, 2010).

Traditional shopping is soothing and fun that makes some of the consumers do not shop over the internet. (Liu et al., 2013) Buying in the physical store turns their mood and makes it a social activity because they can do it with their friends. (Gong et al., 2013) The market vagueness, the completion in the market and the expositions to the market are other factors that affect the consumers' perception. Reasonably, the consumers' youth are spending time imagining the products and spends more time on browsing online products. (Hill et al., 2013) Sale promotions and the promotions from the celebrities in fashion influence the consumers. Base on the research, one hour is the minimum time that almost one-half of the response spends in online stores. (Lachman & Brett, 2013) Men tend to involve in online shopping more when it comes to purchasing products that concern to fashion. The phenomenon on accepting the online shopping is now being embraced by many and continuously growing. (Watson et al., 2002) It is also important to know that traditional shopping is the same pertinent to the retail commerce.

## 2.3 Online Marketing

(Fosket, Sally, 1996) Web-based advertising clients in coordinated promoting on the web administrations will drive showcasing to the opposite end of the range from "mass" showcasing to altered "balanced" promoting. Online advertisers impart in a split second and straightforwardly with the next clients and can give moment satisfaction too. Advertisers with deliberately composed Internet destinations are as of now associating PC to PC, with imminent clients or an individual premise, much as ATM does in an exceptionally first mold. Online balanced methodologies are creative and still fabulous in their spearheading viewpoints, offer critical new difficulties. The huge perspective is the entrance with the clients. Correspondence and data innovation improvement have empowered the rise of new correspondence channels that have expanded the choices accessible to associations for building associations with customers.

(Chaffey et al. 2006) How essential is Web showcasing to the accomplishment of an association? There are no correct responses for this inquiry. It relies on the idea of one organization business line. There

are many organizations now that are utilizing the Web as their principal business exchange, for example, DELL, Air Asia, and so on… Be that as it may, organizations, for example, UPM, the world's driving woodland items maker just uses the Web as a media to present the organization and its items to clients using its site. Other than that, amid the entire buying basic leadership process, clients not just utilize the Web in segregation to scan for items however other media, for example, print, television, standard mail, and open air also. These media still assume a critical part for the advertisers to speak with clients, for instance, director confronts – to – confront showcasing pretty much enables advertisers to develop the trust in clients and urge them to buy the items. Along these lines, it is smarter to utilize the Web as a component of a multi-channel promoting methodology which "characterizes how extraordinary showcasing channels should incorporate and bolster each other as far as their recommendation advancement and correspondence is given their relative benefits for the client and the organization."

Mohan Nair (2011) takes online networking as an intricate marriage of human science and innovation that can't be thought little of in its effect to an association advertising correspondence, decision with respect to when to connect with, how to oversee and measure, and whether to lead or to take after is unpredictable yet not an incomprehensible errand. These can't be addressed primarily by one equation because the unique situation and the market progression are stable factors in these choices. Despite the fact that the enthusiasm for web-based social networking is immense, few organizations comprehend what the term ―social media can intend to their groups. Be that as it may, the amount it has been given significance, as an IMC device, differs from area to locale (PricewaterhouseCoopers (PwC), 2009; BuddeComm and Chiltern Magazine Administrations Ltd. (BCMSL), 2009).

As indicated by the look into directed by Nielsen, we realize that 92% of buyers report that "verbal exchange and suggestions from individuals [they] know" are the main effect on their buy conduct. Just 37% trust web crawler advertisements and only 24% put stock in online pennant promotions. They believe their loved ones the most when searching for mark suggestions. Be that as it may, what sorts of proposals convey the most weight? Brands are anxious to take advantage of the energy of suggestions, and many

organizations measure an "NPS," or Net Promoter Score, which shows that somebody is so liable to prescribe a particular brand or organization. As per a U.K. think about by Fred Reichheld, "a 7% expansion in verbal backing opens 1% extra organization development." His exploration likewise demonstrates that "a 12% expansion in mark promotion, by and large, creates a 2x increment in income development rate in addition to supports piece of the overall industry" and, then again, "a 2% diminishment in negative informal lifts deals development by 1%."

(Chaffey, 2003) It is vital to comprehend the connection between computerized correspondence and customary correspondence in the old media; for instance, TV, radio, daily papers, magazines and announcement advertisements, the correspondence demonstrate was and is one-to-many contrasted with balanced or many-to-numerous correspondence show in advanced media like web journals, informal organizations, wikis and other online networking.

(McArthur and Griffin, 1997; Semenik and Smith, 2002) The expanded fracture of media and clients, and in addition the upheaval in mass correspondence by the new correspondence channels – web and versatile correspondence advances – has made the requirement for another way to deal with advertising correspondence that can guarantee unified administration and a consistency of correspondence messages sent towards different groups of onlookers (McArthur and Griffin, 1997; Semenik, 2002; Smith, 2002).

(Foux 2006) Proposes online networking is seen by clients as a more reliable wellspring of data in regards to items and administrations than correspondence produced by associations transmitted using the conventional components of the advancement blend.

(Johnson and Greco 2003) clarify that wants and different expectations from various customers can at some point require certain exceptional data and contact methodologies. Correspondence channels and techniques now vary comprehensively from the ones in previous circumstances or disconnected circumstances. (Steltzner, 2009) Web-based promoting is today observed by numerous experts as the new

field for advertising correspondence and over the rundown of clients of the diverse mediums is Facebook, Online journals, Twitter, YouTube and LinkedIn.

(Kaplan and Haenlein 2010) characterize online networking as ―a gathering of Web construct applications that work in ideological and mechanical establishments of Web 2.0, which encourages the creation and trade of client produced content. It comprises of various Web applications, for example, online journals, informal communication locales, content groups, joint ventures, virtual amusement universes and social universes. Russell S. (Winer 2009) attests that many organizations today are utilizing a few or the majority of the new media to create focused on crusades that achieve particular fragments and connect with their clients to a considerably more remarkable degree than conventional media.

(Mangold and Faulds 2009) contend that showcasing supervisors ought to include online networking in the correspondence blend when creating and executing their Incorporated Advertising Correspondence methodologies and they exhibited the web-based social networking as another mixture component of advancement blend.

(Pownall, 2011) Indeed, even as associations understand the need to connect with clients at whatever number touch focuses as expected under the circumstances, there is as yet need to remain in front of the quickly moving advertising and correspondence scene by incorporating web-based social networking into conventional procedures to contact and gatherings of people. Online open doors and their future effect on conventional advertising are as costly as your creative energy can give.

(Kotler et al., 2006) To be able to get a greater sales impact he marketing communication should be produced with the stronger message and inconsistency. This can force the management to think in every way possible for the sake of the customers to be in contact with the company, how the communication will position their importance to the vehicle and the timing issues. It also benefits the companies on the side of unity because of the company's brand image and messages to be with the activities of thousands of companies. Marketing should improve the ability of the company to get the right customers with their right

messages, and in the right time and place. (Keeyan, 2002) To achieve minimum impact, the communication channels such as non-personal and personal should be joint. The consumer's benefits and the profit should be the shift to revolutionary development through the concept of strategic marketing objective. The reward for the performance is recognized to grow more profits because the customers feel satisfaction on responsible and acceptable ways. The companies to be able to compete in the market should have an employee team that is all responsible and committed to continuous innovation and to make products that are high quality. In other words, the delivery of the product value and the focus on the customers to make a marketing strategy creates benefits for the consumers. This innovative idea is accepted by the front-runner practitioners in the marketing industry. (Duncan and Everett, 1993) Integrated marketing communication is important to support the enhancement and to promote more understanding potential for the synergy and combining the different elements to also create consistency.

(Pall & McGrath, 2009) The internet and the social media appear to be the future of the marketers now that the technology is becoming important to every ones daily lives. Ideas like the union bring more flexibility in communication mediums that are now being used. It represents the model to move through the specific medium towards the flows of multiple media across different channels. It increases more dependence on the communication toward the very complex relations. (Pall & McGrath, 2009) there are five elements to be remembered, sales promotions direct marketing, personal selling, publicity and advertising sales. Advertising means giving the most convincing as possible way to sell through messages for good prospects and the costs as lowest as possible. (Kotler and Armstrong, 2003) Advertising is paid type of not personal presentation and ideas to promote goods and services using the mass media like newspapers, television, magazines and even radio by the company. (Perkin 2003) Said that the audiences live in a fast-paced and getting the attention challenges the world. The fast pace of the technology and the world globalization make the behavior of the world change. Marketing know that the consumers has more control over what to hear, what to see and what to read that made the marketer tailor requirements for the marketing campaign. Marketer is trying to maximize the messages that bring positivity and lessen the negativity and correspond

to using the right tools. Defining the role, knowing what to use and using the right tools can make the marketing strategy successful. (Duncan, 2002) The best way that the companies should use is the contact method that gives a great passage to deliver the messages to the target customers or audience.

It is very often that companies are marketing communication use one tool. The companies tend to use many or mix tools for the longest time, but it does not mean it is not a right way of marketing communication. The marketing communications are only different on strategy on imposing mix tools and make it coordinated. (Duccan 2002) The various devices or functions used for marketing communication are the advertising, sale promotion, connecting personally, advertising and experimenting contacts.

The awareness builder, mass media advertising, or  consists of "non-personal, one way, planned messages paid for by a sponsor and disseminated to a broad audience to influence their attitudes and behavior." (Duncan, 2002)  Advertising is the often common of all the IMC tools, and this is equal to marketing for many people. It is a comprehensive tool, and primary objective is to create awareness.

(Duncan, 2002)Personal selling features the terms of the consumer's benefits in a two-way communication that seller interprets to the audience. It is also called as face to face communication because it involves one to one marketing. Solving the problems and adding value is now the focus of the marketer than to focus on the initial sales.

(Duncan, 2002) Called the credibility builder, the company opinions and the stakeholder opinions are sought in public relations that will affect the general view. It can be as well as practice, concept, profession and even management. The real understanding of the stakeholders and the organization can be achieved through creating goodwill. The design of the delivery of the actual product and information positively to the audience and target customers is called marketing PR.

Sales promotion [SP] is a tool to encourage the consumers to take action on adding value and value combined communication. The value added is design to offer the customers and help them to give accelerate response. Sales promotions can be few rebates to names, coupons, a price reduction to make

the customers persuaded to buy and motivate them to make a purchasing decision but it is important to remember that it is for a short period only.

(Duncan, 2002) Occasion promoting and sponsorship is not the same, but instead, they cover and have numerous things alike. They are intended to make the association and are viable to bond clients to a brand or organization. Occasion showcasing is used to include increment mindfulness, contact crowd and pick up the reputation. Sponsorships have expanded throughout the year and both separate and include esteem. (Duncan, 2002)The definition is "the money related help of an association, individual or an action in return of brand reputation and affiliation."

(Burp, 2001)The advances in innovation have prompted a standout amongst the unique and progressive changes ever, the exciting changes in correspondence utilizing intuitive media, for example, Web. Inherent press permits correspondence on a two route frame rather than one-way correspondence. Furthermore, a two-way correspondence assumes the fundamental part in marketing communication.

## 2.4 Blog

(Schiano, *et al.*, 2004) Interest in blogs and creating blog has dramatically increased. A blog is a form of managing a personal and easy-to-manage website. (Ashbee, 2003; Wallsten, 2007; Sweetser *et al.*, 2008) Today bloggers are now described as influential. Like the blogs were found to be influencing the media, politics and mostly covering apparels that many people love to read and it helps to facilitate communications. (Baker and Moore, 2008; Hodkinson, 2007) And organizations (Kelleher and Miller, 2006; and Metzgar, 2007 and Sweetser). A blog is a form of expression of other people. It is a human activity from the variety of scientific declines. Although the blogs are becoming popular nowadays, it is still considered as a cumulative manner in research. Until today blogs research has been undertaken.

## 2.5 Game for Marketing

(Bleumers et al. 2012) The use of commercial video games, game making and exclusive games for understanding the application of the game for empowering that explores the source tools and necessary tools to exploit digital games. The industry sectors that act in response to a growing demand order of products and services. Games are also stimulating tool for innovation.

(Huang and Tzong-Ke, 2012) Advertisers and marketers have driven the traditional media to reach the target audience through embracing the new way of advertising method. The original plan for advertising is the in-game advertising that is mostly utilized by different companies like Coca-cola, Pepsi, Nabisco, Nike, and Ford. This new promotion refers to the putting brand messages into games and same as for television shows and movies. According to Park Associates, the advertising like in the US will grow $370 million to nearly $2.1 billion in 2012. Professionals have the same opinion about the growth in in-game advertising will be massive and quickly. Regardless of the continuous popularity of this technique to the marketers, there are still few studies about the features of the in-game advertising effect on the consumers that embedded messages to consumers' memory and the attitudes toward it that has a very interactive atmosphere. According to Nelson, the gamers did not feel negative about the replacement of the product and did not think about practicing it. Furthermore, some studies said that the more exposure of advertisement in the games have effects in the gamers memory. Though, a lot of work is still needed to be done to make it a beneficial way for advertising. The advertisers should know the mechanisms of these advertisers for in-game advertising. It is essential to know the factor that might contribute to improving it.  Understanding the issues is very critical and practical use of it.

(Johnson, 2006) Many individuals are taking in these abilities outside of formal instructive organizations, and these are currently being procured by relaxation when it incorporates exercises that request any intellectual capacity. (Steinkuehler, 2004) These activities are of individual decision and integrate video games progressively. One can mainly investigate the instance of the rising fame of "Hugely

Multiplayer Web-based Recreations," (MMOGs) a modern marvel made conceivable by the advancement of broadband associations notwithstanding the new age of PCs and consoles that allow access to complex virtual universes with a vast number of individuals playing progressively.

As per (Beedle and Wright 2007), the computerized reasoning frameworks that constitute electronic amusements work as a hierarchical component given principles which keep up the diversion challenge for players. This ceaseless subjective test alongside exercises that request player collaboration makes a comfortable situation for accidental realizing which is vital for the advancement of valuable learning. Be that as it may, it was the capacity to interface these advances together, offering to ascend to such systems, which extended and incorporated the utilization of individual and gathering in more extensive setting new gauges of globalization. As respects training, it is viewed as this new setup enables correspondence to extend the region of the nearby school for deterritorialized ranges of information, empowering seeing school as a whole learning group (Silva, 2002).

That is the situation of electronic recreations, speaking to an important intuitive space for the training, and that can be gotten to at whenever and anyplace on the planet.

(Wydick, 2008) Advertising inside computer games is quickly developing as a potential promoting specialized instrument for organizations. This paper is planned to investigate the effect on computer game player's states of mind towards various types of in¬game promoting inside computer games. The exploration plans to find the computer game players' feelings and responses to the ads being utilized. The objective of the exploration is to reveal the effect that in¬game ads have on players' acquiring conduct as for the original computer game the promotion is situated in, instead of the item that is being publicized in the computer game. In the first place, the paper will talk about the foundation and purpose behind seeking after this theme. Following that, the paper will break down the definition and sorts of "in¬game" publicizing used, while giving late industry insights to help the reason for the examination.

(Wydick, 2008) The structure of the task broadens and expands on past research directed by at first exhibiting past discoveries, and after that utilizing these discoveries to build up an informed speculation as an exploration question. Utilizing the exploration question as a guide, a survey was created and controlled using individual meetings to male and female computer game players matured 18 – 40 years of age.

(Yang et al., 2006) In-diversion publicizing has turned into a noteworthy promoting outlet. The present investigation analyzed the impact of brand names put in computer games on undergrads' memory. Both correct and express memory for brands put in two games PC diversions were tried utilizing a word-section test and an acknowledgment errand, separately. The outcomes demonstrated that undergrads had low levels of clear memory (acknowledgment test) for the brands, yet they indicated verifiable memory (word-piece test) for the brand names set in the computer games.

(Lupiáñez-Villanueva et al., 2016) The European Web-based Diversions, Web-based social networking, and Portable Application part have developed significantly lately, and kids are presented with progressively refined advertising strategies online which are regularly outside the domain of existing administrative structures. This examination intends to give a superior comprehension of web-based advertising to kids and to advise viable arrangement measures for the security of kids as customers. The examination utilizes a scope of data sources, including an orderly writing audit, an audit of enactment and administrative system at EU and Part State level, top to bottom investigation of diversions, center gatherings with guardians and youngsters, a study with guardians, and behavioral tests on advergames and in-application buy. The investigation finds that web-based promoting hones affect youngsters and that kids experience issues perceiving showcasing content, in actuating guard systems and in making choices. The examination additionally demonstrates that in spite of the fact that guardians assume an essential part in interceding their kids' online conduct, guardians are frequently not completely mindful of the dangers their youngsters are presented to in online situations. The investigation finishes up with strategy proposals focussing on strategies to address kids.

( Marchand and Hennig-Thurau, 2013 ) In the previous twenty years, the computer game industry has built up itself as a critical supporter of the worldwide excitement economy. Contrasted with more settled media outlets, for example, films and music, restricted insightful research in advertising has tended to the procedures that make an incentive for organizations and buyers with regards to computer games which are currently accessible on numerous gadgets (e.g., supports, portables, cell phones) and through various channels (e.g., retail and on the web). The creators accordingly build up a calculated system of significant worth creation through computer games, feature important discoveries from surviving examination in promoting and different trains, and apply the structure to infer future research openings.

(High, 2007) Albeit scholarly research in regards to the impact of the brand situation in computer games is uncommon, the impact of in diversion promoting on the gathering of people's recognition of the brand appears as critical in this setting as it is in TV projects and motion pictures (Yang, 2006). The development of in-diversion promoting in the computer game market has not been ignored by scholastics. It is currently being viewed as a hotly debated issue because of the huge increment in incomes it has produced in recent years. The cost of promoting inside computer games differs by the area and organization of the ads. Another factor influencing the commercial expenses is that "most in-game promotion rates depend on anticipated deals and ensuing populaces of the amusement."

Sponsors should likewise know that the actual computer game players may not be the statistic populace that they expected it to be. "The discernment is that gamers are 15¬yearold children who live with their folks," says Justin Townsend, European Chief at in diversion publicizing organization IGA Accomplices. "In any case, the normal period of gamers is 28. There has been a huge development in 35¬year olds, while female gamers are quickly extending the market" ("Ingame marking: Pushing 2005).

(Bulik, 2007) Knowing the correct statistic helps, yet one of the upsides of in¬game publicizing is that it floats along with the item and does not stop the stream like a TV plug. IDC examiner Billy Pidgeon clarifies

"It's anything but difficult to use for publicists. You can coordinate publicizing that won't be meddlesome [and] you can likewise target promotions all the more successfully.

Another factor that is attracting thoughtfulness regarding diversion promoting is the rate of development in the business. "As indicated by PricewaterhouseCoopers, [the industry] is set to develop $55 billion by 2009 ("Computer games: Gaming begins..." 2006). With this surge in development, publicists can locate a large market that is rich with circumstances in which they can discover a place to advance their organization's items adequately.

Two unique viewpoints that ought to be centered on to make fruitful open doors inside in-game ads are the intuitiveness of advertisements in which computer games make conceivable and 2) the diversion item congruity between the commercial and the computer game being utilized as the media. Both are essential viewpoints that ought to be considered to permit the publicizing effort can achieve its maximum capacity inside the computer game as well as towards the actual market.

The instinct of PC diversions and in¬game publicizing makes a by and large new condition that must be considered. (Steuer, 1992) Intuitiveness suggests "how much customers can participate fit as a fiddle and substance of an intervened circumstance logically." These addresses see in PC amusements are not as of late static, they in like manner have inherent dynamic qualities as a result of the potential knowledge possible results that PC diversions present.

(Nelson, 2006) A computer game gives an intuitive interface, which empowers the player to control activities. The player likewise controls observations through the capacity to manage the perspective, that is, to control the point from which, and the course of which, the diversions world is spoken. The notice can improve the path in which the recreations world is represented; if the commercial is improperly set, or the intelligence makes a negative situation the ad could cause a possibly unsafe brand image.

The presentation of intuitiveness into the promoting effort makes new open doors for innovative methodologies. Organizations would then be able to use the upsides of intelligence keeping in mind the end

goal to make more paramount crusades and effective notices. The potential for a commercial to be more original sets up a situation in which the physical market watches the ad as well as turns into a dynamic member in the promotion and like this building up a recently framed association with the brand.

Amusement item congruity is the connection between the substance of the diversion and the item classification of the brands being advanced. Faber, 2007) this social congruity may impact mark memory. For instance, utilizing an auto hustling amusement to advance the new BMW 6 arrangement models would be a fantastic decision for solid diversion item congruity. The more grounded the amusement item congruity, the better capable the beneficiary of the advertisement will acknowledge the promotion and the more probable they will positively watch the advertising.

As solid amusement item congruity can prompt promoting triumphs, while some adverse impacts can originate from poor diversion item congruity. For instance, developing a famous TV mark in a computer game set in a dreamland of pixies and little persons could make adverse input because of a player's thought that the publicist is detracting from the computer game's sleep. The players in this circumstance perhaps attempting to leave reality with a specific end goal to wander into a fictional universe and strengthening a genuine item and publicizing in this domain could make conceivably extremely adverse reactions. The commencing of diversion item congruity leads into the accompanying area managing promoting models.

(Xiuqiang et al., 2015) It is notable that the vital issue of web-based promoting is to precisely discover the real client bunches for the comparing commercials. Customarily, the promoting items target client bunches in light of pursuit catchphrases (e.g., AdWords), page going to (e.g., AdSense), and so forth. In this work, we investigate another focusing on procedure - concentrate on clients given their downloaded applications. In particular, we make utilization of a subset of the information from the Huawei App Store, comprising of 20,169,033 clients and 122,875 applications with 453,346,250 downloads amid one year. For each promoting activity, the publicist just needs to name a little arrangement of forms, typically around ten apps, that the real clients may be keen on. Our framework xRank will consequently discover a rundown of best

potential target clients for the promoter. We execute xRank with extremely proficient execution on the highest point of Hadoop to be fit for an original web-scale dataset, and after that led our framework to a few good showcasing assignments. The outcomes demonstrate that, for each promoting undertaking, with just a couple of names, xRank can adequately locate an exact target gathering of clients, and can likewise radically enhanced the viability of our web-based showcasing contrasted with the control based methodologies in the present framework.

## 2.6  Virtual Closet

Many online websites for fashion today are now doing everything to help the users or the customers to mix and match products to help the customers decide what to buy. Virtual closet or can be called as "wardrobe assistance" is a tool that can help the users to mix match. It aimed to create different outfits that the customers will love and might buy without the need of trying to let the customers on putting it on (Sonettic, 2011).

ASOS in the United Kingdom is one of the most popular online websites that helps the customers to mix and match the product they want to buy. It is when the customers choose a specific clothes or dress; the site will suggest shoes, pants, and accessories that will fit the product they desire to buy (Asos, 2013).

The virtual closet that the study will present is an online store that can have a function that is the same as dress up games. The virtual closet will help the potential customers to mix and match different products from the virtual store to ease the worry if it fits.

**2.7 Conceptual Framework**



Knowledge Requirements
- Business knowledge
- Computer literate
- Internet knowledge
- Programming development

Software Requirements
- Web/mobile base browser
- Operating system: Windows XP or higher

Hardware Requirements
- Minimum CPU clock rate 1.5 Ghz
- Minimum RAM card 1 Gb
- Graphics card 256 Mb

Agile Scrum Method
- Inception
- Analysis
- Design
- Development
- Implementation

Virtual Closet:
An online shop and a web base game for online marketing

Evaluation

**Figure 1 – Conceptual Framework**

Since the Virtual closet online shop is a web-based system, knowledge, hardware, software and skill are required to develop this kind of system. The developers need a laptop or computer with a high specification like a dual core and above. A web browser like Internet Explorer, Mozilla Firefox, and Google Chrome ended in running and testing the system. The development of the project required knowledge about System Agile Scrum Method - Inception - Analysis - Design - Development – Implementation. Hardware requirements of computers CPU clock rate are a minimum of 1.3 GHz, and the minimum ram card is 1 G. And lastly to come up with working system knowledge in JavaScript, PHP, HTML, CSS, Adobe Photoshop, Flash and Game Salad for the game are required.

## 2.8 Synthesis

According to (Rajamma et al., 2007), the store is separated into two, the virtual and physical store. He said that buying from a physical shop can build a relationship between buyer and seller because of the face to face communication unlike online of a virtual store. But most of the people use computers and internet every day which makes this as part of everyone's life; it is used mainly for social media's that is synonymous to communication from one person to another. Using the internet to buy products can also build a relation and interaction is also an essential to e-commerce. An example of communication between seller and buyer is the social engagement; this is when the seller or the company search for the products that people need today and the future. It also allows for the improvement of the products. Another example is the live chat which accommodates the needs of the customers. In this are the customers can ask a question about the products like quality and even prices or anything that concerns the customers.

According to (Delleart et al., 2004) some of the external factors that customers recognize on purchasing products over the internet is the income, in this element, it said that not everyone affords to buy products not only over the internet but also in the physical store. In this study, the customers can see the prices of every product which are all affordable, unlike the physical store that costs double the amount that featured in this study. Next to income are the product characteristics, unlike physical store in which the customers can touch and fit the products, in the online shop the customers cannot do it.

According to (Pavlov et al., 2007), some of the disadvantages of the online store are the security especially the credit card payment. In this study, the payment method of credit card is not covered. It only allows wire transfer and cash on delivery. Another disadvantage is the communication on which the customers cannot contact the seller that likely to grow and become even more frustrated.

The key factors that influence the perception of the consumers are the features of the environment in traditional shopping. (Sherman et al. 1997) This also has a significant effect in knowing if the consumers find

the shopping experience pleasurable or not. The environment of online shopping is a narrower variety of skills, and the abilities of technology are needed to make the setting function. The perception of online shopping experience senses cannot always use. (Dennis et al., 2007) Consequently, the limited information and experiences are the key factor that makes the consumer not shop online. (Demangeot & Broderick, 2006) Nevertheless, (Childers et al. 2001) conclude that shopping online can have some qualities and connections that can make the experiences interesting. Although online shopping has a significant profit, there are still consumers who do not prefer to do it. (Monsuwé et al., 2004) Pointed out that online shopping can be a bit tricky on the side of the website especially in the navigation and to the consumers who are not familiar with the online shopping and do not trust the internet so much to make transactions. Consumers are mostly concerns on the return policies, billing problems, return and exchange policies, refunds, etc. (Dellaert and Kahn 1999) when the consumers face some issues using online shopping; they only wait for about eight seconds to wait for the company's response and then leave. The online shopping sites put more attention on putting detailed information on the product than the traditional shopping or brick and mortar retail setting. (Chen & Chang, 2003) This is one of the online store's advantages because consumers prefer knowing the full information of the product before putting their money into it.

Consumers who prefer online than offline are more taking risks than the offline consumers. (Whysall, 2000) Some of the authors argued (Rowley 1998) the ambiguity of the online transactions, (Forcht and Wex 1996) the information and reliability should be guarded, and (Richards 1997) the right retailing material can be more risky and insufficient if something went wrong during the online transaction.

(Merrilees & Fry, 2003) The security on credit cards, the privacy of the shopper's details, credibility and safety is the way to measure the shopper's trust on online shopping. The security matters involved in online shopping is a significant risk and make the customer not comeback. Also, the consumer should have a reliable internet and confidence towards the use of the internet. (Kim & Park, 2005) It can cause issues to the people who are not confident with their technical abilities. (Li & Zhang, 2002) Conversely, all the risk that was given can be all avoided or narrowed down by getting more involved into it and acquiring more

knowledge and experiences necessary to obtain the particular skill in computers, shopping online and the web.

1. The bench

    Bench is a retail shop of the variety of product for men and women with different stores around the globe. It was the number one store for men, but now, it includes ladies' line like underwear, fragrances and various wide range of products. And far it has achieved the on the present virtual retail store.

2. Lazada

    Lazada operates in the Southeast Asia. It is Indonesia, Malaysia, Philippines, Singapore, Thailand and Vietnam's number one online shopping and selling destination. It introduced eCommerce in the region; Lazada gives its clients with a graceful way of the shopping experience and retailers with easy and express access to the most significant customer site in Southeast Asia.

3. Zalora

    It is Asia's top online fashion website. It is the biggest and the fastest growing fashion e-commerce site in Southeast Asia. It offers a big collection of more than 500 international and local brands which enables the customers to shop from thousands of goods of men and women apparel.

4. eBay

    It is the father of all online shops. Ebay is formally in service in the Philippines. It Ebay operates on different part of the world and sells gadgets, toys, home upgrading things, fashion products, and other in a bidding system.

5. Amazon

    It was initially a bookseller but has stretched out to sell an extensive range of consumer supplies and digital medium and also its own electronic devices, such as Kindle Fire tablet and Fire TV, the Kindle e-book reader, a streaming media adapter.

6. Kamiseta

It is the leading area retailer of stylish, relaxed clothing in the Philippines. The Kamiseta brand is trendy, young-looking and dynamic. Its core buyer group has been quickly growing its popularity and influence. It aims to give the Kamiseta girls a way to world-class products around the world.

7. Urban Outfitters

Urban Outfitters carries a mixture of items from funny T-shirts and retro clothing funny T-shirts and stylish footwear. It is a Philadelphia-based chain that also manages Free People and Anthropologies.

8. GoBuy

It aims to create shopping enjoyable and handy from anywhere. This is a one-stop online shop dedicated to presenting top-line fashion products with the combination of style for many lifestyles. And its items are made by rising and new brands, both international and local.

9. Forever21

Its atypical go to shopping at Forever 2. All of their products you realize are all stoked from clothes, accessories, and shoes. And offers a great website where everyone can find what they are looking for.

10. Boohoo

It is an online shop where to find things everyone love. It has been praised by the Cosmopolitan for offering lots of choices, from petite size to plus size, to formal and to sportswear.

**CHAPTER 3**

**OPERATIONAL FRAMEWORK**

## 3.1 Project Design

The researcher of this project uses a descriptive method to make sure that the progress of the project can be put in order. This is to make sure that the information that is gathered is accurate and identified the precise information and to help the developer decide the data to be used to solve and understand the problem. In the case of this project, the knowledge of the customers and the clients are in very much needed. The motivation behind a task circumstance investigation is to distinguish issues in the undertaking's concentration territory, recognize reasons for the problems, and create answers to resolve the current circumstances. It is essential for the specialist to take this step (photographic technique) to decide the genuine issue since it can gain help in a great deal of data through recognizing factors Base on their 46 momenta manual exchange process, data and information gathered advice the analyst plan and give a detailed answer. (Shuttleworth 2007) The researcher outlines a system to collect this data and breaks it down. In this work, the analyst utilizes clear strategy in gathering information. Unmistakable research is an investigative system which incorporates watching and delineating the direct of a subject without affecting it in any capacity. (Ethridge, 2004) It can be elucidated as an announcement of issues as they give the expert having no control over factor. What's more, "distinct research may be depicted as fundamentally is the undertaking to choose, delineate or perceive what is, while investigative research endeavors to develop why it is that way or how it became."

The data that was collected through the continuous transaction the customers is used to analyze using the descriptive method. The illustrative method is beneficial in a way that the e-retailers can get to examine the most products that the consumers want through the history transaction of the consumers. This technique

is also helpful to quickly identify the future outcomes or purchase of the other consumers. This also shows the summary records of the past transaction that can also be used to make the products more advances that will give assurance to the e-retailers that they come back.

Information examination and the requirements evaluation shape the premise of venture conceptualization; distinguishing an issue, its causes and outcomes and investigating the expansiveness of the problem. An information investigation incorporates a survey of the socioeconomic, legislative matters, financial matters, and framework and socio-social elements. Also, the research furnishes an association with data about real issues among youth at the national or group levels, a comprehension of social and social standards overseeing affairs, and domestic controls and arrangements that influence the people. This can be used to identify the behavior of the consumers. This also helps the retailer to determine what is needed to meet the standards of the consumers and even get to have more potential consumers in the future. This is a great help to identify the different wants and needs of the consumers from their social status, professions and even the geographic location. Because some patterns and connections that may go undetected for content-based information can be uncovered and perceived less demanding in information mining strategies. It should be utilized to arrange the information and make it conceivable to distinguish examples and connections in it that would not be noticeable.

The Jukakay atbp is a women store that offers a wide range of apparels at a low price for women different range of age. Its shop is clustered on various parts of the cities around the Philippines that made it hard to find and make some purchase by some consumers. But this project can help make it better for the other consumers and support the store retailer acquire a more potential customer.

### 3.1.1   Agile Scrum Method

This chapter presents the methodology of the study. It includes Project Design, and Testing and Evaluation Procedures. (Schwaber, 1995) Scrum has three main phases called the planning, system architecture, sprints, and closure. Races are within two to four weeks of development until the whole software is completed.

**Project Development**



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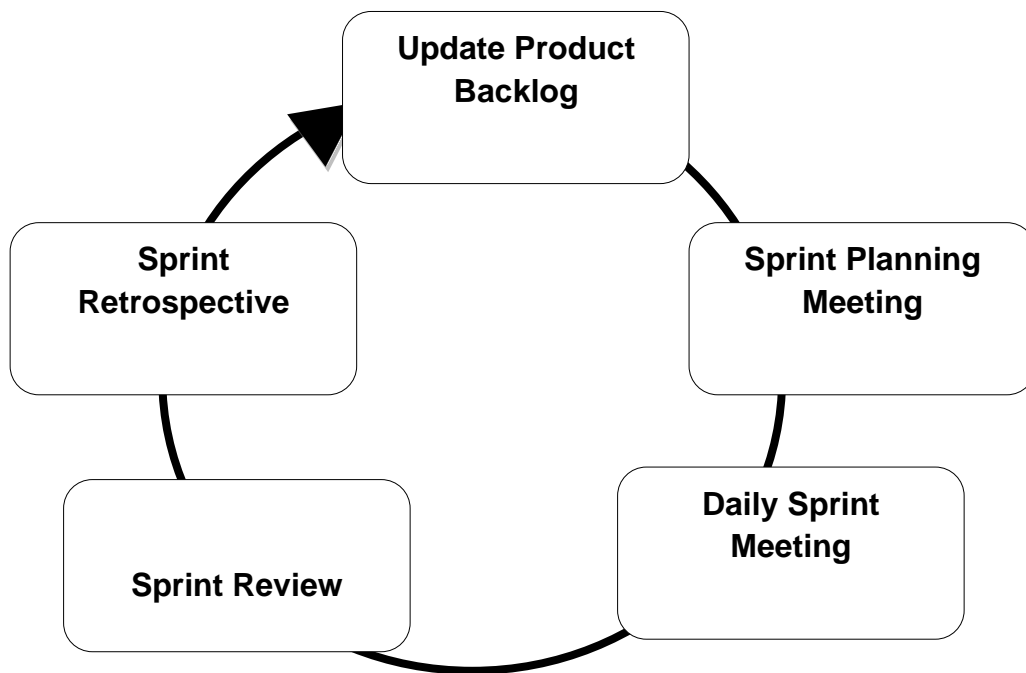
**Figure 2 - Agile Scrum Model**

The scrum model is used by the in this study for the development of the capstone project. It shows the progress of the project through series of sprints. It can also help the developers to set different goals for every phase and deliver it in a given period.

**Scrum Process**

Its goal is to develop and finish the project quickly to have more time to focus on the testing of the unseen bugs and defects in the system.  This process also helps the developer to know what is going on in every phase of development in the project. It quickly shows in this process everything like the bugs and even the team problems. The developers also have more control over the project progress. Scrum model is also a big help to prevent the delays of the projects because everything in the plans is prioritized well.

**Phase 1.Update Product Backlog**

In this phase, the team makes prioritization on what to do next. It is putting essential features in the top of backlog and set the less critical elements below. This can help on monitoring if the most important thing of the client is being made and avoid the adding of unnecessary features to the project.

**Phase 2.Sprint planning Meeting**

To make the project successful, the task should be divided into every member of the team. This can help to be the project and the members to be productive. The team is composing of three members that have different tasks. The first group is the one responsible for the documentation, another is for the development of the website, and the last one is responsible for the development of the virtual closet inside the site. Each team has a target phase of the project that should be done in short period, and then the team will move on to another aspect of the project.

**Phase 3. Daily Scrum Meeting**

In this stage, the developers or the whole team involved in the project holds a regular meeting. This meeting can take 15-30 minutes. All team members should discuss the sprint if it is all delivered and if not talks about the problems and solve it. After that, the team can go to focus on another sprint that needs to be developed.

**Phase 4. Sprint Review**

In this stage, before the team move-on n another sprint, the finished sprint should be reviewed by every member. This is a way to make sure the alignment of the project is the same. The problems that occurred in the sprint can help the members create a solution to be able to move to the next sprint.

**Phase 5. Sprint Retrospective**

The sprint retrospective is typically the last thing in a sprint. The team discusses the completed work to make sure that it is ready for the client and the user to be used. In this phase, it can also make the team discuss the system or improve it.

### 3.1.2   System Architecture
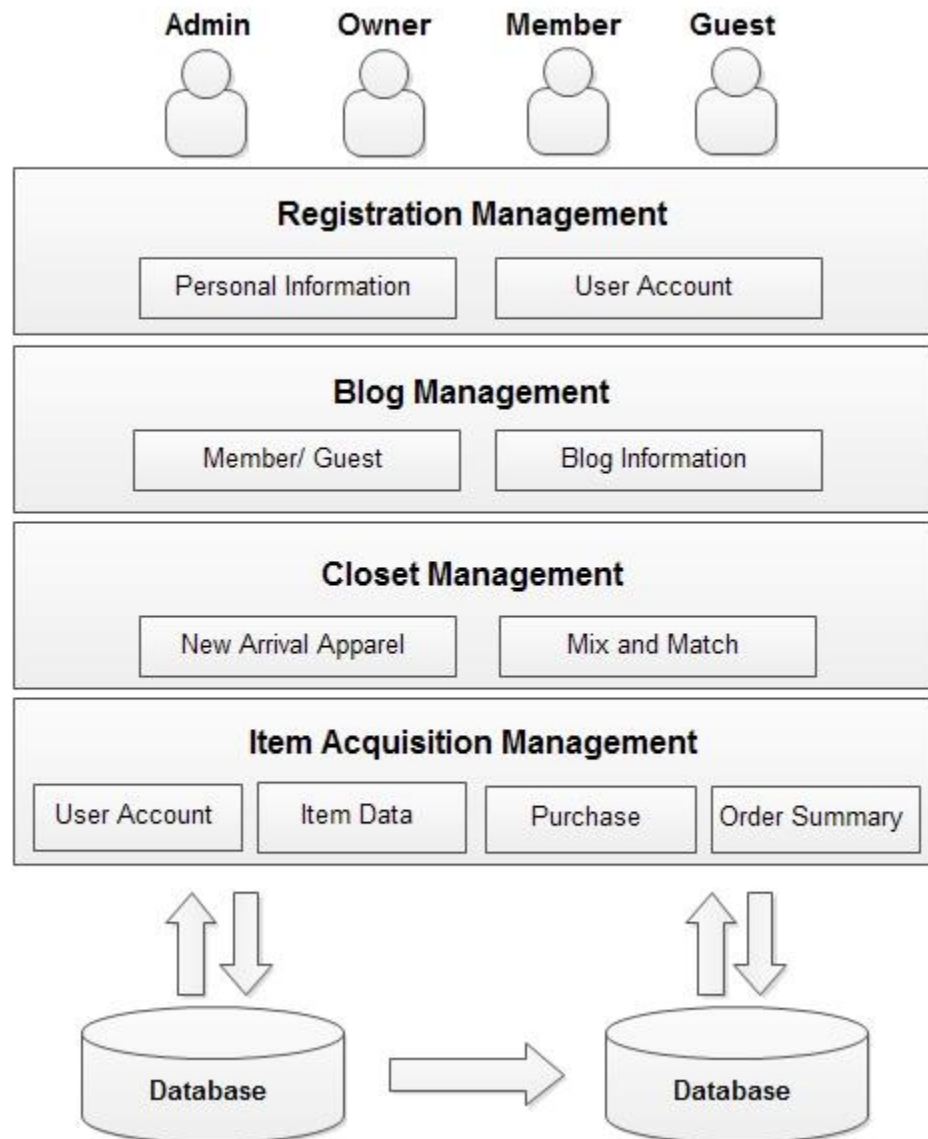


**Figure 3- System Architecture for Virtual Closet: An Online Shop and a Web Base Game for**

**Online Game System for Jukaykay Atbp.**

**[Registration Management].** In this module, the guest has to create an account by filling up the registration for.  The registration includes giving some personal information and identification information to confirm the true identity of the guest. In this way, the admin can identify if the user is bogus and to confirm the account request.

**[Blog Management].**  This second module tackles the popular way to communicate with the other people which are using the blog.  The blog will be managed by the private owner of the store. She will post some information and tips to help her loyal customers to be in trends especially in fashion.  The members of the shop can leave comments to the blog posted by the owner.

**[Closet Management].** The third module is about mixing and matching different pants to clothes. This section covers some of the apparels that may help the consumers to decide what to purchase. This section is also a great way to attract more potential customers.

**[Item Acquisition Management].** This last module tackles the purchasing process of the product. After choosing or browsing from the item collection, this is the next step make sure that the customer gets the product.

### 3.1.3    Use Case Diagram

(Cockburn, 2001) The interaction of the user in the system is called Use Case. It is a presentation of how the user interacts with the system in a graphical form.

**Registration Management**
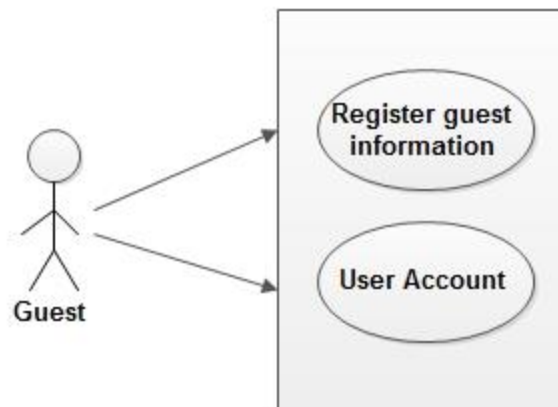


**Figure 4 - Registration Management Use Case Diagram**

**Registration Management**. The non-member of the guest of the website is the one who can register to have a personal account. The admin has the responsibility to provide the new member a definitive statement. In this way, the new member of the website can start to purchase the products he/she wishes to buy.

**Blog Management**
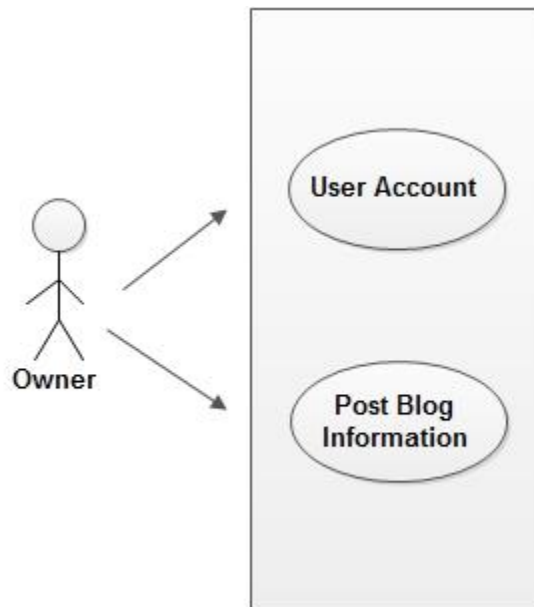


**Figure 5 - Blog Management Use Case Diagram**

**Blog Management.** The owner of the business is in charge in this module. The owner has the liberty to post information that she thinks will help her customer.

**Closet Management**
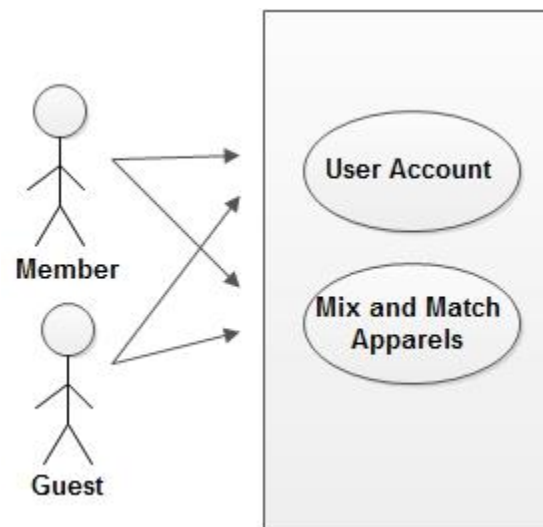


**Figure 6 – Blog Management Use Case Diagram**

**Closet Management.** This module is for the guest and the member of the online shop. This section can help the customers and potential customers to pick a pair of apparel that matches, just like fitting clothes in a mortar store.

**Item Acquisition Management**
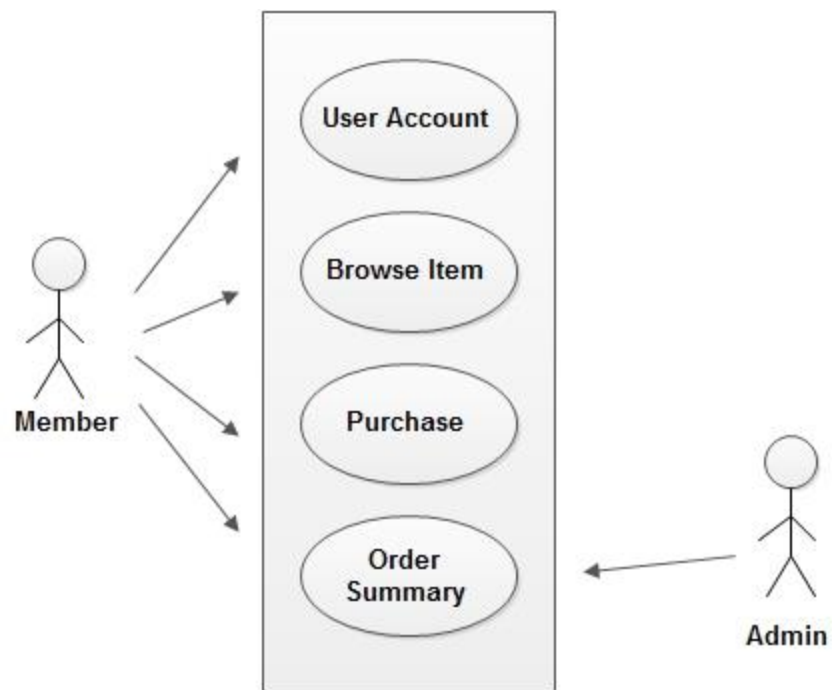


**Figure 7 - Item Acquisition Management Use Case Diagram**

**Item Acquisition Management.** This section tackles the process of acquiring an item or products. The authenticated member gets the chance to pick products and purchase it. Then, the admin confirms the order request and provide the order summary.

### 3.1.4 Context Flow Diagram
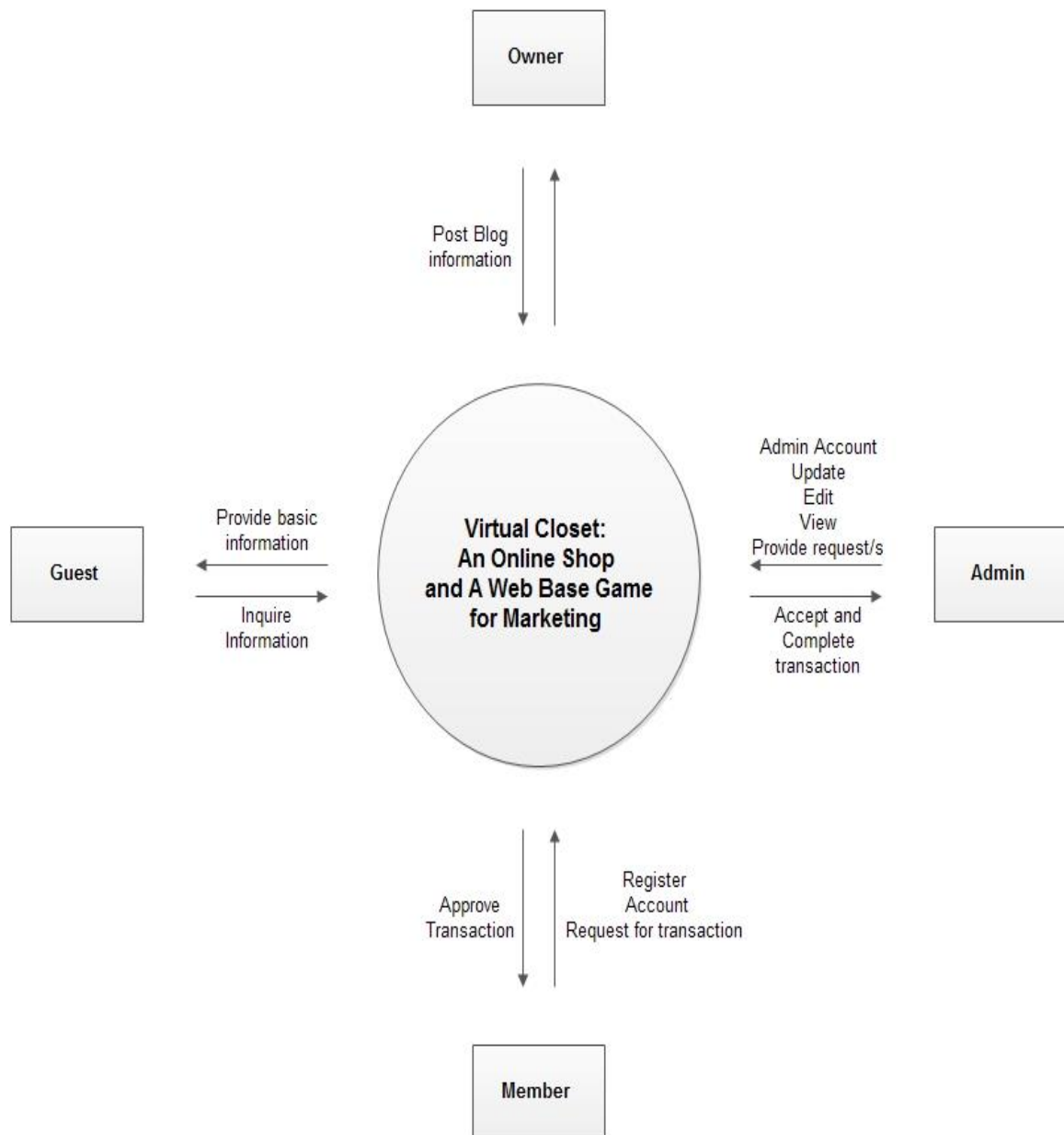


**Figure 8 – Context Flow Diagram for Virtual Closet: An Online Shop and a Web Base Game for Online Game System for Jukaykay Atbp.**

### 3.1.5 Data Flow Diagram

**Registration Management**
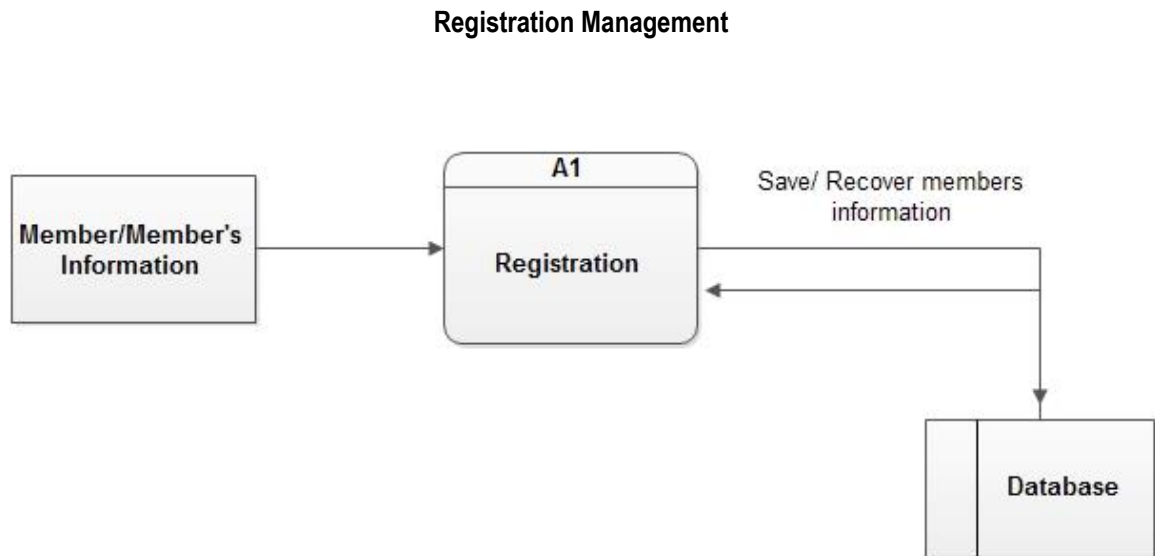


**Figure 9 -Registration Management**

**Registration Management.** In this module user account are created and keep in an electronic database. In this module require the data of the person to registered and stored in the database through an automatic registration. Information stored is available if the user needs it anytime.

**Blog Management**
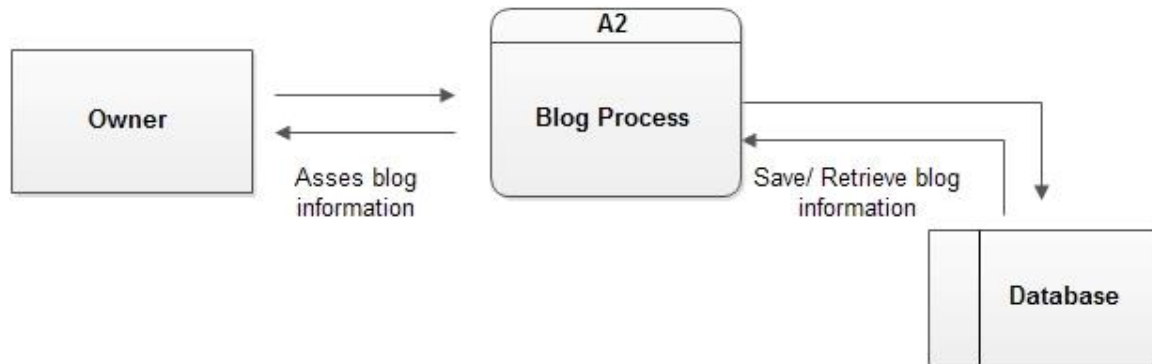


**Figure 10 - Blog Management**

**Blog Management.** In this module, the blog information is made by the owner. The owner has the liberty

to share insights in fashion and even travels to her customers. The blog information is automatically saved

in the database.

**Closet Management**
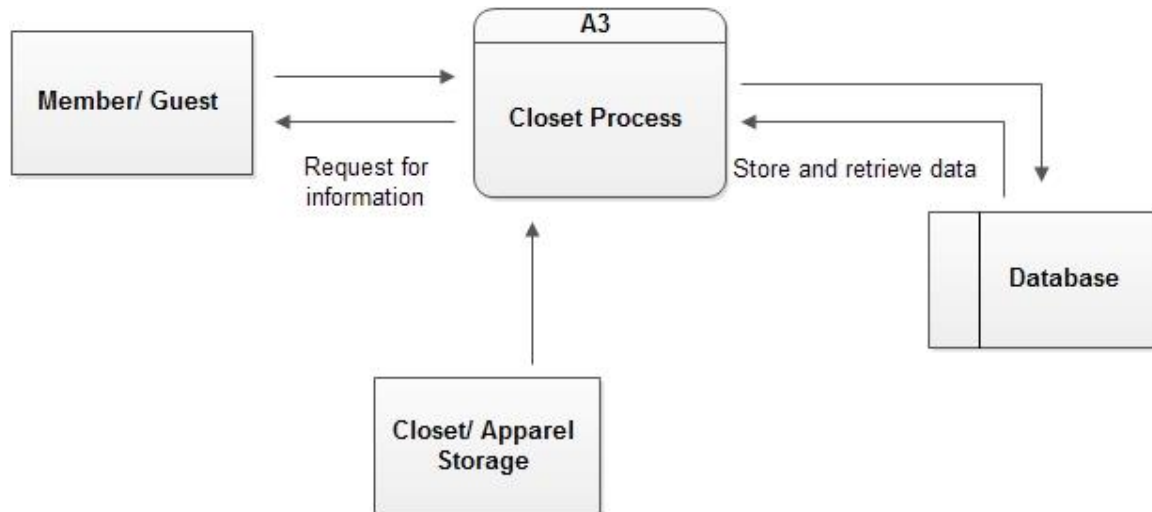


**Figure 11 - Closet Management**

**Closet management.** In this module, the item or products saved in the database in this section is available. The members and the guest have the chance to test some products if those fit together.

**Item Acquisition Management**
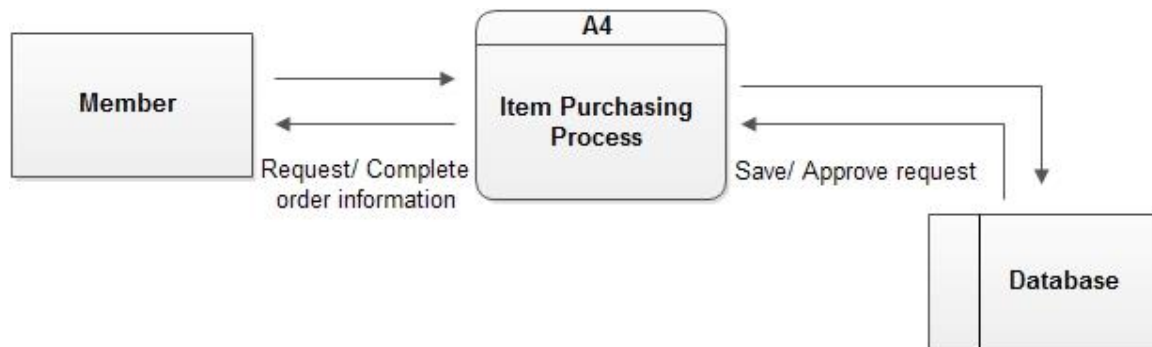


**Figure 12 - Item Acquisition Management**

**Item Acquisition Management**. In this fourth module, the admin has the responsibility to store the data or the products. This products information in the database is available for the customers to chose upon and acquired. The acquisition is stored, and the admin is providing the customers the order summary.

### 3.2 Data Gathering Procedures

### 3.2.1 Survey

Surveys are a technique to gather information from other people. The survey can be conducted in many ways depending on the purpose. The data collected through the procedure of asking the participants some questions. It involves requesting information and data to people in a structured format, depending on what to analyze. The participants of the survey can be represented by themselves, the employer or the company where they belong.

### Survey Process

The project accumulated information that is necessities to the development. The researcher leads the survey in the physical store branch of Jukaykay Atbp in San Pablo City, Laguna. The survey plan to collect information from the owner and the store branch manager since that they are the people who know the true nature of the business and understands the problems that occur on a daily basis. The people that are interviewed are also the beneficiaries of the system. The inspiration of the survey is to know the problems that are being experienced daily by the owner and the customers. All the information that is gathered is carefully analyzed to make a better system. This can guarantee that all the issues tackled in the survey are intended to study carefully and solve.

### 3.2.2 Direct Observation

Direct observation or the observational study is an approach to gather evaluative information in which the observer is observing the surrounding that is typical to the subject without doing or changing it. Itis

more appropriate if the data is accumulated (Holmes, 2013). A better understanding and knowledge of the setting of the study is a great help to the researcher. It can be used to answer utilized research investigation, to be able to build a proposition and to test the assumption. It also includes the enhancement of the information quality that is accumulated and to understand (DeWalt 2002). Direct observation is useful for the procedure of the data collection like questionnaires, etc. the goal is to assess the behavior, event, and situation and that the outcomes physically can be seen easily

**Direct Observation Process**

Studying the transaction of the subject of the study every day is very important. This technique can document the behavior of the customers and the management. The researcher does not intermingle with the people being observed but somewhat study and record the situation and response. Watching the real issue of the actual transaction is being viewed. The researcher can see the problem in the store precisely. It gives a better look at the question and gets to help the researcher map the best explanation to the problem.

**3.3  Testing and Operating Procedure**

**3.3.1    Unit Testing Plan**

Unit testing state the expected result matches the actual result. The entire test must pass, or the unit test is not satisfactory.

(Farrugia, 2010) It is a method of meeting the requirements to create confidence to every unit test. First, it is done by making test data that plan to tackle the whole data scenario of the system.  From there, the results are used as inputs. The data collected compare and give a clear signal of inaccuracy which can be solved quickly.

Unit testing is a progression of stand-alone tests is led amid unit testing. Every analysis looks at an individual segment that is new or has been changed. A unit test is additionally called a module test since it tests the different units of code that contain the application. Unit tests concentrate on usefulness also, consistent quality, and the passage and way out criteria can be the same for every module or particular to a specific module. Unit testing is done in a test domain before framework combination.

**Table 1- Unit Testing Plan**

| Requirements | Typical Components | Detailed Description |
|---|---|---|
| **Introduction** | a.) Test Strategy and Approach | |
| | b.) Test Scope | |
| | c.) Test Assumptions | |
| **Walkthrough** <br><br> **(Static Testing )** | a.) Defect Discovered and corrected | |
| | b.) Improvement Ideas | |
| | c.) Structured Programming Compliance | |
| | d.) Language Standard | |
| | e.) Development Documentation Standards | |
| **Test Cases** <br><br> **(Dynamic Testing)** | a.) Input Test Data | |
| | b.) Initial Conditions | |
| | c.) Expected Results | |
| | d.) Test Log Status | |
| **Environment** <br><br> **Requirement** | a.) Test, Strategy and Approach | |
| | b.) Platform | |
| | c.) Libraries | |
| | d.) Tools | |
| | e.) Test Procedures | |
| | f.) Status Reporting | |

### 3.3.2   User Acceptance Testing

User acceptance is act upon the clients clarifying the system with the agreement of respecting the requirements that were approved.

User acceptance testing is in like manner called beta testing. A general standard that is paying little respect to how stable an application shows up when it goes into UAT (Unstructured Testing), a customer someplace can even now find an arrangement of charges that will make an oversight.

**Table 2 - User Acceptance Testing**

| Module | Execution Procedure or Input | Acceptance Requirements/ expected Results | Critical | | Test Results | | Comments |
|---|---|---|---|---|---|---|---|
| | | | Yes | No | Accept | Reject | |
| **Registration Management** | Registration of username and password | Registered into the system | | | | | |
| **System Log in** | Log in to the system w/ valid username and password | Logged in to the system | | | | | |
| **Blog Management** | Post new blog information | Posted further on the website | | | | | |
| **Closet Management** | Mix and match products from the new arrival items | Products are coordinated on user's desire | | | | | |
| **Item Acquisition Management** | Checked out chosen item | Order summary are posted | | | | | |

## 3.4 System Software Evaluation

The quality in software production has become an essential thing over the years. Over the years, the software industries are delegating development of the system to cut down the price and increase the pace of software to be successful. To avoid the questionable quality of the software to purchase, the products or software needed certification. Certification has been an essential aspect of software (Guðbjörnsson, 2004).

The outside and the inside quality of the software in the industry is characterized in high consideration and under the quality software industry standard which also called as ISO 9126. In this rule, the quality and characteristics are defined precisely. The measures for the traits are broad and can be distinguished into specific. The earth is the considered as the user model, and the clients are in high perspective especially in the context of use (Zurich, 2003).

Characteristic of international standard for quality software:

**Functionality –** The website is interactive and less delay. Every function of the site is opening and performed in action-response time. The navigation of the website is smooth and functions well. The information that was submitted is all present for the user's future use. Every unsuccessful transaction is a possibility for failure of the system.

**Reliability –** The system reacts accordingly and quickly in every action. It also provides the right item to the customer and subsequently to the description given in the order. It is securing the sensitive data of the member and operating reliably.

**Efficiency –** The system responding efficiently and accurately. Cpu, disk, network, and memory are the resources that the system uses.

**Maintainability** – The system is easy to upgrade if necessary and easy to maintain. Expensive hardware and software to run the website are not required.

### 3.4.1  Likert Scale

**Table 3 – Likert Scale**

| Rating | Range | Equivalent |
|--------|-------|------------|
| 5 | 4.51-5.00 | Strongly Agree |
| 4 | 3.51-4.50 | Agree |
| 3 | 2.51-3.50 | Neutral |
| 2 | 1.51-2.50 | Disagree |
| 1 | 1.00-1.50 | Strongly Disagree |

# Chapter 4

## PRESENTATION, ANALYSIS AND INTERPRETATION OF DATA

In order to make sure that the objectives and the studies being developed by the researcher this is the Virtual Closet: An Online Shop and a Web Base Game for Online Marketing different process are used to be able to recognize the problem that may come up using it.

### 4.1 Develop a Virtual Closet: An Online Shop and a Web Base Game for Online Marketing

The objective of the study is to come up a website, which is an online shop that has a virtual closet that will serve as the marketing point or venue for the store. The study is developing same as the online shop nowadays with the twist of virtual closet that surely attract people. The researcher of the studies has to personally interview the owner and the people working in the physical store to be able to come up this study.
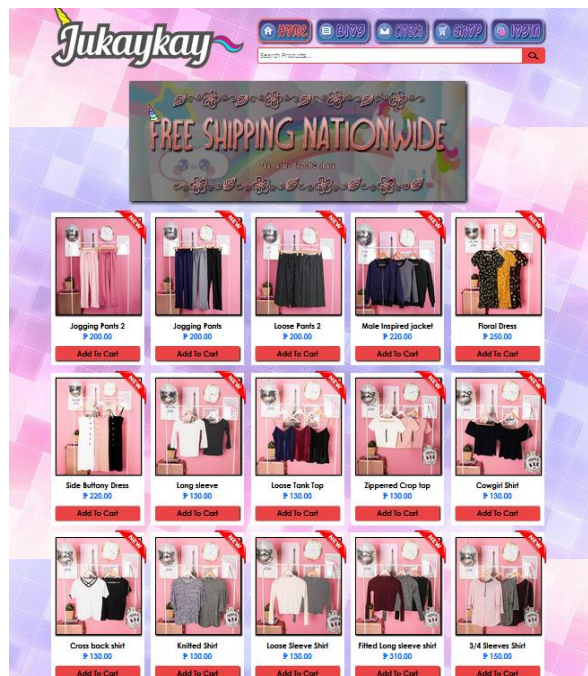


**Figure 13 - Virtual Closet: An Online Shop and a Web Base Game for Online Marketing**

The jukaykay atbp which is the client for this study has mostly women customers around the Philippines, like from Manila, Laguna, Batangas, Cavite and Cebu. The popularity of the store for its low price products and product designs that are trending today makes more women from different part of the Philippines wanted to reach it. It is one of the reasons why this study came up. In order to serve and reach more customers that potentially makes jukaykay atbp part of the leading clothing brand in the countries.



**Figure 14 – Virtual Closet Page**

This module is for the member and the guest of the shop. This will serve as the new way to mix and match tops and bottoms without putting it on and physical store. This module features all the newly arrived products or the new design products of the store. This is important for many of the online shoppers because the customer does not have a liberty to fit the products.
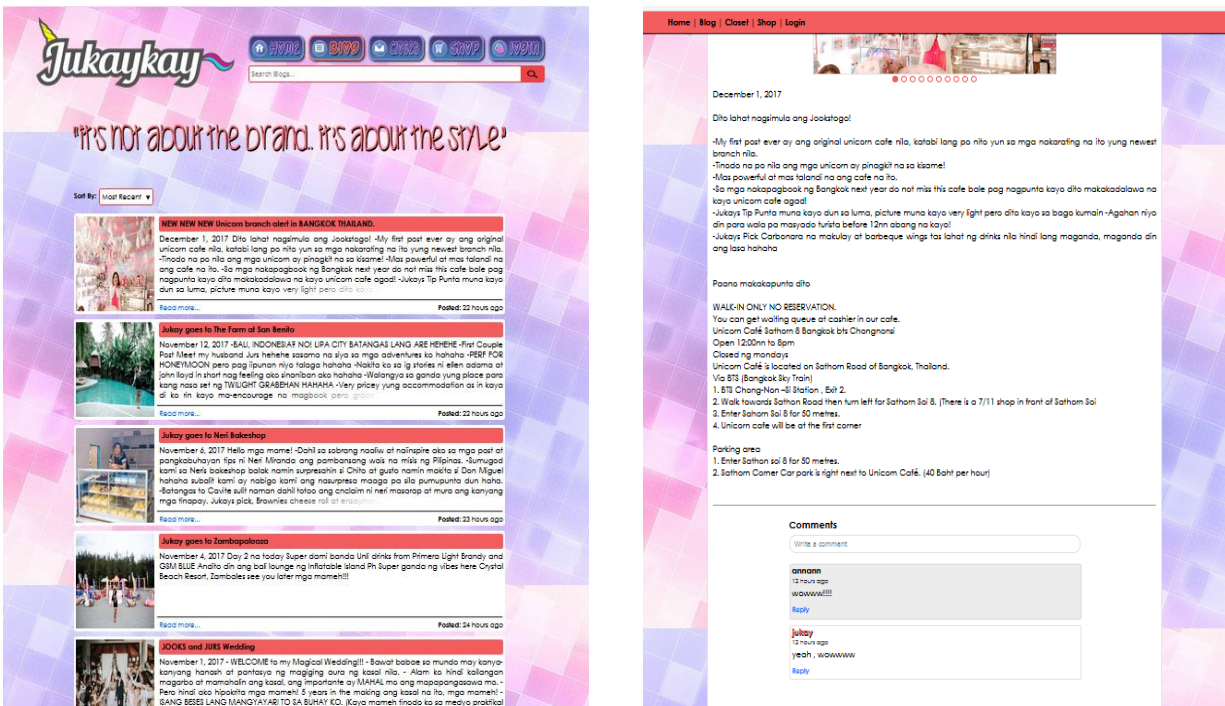
**Figure 15 - Blog system of the User**

This module is for the owner of the store. The owner will personally posts information that are important and relevant on today issue and the shop like the fashion tips, adventures, places, personal opinion and experience and more. This section can be viewed by any user. This module also includes the comment and suggestion box on the lower part of the blog. This can help the owner of the shop to communicate with the customers and to know what they want and provide it to them somehow. Unlike the blogs that are accessible to anyone, the comments and suggestions box is restricted to the shop member only. The guest who wants to comments can easily register to be able to post comments and suggestions.
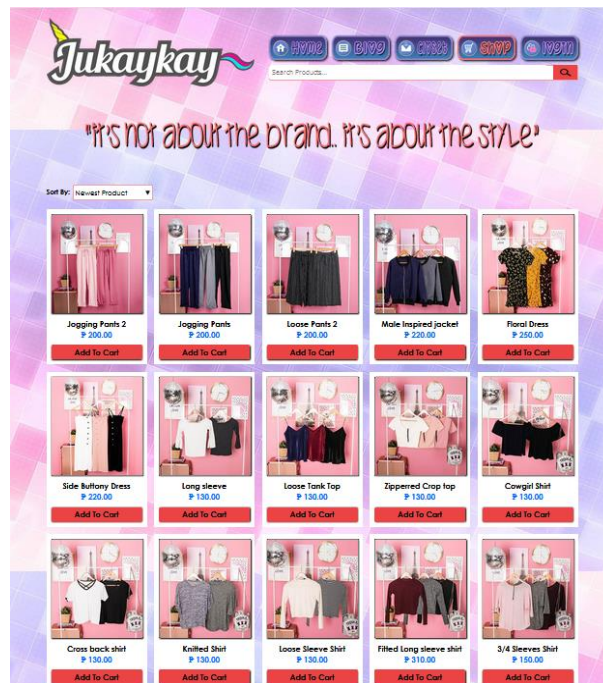
**Figure 16 – Shop/Products Section**

This module features all the products that are being sold in the store, from tops to bottoms and even some accessories like caps. This module is made for the customers. The products are divided by different categories like tops (shirt, sleeveless, crop top etc.), bottoms (pants, shorts, and skirts), accessories (makeup brushes and caps) and dress (one piece clothing). The customers can also sort the products by name, prices and new arrival.

- **Add to cart**

- **Purchase**

- **Payment message**

**Figure 16 – Login and Signup Page for the User**

- **Login form**

This module is for the member of the online shop. Them members who also are called the customers can purchase the products and have the liberty to comment and suggest straight to the owner.

- **Signup form**

This module is for the new user. The guests who desire to purchase products can easily signup and in an instant be a member in few minutes by filling out the form. This will also give them liberty to comment and suggest some ideas to the owner of the store.

**4.2 Software Evaluation using ISO9126**

The acceptability of the software in this study is evaluated using the ISO9126. Sets of criteria are showed to evaluate the software effectiveness. The criteria are position according to the

respondent's personal opinion after testing and evaluating the effectiveness of the software.

The respondents evaluated the system as 5 being the highest and 1 as the lowest or poor.

**Table 4 General User Response based on Functionality**

| Functionality | Weighted mean | Interpretation |
|---|---|---|
| • Produce accurate program output | | |
| • Secure keeping of data is provided | | |
| • Presents accurate report | | |
| • The software is available for all the function required on its execution | | |
| **Mean** | | |

**Table 5 General User Response based on Reliability**

| Reliability | Weighted mean | Interpretation |
|---|---|---|
| • Can the system handle encountered errors | | |
| • The software informs user concerning invalid data entry | | |
| • The software is capable of recovering of data in the events of failure | | |
| **Mean** | | |

**Table 6 General user Response based on Usability**

| Usability | Weighted mean | interpretation |
|---|---|---|
| • Can be understood, learned, used and appears attractive to the user | | |
| • Provides on-screen prompts and messages that are clear and helpful to learn program | | |

| | | |
|---|---|---|
| creation and testing | | |
| • Provides instructional guide | | |
| • Easy to learn how to use | | |
| **Mean** | | |

**Table 7 General user Response based on Efficiency**

| **Efficiency** | **Weighted mean** | **interpretation** |
|---|---|---|
| • The software respond time is appropriate | | |
| • The software execution time is appropriate | | |
| • The resources used are appropriate | | |
| **Mean** | | |

**Table 8 General user Response based on Maintainability**

| **Maintainability** | **Weighted mean** | **Interpretation** |
|---|---|---|
| • Easy to find failure when it occurs | | |
| • It is easy to modify and adapt | | |

| | | |
|---|---|---|
| • Changes are easy to test | | |
| **Mean** | | |

Table 9 General user Response based on Portability

| Maintainability | Weighted mean | Interpretation |
|---|---|---|
| • It is easy to adapt to other environment | | |
| • It is easy to use with other environment | | |
| • It is easy to use to replace another program | | |
| **Mean** | | |

**4.3 Summary**

**Table 10 Computed Mean Averages**

| | Weighted mean |
|---|---|
| Functionality | |
| Reliability | |
| Usability | |

| Efficiency | |
|---|---|
| Maintainability | |
| portability | |

# Chapter 5

## SUMMARY, FINDINGS, CONCLUSION AND RECOMMENDATIONS

### 5.1 Summary

These days' physical stores all need a site particularly the huge organizations in the mold business. It is turning into a type of interfacing with the clients. Interfacing with the clients is an exceptionally major approach to express its commitment to its devoted clients and have the capacity to recognize what the clients require so the organizations can offer it to them. That is the reason online shops are being altered each day. To fulfil the clients is their essential objective and ought to be each business objective as well.

The studies main objective is to develop a virtual closet, an online shop and a web base game for online marketing for Jukaykay atbp clothing store. A variety of method to gather and understand the data was made the researchers come up a solution for the problems encountered by physical stores.

It aimed to develop an online shop that can be reachable by a lot of people around the Philippines. The development of the system has an impact to all the women who has not much time to go out and go to different clothing store that are expensive but with this online shop, the women across the Philippine now have all the time in the world to buy clothes anywhere and anytime without going out. Aside from it, the study also features a blog that can help women with everyday life and can also posts opinions or even requests straight to the store owner. This study is a quick access in physical store.

The special about the study is the virtual closet. The issue with internet shopping is that the clients can't see themselves if the items fit them dissimilar to physical store wherein you can pick carefully on the off chance that it looks great on you. Blending and coordinating diverse items is critical particularly to ladies. They don't simply purchase items as indicated by patterns, yet they pick base on what they look like wearing

it since ladies constantly needed to be a head turner. That is why virtual closet can give a feel of fitting the clothes because its features is to pair up different clothing apparel from tops to bottom and even dresses. The visitor can mix and match all the clothing collection from the new arrival list of clothes. This is the first online shop that has these features in the Philippines.

## 5.2 Conclusion

Based on the summary of the findings conclusions were drawn.

The study shows that having an online shop and virtual closet for Jukaykay atbp. brought significance impact to the quality of service they are giving to the clients and also a great impact to the people working in the store itself. The study reveals that the system has a huge impact for the success of the business.

The study produced a website for Jukaykay Atbp a marketing and selling venue for the customers. The client can now put online all new products and its prices that the customers can easily find and purchase even at home.

There is also blog included the system that can help the customers to see the views of the owner in an instant at the same place. Aside from getting to read the blog, the customers or clients can leave a comment and suggestions in the blog section in which the owner itself of Jukaykay can personally read and respond to.

The study also produce a virtual close that can attract more customers to purchase to the system because of its special ability to mix and match products by simply dragging it. The customers can easily see if the products will fit together and if it the combination of top and bottom they chose fits them.

The study concluded that the Virtual Closet: An Online Shop and a Web Base Game for Online Marketing can provide solution to the manual day to day transaction of Jukaykay Atbp. The virtual closet included in the study is in general accepted by the people and staff of Jukaykay Atbp.

## 5.3 Recommendations

Throughout the development of the system a variety of issue were stumble upon by the researchers.

1. The admin and owner who will manage the website should have appropriate training with the system. They should be oriented what to do about unforeseen even like malfunctioning of the system. Internet access and a good hardware like a processor of at least Intel Core 2 Duo 2.0GHZ pr higher, a RAM at least 2 GB or higher, and graphics card of 256mb or higher. Good softwares should also be installed properly like in browser which is any, an operating system of Windows XP, Vista, 7 or higher, and a database like MySQL.

2. The user who desires to purchase an item from the store needs to register in a secure system of the store.

3. The admin and the owner who will manage the system should have a personal account to access the system.

4. The closet or the virtual closet which is like a game should make changes every time the new arrival products of the store came in.

5. The details about the products that will be posted online should be well written.

# Appendix A

## Written Permission from Author to Conduct

## Research and Interview

**PERMISSION TO CONDUCT RESEARCH**

Dear Ms. Tolentino,

Good day! We are from AMA College San Pablo. We are writing you this letter to tell you that we are developing a website for your business JUKAYKAY ATBP. We know that JUAKYKAY is owned by an inspiring person which is you. Being able to experience it ourselves to be in your store and reading blogs that you post inspires us to make a website especially for you. We know how successful you are. You are famous and a successful blogger and business woman.

We chose your business as the subject for our thesis because we admire how much engaging you are to your loyal customers, which includes us. We admire your taste if fashion that is such a hip for young and young at heart customers. you know your customers and potential customers wants and continue to give products that surely everyone will crave for to have on their closets. It is basically a store for everyone.

You are an inspiration to everyone. JUKAYKAY that is only a dream for you is now one of the top clothing stores. This simply shows and inspires us to continue pursuing our dreams and passion. And this passion of ours is to be able to develop a website that is unique and will be very helpful to everyone. With that we want start to pursue this passion to the person that teaches us to hold on our passions and dreams which is you and JUKAYKAY.

We know that you are a busy person and especially your wedding is around the corner that makes you even busier. But we are here to ask your blessing to let us continue on developing the website. We can't be even happier if you give us your blessing.

We will be very glad if we can discuss this proposal with you in person. Thank you for considering our proposal. God bless you.
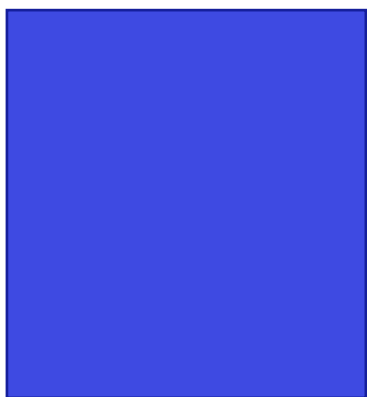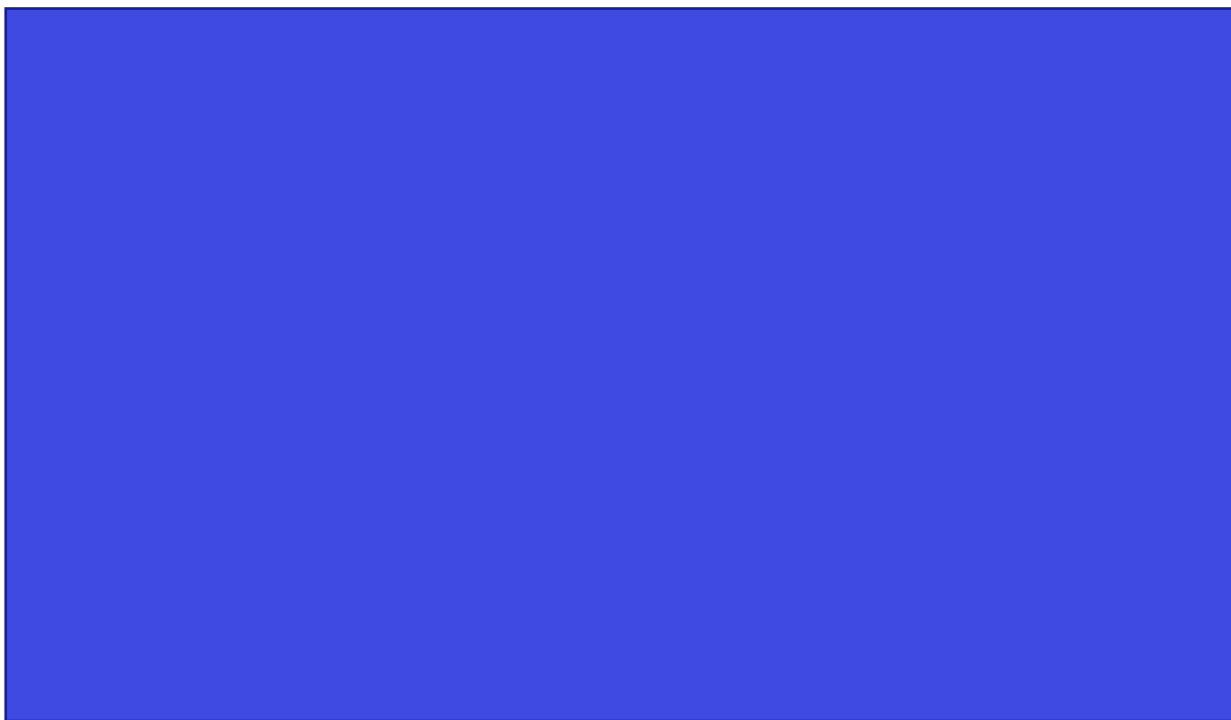
Approved by:

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Tanauan Branch

# Appendix B

## List of Diagrams

**System Architecture**
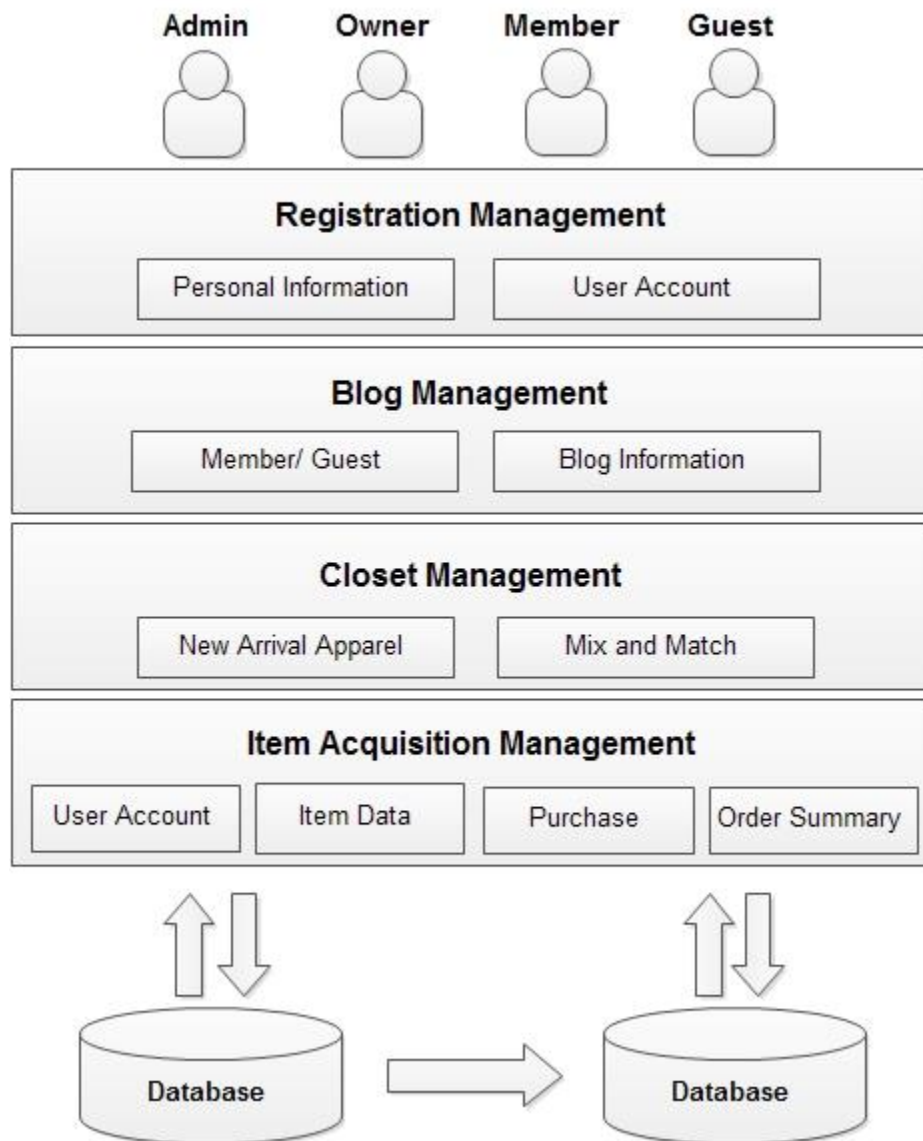
**Context Flow Diagram**
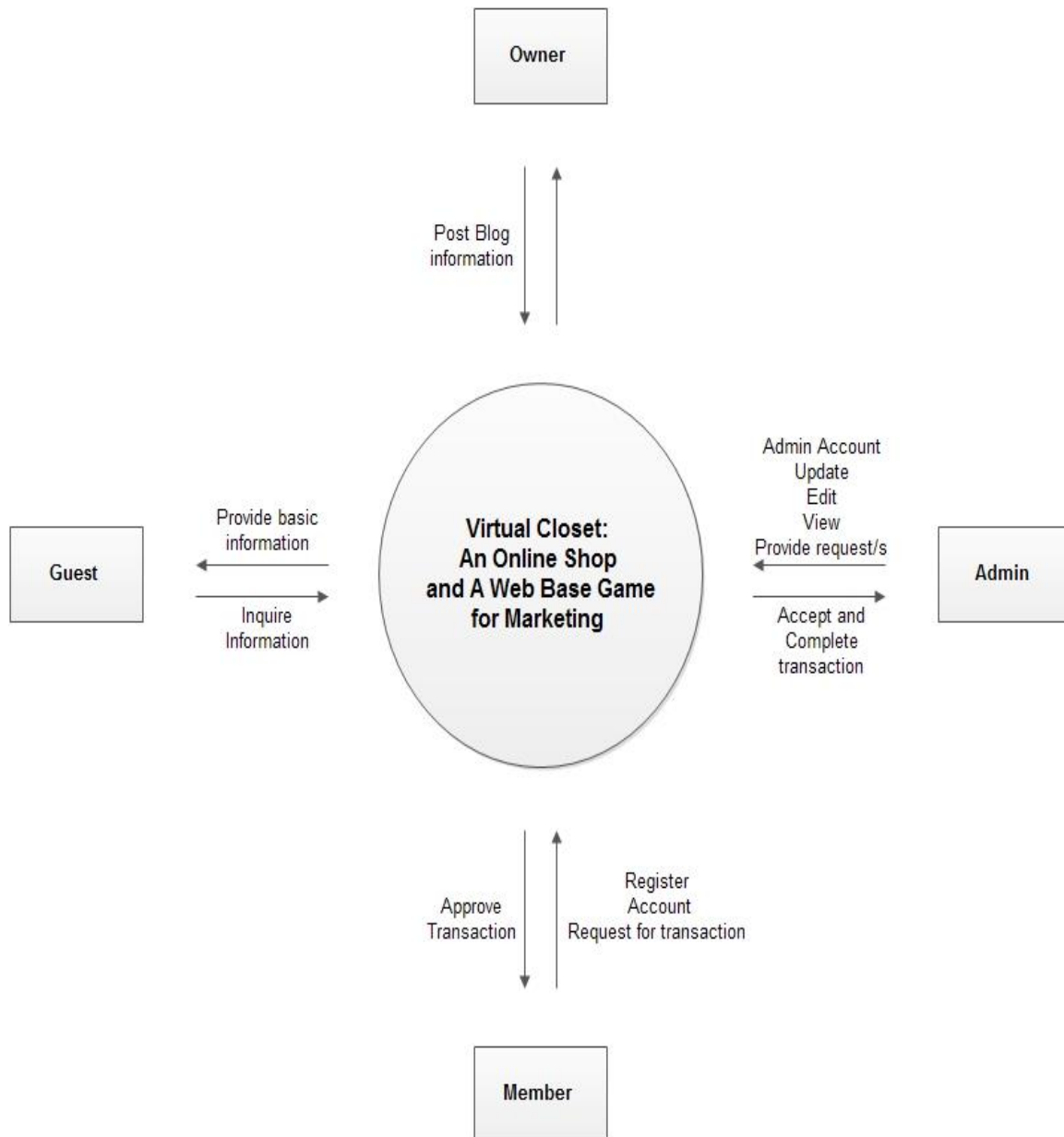
**Data Flow Diagram**

**Registration Management**
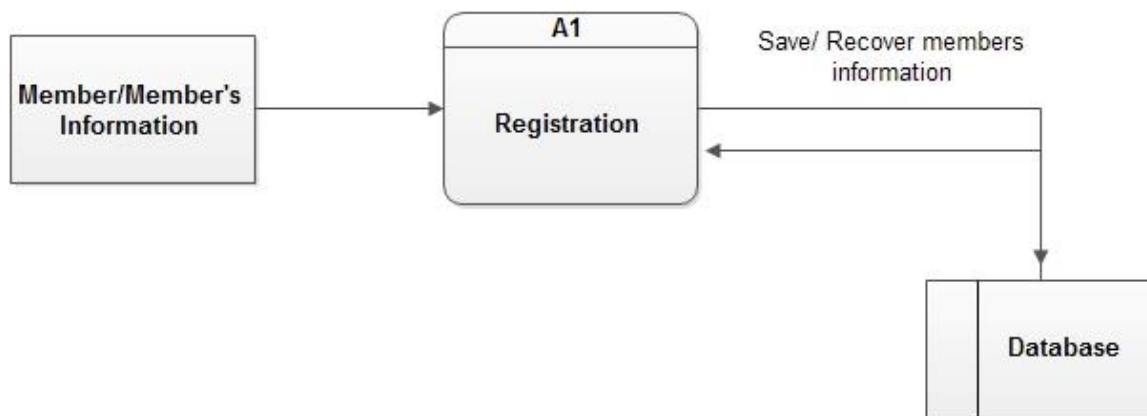


**Blog Management**
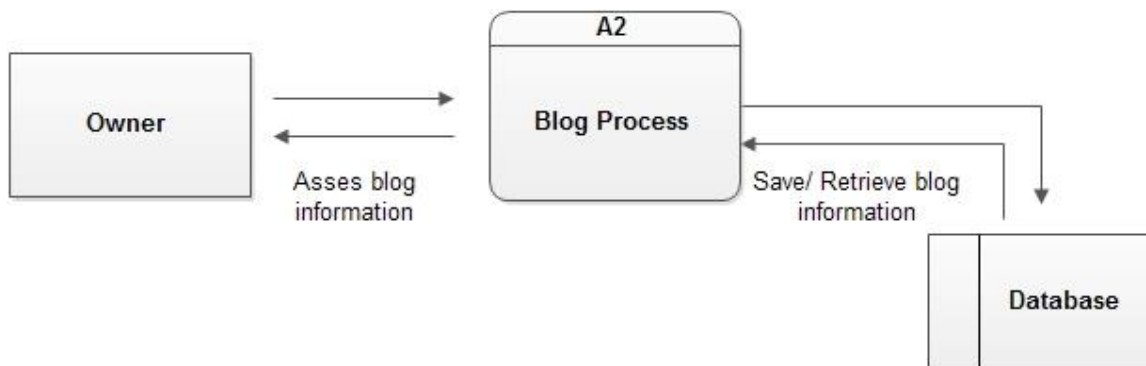
**Closet Management**
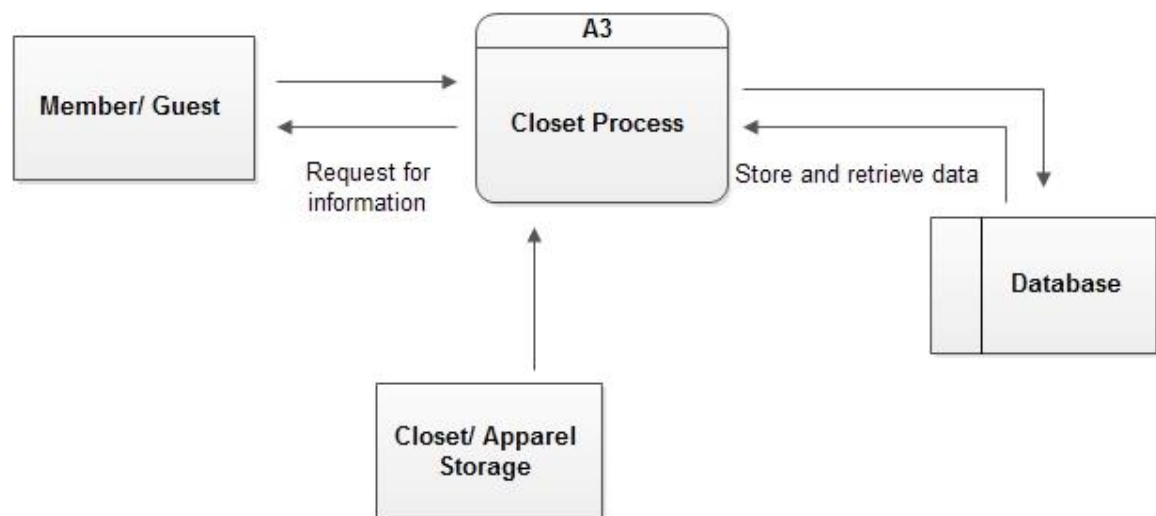


**Item Acquisition Management**
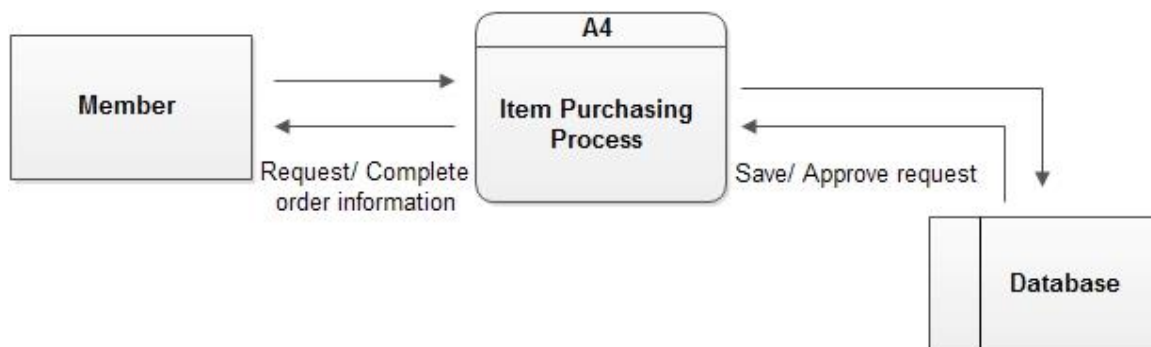
# Appendix C

## List of Testing and Operating Procedure

**Unit Testing Plan**

| Requirements | Typical Components | Detailed Description |
|---|---|---|
| **Introduction** | d.) Test Strategy and Approach | |
| | e.) Test Scope | |
| | f.) Test Assumptions | |
| **Walkthrough** **(Static Testing )** | f.) Defect Discovered and corrected | |
| | g.) Improvement Ideas | |
| | h.) Structured Programming Compliance | |
| | i.) Language Standard | |
| | j.) Development Documentation Standards | |
| **Test Cases** **(Dynamic Testing)** | e.) Input Test Data | |
| | f.) Initial Conditions | |
| | g.) Expected Results | |
| | h.) Test Log Status | |
| **Environment** **Requirement** | g.) Test, Strategy and Approach | |
| | h.) Platform | |
| | i.) Libraries | |
| | j.) Tools | |
| | k.) Test Procedures | |
| | l.) Status Reporting | |

**User Acceptance Testing**

| Module | Execution Procedure or Input | Acceptance Requirements/ expected Results | Critical | | Test Results | | Comments |
|---|---|---|---|---|---|---|---|
| | | | Yes | No | Accept | Reject | |
| **Registration Management** | Registration of username and password | Registered into the system | | | | | |
| **System Log in** | Log in to the system w/ valid username and password | Logged in to the system | | | | | |
| **Blog Management** | Post new blog information | Posted further on the website | | | | | |
| **Closet Management** | Mix and match products from the new arrival items | Products are coordinated on user's desire | | | | | |
| **Item Acquisition Management** | Checked out chosen item | Order summary are posted | | | | | |

# Appendix D

## Software Prototype Screen Shot

## User Manual
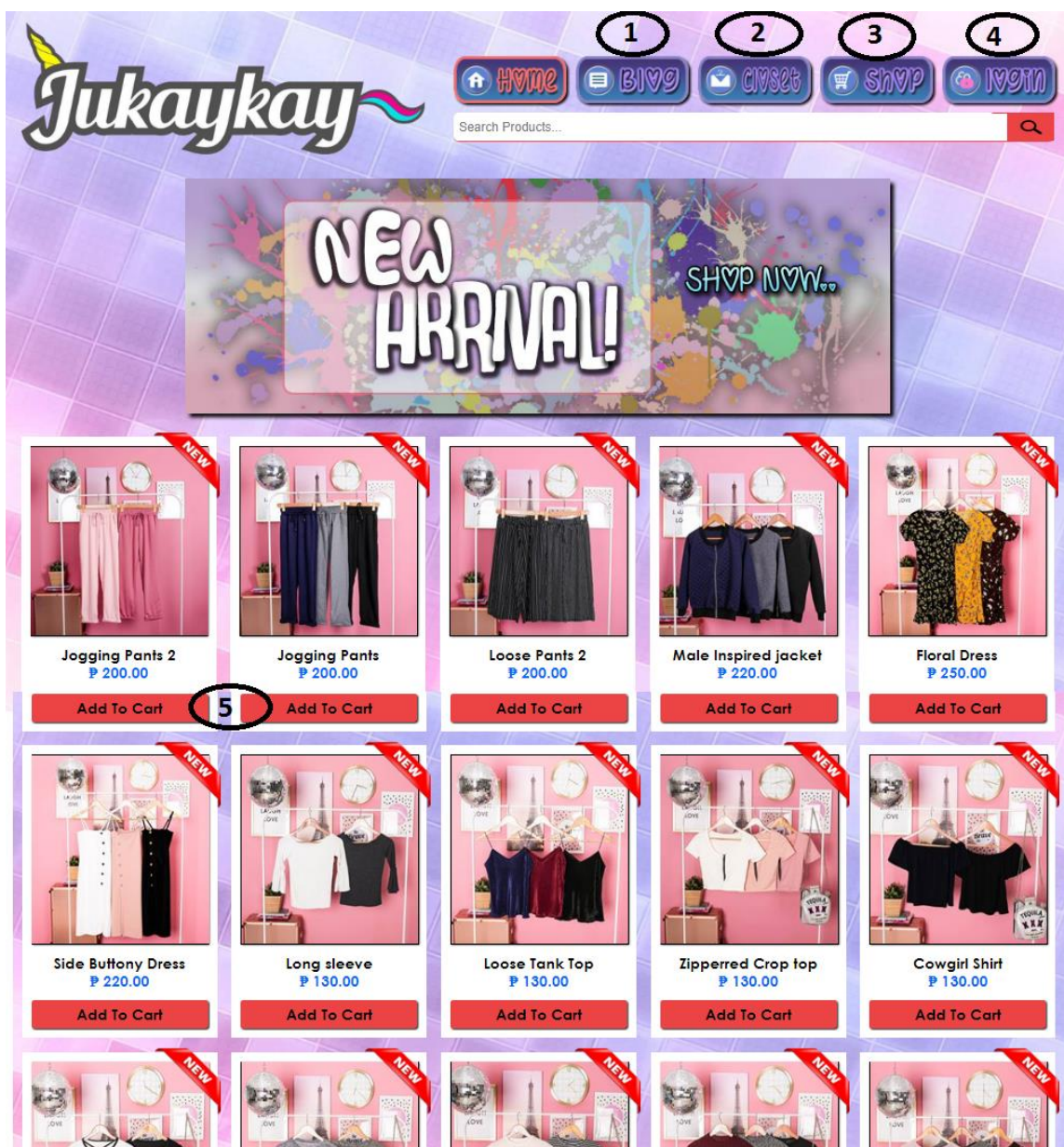
| Website Homepage | |
|---|---|
| 1 | Blog Posts |
| 2 | Virtual Closet |
| 3 | Products Section |
| 4 | Login / Signup Section for customers/users |
| 5 | Add to cart (purchase) |

| Blog | | |
|---|---|---|
| | 1 | Sort by (Newest – Oldest Posts) |
| | 2 | Read the whole blog |
| | 3 | Leave Comments and Suggestions |

| Shop Section | |
|---|---|
| 1 | Sort by categories, old, new, alphabetical |
| 2 | Add to cart to purhcase |
| 3 | To view list of the item in the cart |

My Shopping Cart

1 Item

| | | Item Price | Quantity | Order Summary |
|---|---|---|---|---|

| Cart | |
|---|---|
| 1 | Order Quantity |
| 2 | Checkout , to purchase the product |
| 3 | View list of wishlist saved |
| 4 | To view all the orders made |
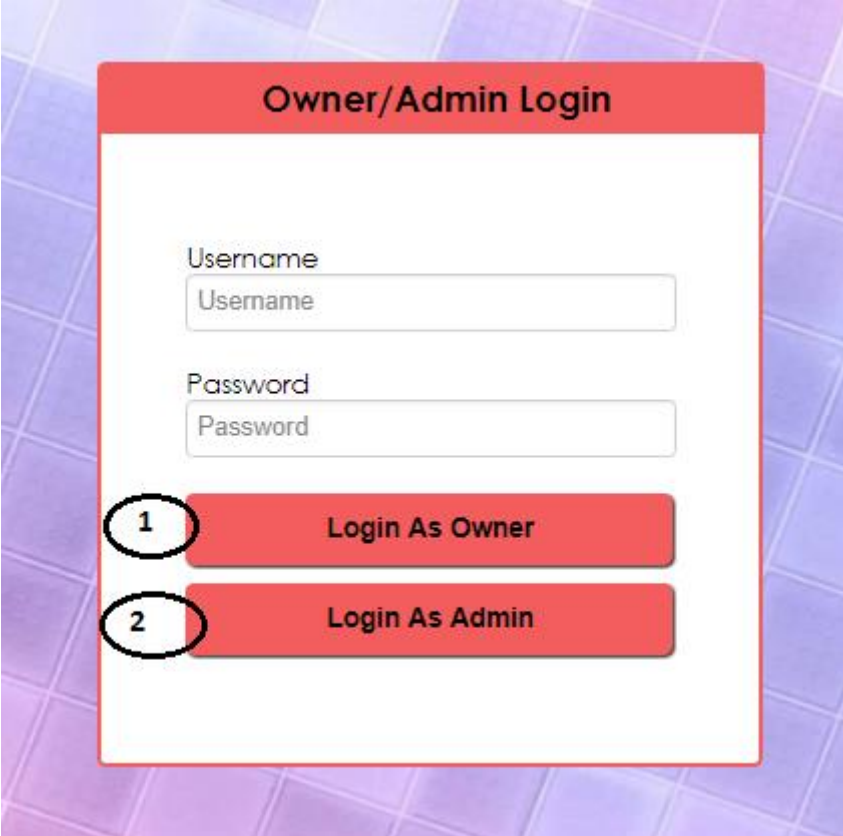
# Owner / Admin Manual



| Owner/Admin Login | |
|---|---|
| 1 | Owner Login Management |
| 2 | Admin Login Management |

| Owner Management System | |
| --- | --- |
| 1 | Inventory System (add, edit & delete products) |
| 2 | List of posted blogs |
| 3 | Compose blog/s |
| 4 | List of members order |
| 5 | List of all the system members |
| 6 | Logout |

| Write Blog Management | |
|---|---|
| 1 | Insert photo/s as part of the blog |
| 2 | Post the blog |

| Order Management System | |
|---|---|
| 1 | Payments are received confirmation status |
| 2 | Products delivered confirmation status |

| Product Name | Price | Stock | Total Price | Category | Edit • Delete |
|---|---|---|---|---|---|
| Jogging Pants 2 | ₱ 200.00 | 20 | ₱ 4000.00 | Bottom | Edit • Delete |
| Jogging Pants | ₱ 200.00 | 20 | ₱ 4000.00 | Bottom | Edit • Delete |
| Loose Pants 2 | ₱ 200.00 | 10 | ₱ 2000.00 | Bottom | Edit • Delete |
| Male Inspired jacket | ₱ 220.00 | 20 | ₱ 4400.00 | Top | Edit • Delete |
| Floral Dress | ₱ 250.00 | 5 | ₱ 1250.00 | Top | Edit • Delete |
| Side Buttony Dress | ₱ 220.00 | 15 | ₱ 3300.00 | Top | Edit • Delete |
| Long sleeve | ₱ 130.00 | 15 | ₱ 1950.00 | Top | Edit • Delete |
| Loose Tank Top | ₱ 130.00 | 10 | ₱ 1300.00 | Top | Edit • Delete |
| Zipperred Crop top | ₱ 130.00 | 20 | ₱ 2600.00 | Top | Edit • Delete |
| Cowgirl Shirt | ₱ 130.00 | 10 | ₱ 1300.00 | Top | Edit • Delete |
| Cross back shirt | ₱ 130.00 | 20 | ₱ 2600.00 | Top | Edit • Delete |
| Knitted Shirt | ₱ 130.00 | 20 | ₱ 2600.00 | Top | Edit • Delete |
| Loose Sleeve Shirt | ₱ 130.00 | 15 | ₱ 1950.00 | Top | Edit • Delete |
| Fitted Long sleeve shirt | ₱ 310.00 | 23 | ₱ 7130.00 | Top | Edit • Delete |
| 3/4 Sleeves Shirt | ₱ 150.00 | 20 | ₱ 3000.00 | Top | Edit • Delete |

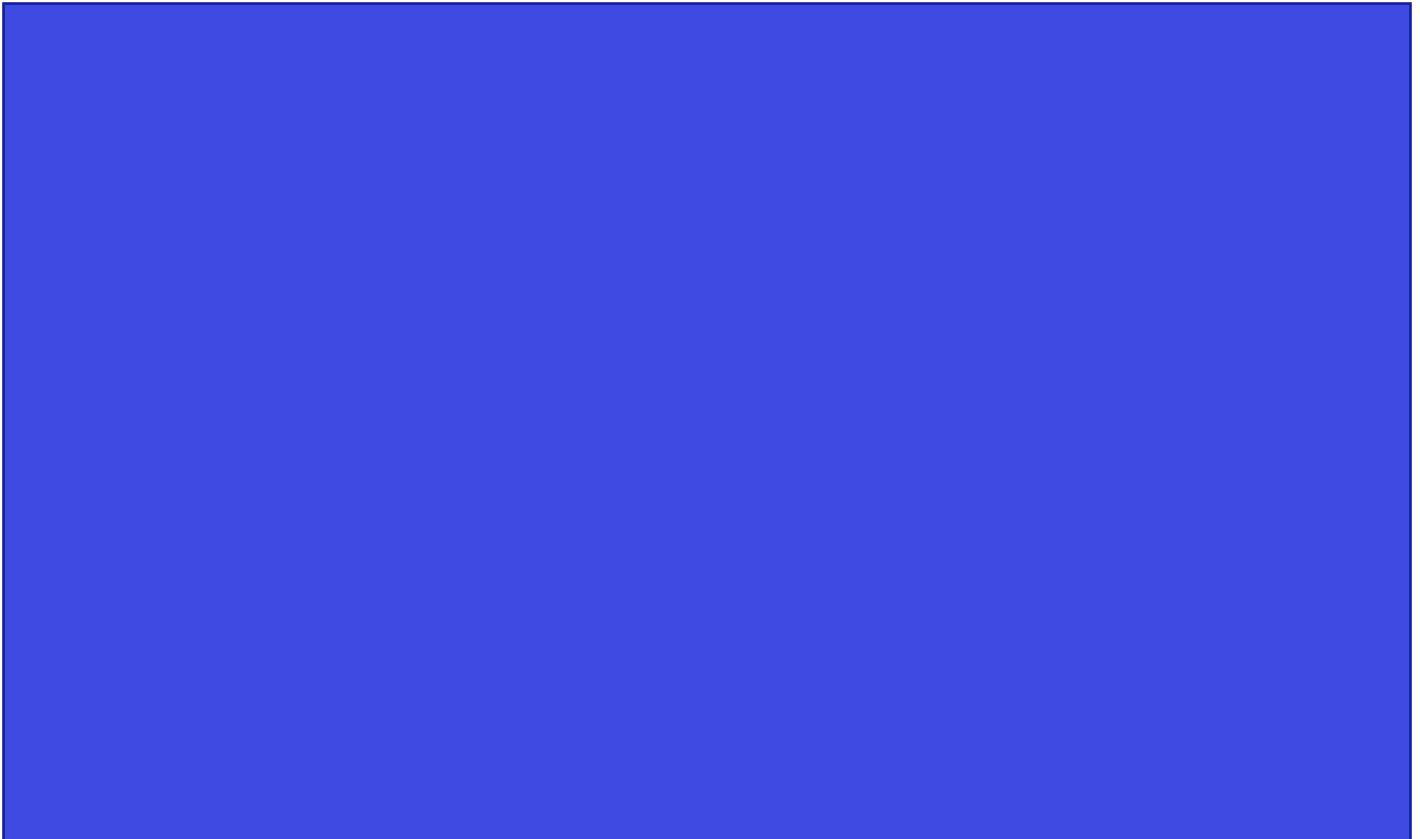| Admin Management System | |
|---|---|
| 1 | Inventory system (Add, edit , delete products) |
| 2 | Order confirmation (payment & product delivery) |
| 3 | List of members |
| 4 | Logout |

# Appendix E

## Curriculum Vitae

REFERENCES

Tertiary Education: AMA Computer Learning    SKILLS

(+63)907-281-8003

San Pablo City League

September 12, 2012
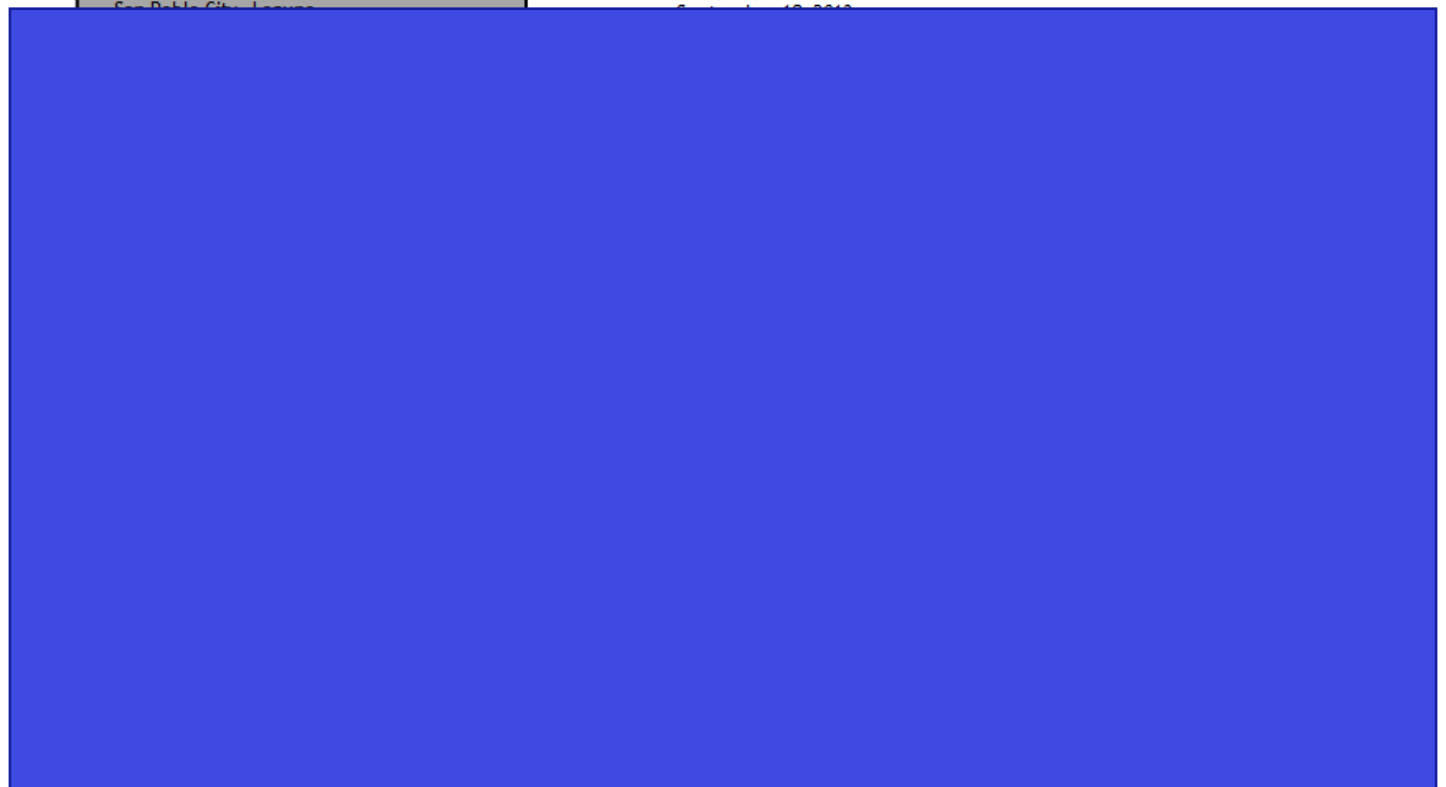
Adobe Flash

of my knowledge and beliefs.

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