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**XIAOMI OFFICIAL STORE GLOBAL**

**A Project Presented to the**

**Faculty of Information Technology Department**

**In Partial Fulfillment of the Requirements for the Subject**

**Software Engineering**

**Presented by**

**BSIT – 2H**

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**CHAPTER I**

**THE PROJECT AND ITS BACKGROUND**

**Introduction**

Xiaomi Corporation was founded in April 2010 and went public on the Hong Kong Stock Exchange's Main Board on July 9, 2018. (1810.HK). Xiaomi is an internet company with an Internet of Things (IoT) platform at its heart that connects smartphones and smart hardware. Xiaomi strives for a high-quality user experience and operational productivity while putting equal focus on creativity and quality. It works tirelessly to create incredible goods at fair prices so that everyone in the world can profit from cutting-edge technology. In the fourth quarter of 2020, Xiaomi placed 3rd globally in terms of smartphone shipments. With 324.8 million smart devices connecting to its platform, the corporation has also developed the world's leading customer AIoT (AI+IoT) service, Smartphones and tablets are not included in this category. Xiaomi brands can be found in over 100 countries around the world world - wide. The business was ranked 422nd in the Fortune Global 500 list in August 2020, up 46 points from the previous year. It also ranked 7th among internet companies.

The Hang Seng Index, Hang Seng China Enterprises Index, Hang Seng TECH Index, and Hang Seng China 50 Index have included Xiaomi.

Xiaomi launched its first smartphone in August 2011 and quickly grew its share in the Market in China, eventually becoming the world's largest smartphone company by 2014. The second quarter of 2018 began with a bang, Xiaomi was the world's fourth-largest smartphone company, with a strength in both the largest and second-largest markets, China and India. Xiaomi went on to build a broader spectrum of consumer products, including a smart home (IoT) product network of over 100 million smart devices and appliances associated. In September, MIUI's monthly active users (MAUs) reached 291.6 million. Xiaomi employs 18,170 people across the globe. It also spread to other markets such as Greater China, Singapore, Japan, South Korea, Russia, South Africa, and the majority of Southeast Asian and European countries and territories. Lei Jun, the CEO and Co - founder, has a market capitalization of Us$12.5 billion, as according Forbes. Xiaomi is the world has ever known fourth highest profitable technology beginning, valued at more than US$46 billion after raising US$1.1 billion in investment from investors. [18] Xiaomi is the latest and new company on the Fortune Global 500 list for 2019, ranked 468th. Xiaomi's smartphone sales reached 125 million units in 2019, putting the company in fourth place worldwide for the first time since 2018. The corporation is now listed on the Hong Kong Stock Exchange. The company's logo was a single orange square with the letters "MI" written in white in the middle and was used until March 2021, the new logo was developed by Kenya Hara.

**Background of the Study**

Xiaomi runs in a centralized procurement model, which allows the business to market hardware at cost or below in order to draw customers and gain profit by offering content. Xiaomi still keeps its prices down or near from its costs of production by maintaining almost all of its devices on the marketplace for eighteen months. They sell their phones at a discount and seek to benefit from utilities. Xiaomi CEO Lei Jun stated that the company prices the phone almost at bill-of-material prices while maintaining component quality and efficiency comparable to other luxury smartphones. In addition, the business offers phone-related peripherals, smart home accessories, games, web videos, and themes. According to Xiaomi's Hugo Barra, the company sees itself as an internet and software company instead of a hardware company. However, 94% of the company's revenue came from mobile phone sales in 2014, suggesting that the company is still dependent on hardware sales.

Xiaomi's customer relations strategy is to listen closely to customer feedback, build online communities and have customers test upcoming features. The company says it regularly tweaks software and hardware based on feedback on customer forums and sends out new batches of phones with updates weekly through a process it calls "design as you build."

In Q4 of 2018, the POCO F1 reportedly become the best-selling smartphone sold online in India, beating competition such as the OnePlus 6.[124] The Poco phone was sometimes referred to as the "flagship killer killer" for offering high-end specifications at an affordable price.The first POCO phone was released in 2018 in India on Xiaomi's website. It instantly became a bestseller with 700,000 units sold until 6 December 2018, becoming the bestselling smartphone sold online in India.

POCO is a sub-brand owned by the Chinese electronics company Xiaomi Corporation. It was first announced in August 2018 as a mid-range smartphone line, and became a separate sub-brand of Xiaomi on 17 January 2020 with entry-level and mid-range devices, while Xiaomi itself produces upper-range and flagship Mi phones. POCO phones use the Xiaomi MIUI user interface on top of Android.

**Objectives of the Study**

**Main Objective**

The Xiaomi Global Shop website’s primary objective is to create and develop a web-based platform that is subjective to Xiaomi Global. The platform can handle the information and details of shopping, merchandise, product, and customer's payment. It records all information pertaining to ordering, distribution, clients, and shopping. Only the administrator has access to the project’s database since it is completely built at the administrative level. There are different ways to online sell but the more difficult it is to find the secure one to purchase phones, so we came up with the idea that the customers might implement this type of method to lessen their worries whether such shop is trustworthy or not.

**Specific Objectives**

1. To develop a purchase convenient online shop specific on Xiaomi products for the user’s comfort while staying at home
2. To develop an Online Transaction Processing System that can be used to order products online.
3. To design a system that allows the user to see the product's complete features, as well as images and a comparison of each device to other products/brands' products.
4. To design a system in which the administrator can see and authorize the user's evaluation, comments and feedbacks, as well as other information.
5. To provide a framework wherein the users can have prior knowledge about Xiaomi’s background including its history.
6. To develop a platform which is readily available for a reason that it is downloadable and available through mobile phone.

**Scope and Delimitations of the Study**

**Scope**

1. The system's details will be ranging all of the Xiaomi Official Store Global on Shopee.
2. The system also employs Username and Password to guarantee that unauthorized individuals do not gain access to the system. The app can only be accessed by those who are permitted and have the required access authorization.
3. The system is available through mobile phones and uses internet access.

**Delimitations**

The system does not allow real-time shipping, and the products available will be limited to the Xiaomi store on Shopee. This does not include items available outside of the world. Furthermore, the product's stock will be based on Xiaomi's Official Store Global, which is located on Shopee Mall. The system would be reliant on the Shop, all information will be from the store itself only, excluding other phone brands. Moreover, the device needs internet access in order to access, download and navigate.

**Significance of the Study**

The said system will be benefited different users across the country. Rather it is a student, teacher or simple human-being. It is intended for those who want to browse Xiaomi's brands, they would have easy access to information and access through the system. The app can benefit its users by providing easy access, lightweight, and stable software that is primarily focused on Xiaomi's items, as well as information, data and evaluation or analysis on which phone is suitable for users and customers’ preference. Aside from customer’s satisfaction, other peers that can benefit the system are:

**Xiaomi** – It will help by providing them more clients. The system is one method for them to easily promote and market their products.

**Future Researcher** – Future researchers or developers can use the framework and have a currently operational web-platform that they can improve and redesign. They will also add variations to its services to attract the target audience and efficient to consumers and users.

**Operational Definition of Terms**

**POCO** – A Chinese smartphone group, formerly known as Xiaomi and Pocophone POCO. The Poco brand was launched as a mobile medium line under Xiaomi in August 2018. In this study, POCO refers to the most best-selling model of Xiaomi.

**Shopee** – is a Singaporean multinational technology company which focuses mainly on e-commerce. In this study, it refers to the shop that will be the basis of the system.

**Smartphone** – is a portable device that combines mobile telephone and computing functions into one unit. The operational meaning of smartphone in this study is that it refers to the products produced by Xiaomi.

**System** – A system is a group of interacting or interrelated elements that act according to a set of rules to form a unified whole. In this study, system used to refer the proposed project of the researchers.

**Web-Based Platform** – Web-based software is software you use over the internet with a web browser. In this study, this refers also to the project that proposed by its own researchers.

**Xiaomi** – is a Chinese multinational electronics company founded in April 2010 and headquartered in Beijing. Xiaomi is the brand and market used in the system.

**CHAPTER II**

**REVIEW OF RELATED LITERATURE**

This chapter consist of different information, literature, and studies came from Local and International that will provide evidences and facts that will help the users, readers and researchers to have better understanding about the goal of the proposed system. The Related Literature and Studies that gathered by the researchers in this chapter are useful and provides information and an overview mainly on Online Store.

**Related Literature**

**Foreign and Local Literatures**

**How website quality affects online impulse buying: Moderating effects of sales promotion and credit card user**

According to the article How website quality affects online impulse buying: Moderating effects of sales promotion and credit card user (Akram, U., Hui, P., Kaleem Khan, M., Tanveer, Y., Mehmood, K. and Ahmad, W., 2018) The three main results were discovered: first, website quality helps to increase OIBB; second, promotional advertising strongly influences OIBB and serves as a good moderator on the relationship between website quality and online impulse buying; and third, online impulse purchases are positively affected by credit card use, and credit card use strengthens the relationship between website quality and online purchasing behavior.

**Online Buying Behaviour of SMEs**

Based on (Durmus Y, 2011) The attitudes and behavior of SMEs toward online purchasing are two major factors influencing e-buying ability. According to many surveys, the primary factors for purchasing online seem to be accessibility, the versatility of operating hours, and the ability to save money. As a result, businesses purchase online because they can obtain accurate product details, distribution, flexibility, product quality, and cheaper costs. They claimed that shopping online would save everyone time, money, and commitment, minimizing their purchase costs. They considered refund policies, product requirements, and transaction protection as essential aspects of online purchasing because they provide them with a sense of security.

**55% of Filipinos expect their online spending to increase in 2018**

PayPal, a global pioneer in digital payments, and Ipsos today announced the launching of the PayPal Cross-Border Consumer Research 2018 for the Philippines.

According to the (Staff Writer, 2018) Shopping online habits of nearly 34,000 customers in 31 countries, including 1,006 Filipino participants, show a balanced e-marketplace, with more than half of Filipinos planning to expand their online purchases in 2018. Coupled with the region's optimistic e-commerce outlook, the report presents new opportunities for Filipino merchants to expand their international reach. In line with the expectation of 55 percent of Filipinos to increase their online spending, overall online spending by Filipino shoppers is expected to rise by 32 percent from an estimated PHP 92.5 billion in 2017 to PHP 121.9 billion in 2018. Cross-border, or foreign trade, spending in the Philippines is forecast to increase by 47 percent in 2018 from an estimated PHP 41.5 billion in 2017.

**Rise of online shopping nationwide, not just from metro**

According to (Wolbert,2020) said this tie-up is in line with their small business program to support 10 million small and micro businesses in the Asia Pacific and part of the Visa Foundation’s global commitment to provide USD210 million as Covid-19 emergency support to the small business sector.He said the tie-up will give discounts to Visa cardholders when they shop at local merchants registered with Shopee. Wolbert said “the impact of Covid-19 for these businesses along with shifting consumer behaviors to e-commerce reinforced the need for Visa to launch Where You Shop Matters.”.

In Addition, the demand in terms of hygiene increases during pandemic. This is based on Shopee’s daily report this quarantine season, 2020.

**Ecommerce in the Philippine**

According to (Kemp S., Moey S., 2019) Filipino people are becoming more comfortable with making online transactions, and the Philippines' ecommerce spend is expected to rise significantly in the coming years. However, logistical problems will continue to stifle expansion, and given the Philippines' internet industry's small size today, it could be a number of years before ecommerce accounts for a significant share of the country's total retail spend.

Additionally, Filipinos spent a total of US$4.7 billion on online transactions in 2018, with online travel purchases accounting for more than three-quarters of this total (US$3.5 billion). In 2018, online consumer products sales totaled just US$840 million, with electronics and physical media responsible for the lion's share of this amount.

**Factors influencing online purchase intention of smartphones: A hierarchical regression analysis**

This study decided which factors—company, intimate, and technical—could affect smartphone online purchasing intention.

According to (Bringara, R., Moraga L., 2018) Three factors of hierarchical regression analysis revealed that protection and confidence were consistent predictors of mobile online purchasing intention. Trust was the best indicator of mobile online buying intent. It was revealed that the price was the first consideration when purchasing the unit. Nevertheless, later studies found that while personal-related variables were used in the study, this aspect was no longer taken into account. Throughout the study, quality was not a major indicator. The study's findings provided reasons for previous studies' contradictory findings in terms of price and quality. The research was able to identify the factors that could affect the purchasing of smartphones in an online world, according to the findings. Recommendations and theoretical and practical consequences were also discussed.

**The effect of perceived risk on attitude and Online Shopping intention on the Online Store**

According to (Journ, 2018) the findings of this report, financial risk, food risk, comfort risk, and non-delivery risk all have a negative effect on customers' attitudes toward online shopping. The findings further suggest that shoppers' online shopping views have a favorable influence on their online shopping intentions. This work suggests that consumers' online shopping attitudes have a positive impact on consumers' online shopping intentions, in compliance with the TPB (Theory of Planned Behavior) hypothesis, where attitudes affect customer shopping intentions.

**Applications to Mobile Promotion Strategies**

Based on the article in year 2013, According to their findings, the elasticity of unplanned spending on travel distance is 57% greater than the uncorrected ordinary least squares estimate. According to simulations based on the authors' calculations, strategically promoting three product categories by mobile marketing could increase unplanned spending by 16.1 %, as opposed to the expected impact of a benchmark approach focused on relocating three destination groups (7.2 percent)

**Manufacturer competition, channel conflict, and consumer preferences**

According to (Pangemanan, 2018) Marketing plays a significant part in determining consumer attitudes toward purchasing behaviour. Consumers' attitudes toward online stores vary from those toward retail stores. The aim of this analysis is to examine Charles & Keith consumers' attitudes toward online and conventional stores.

**Application of IT-Based Web on Online store**

Based on (E S Soegoto and F A Purwandani,2018) IT-based web is extremely helpful in assisting purchases and the growth of an online retailer. This is because an IT-based web has many advantages over a traditional store. The website can cover a wide audience, and the IT-based web can make transactions simpler to complete. In the future, more studies on more technical website architecture should be conducted. Data analysis was performed on the online store website to examine the role of IT-based web and its effectiveness in producing income operation.

**Related Studies**

**Foreign and Local Studies**

**EFFECTS OF ONLINE SHOPPING TRENDS ON CONSUMER-BUYING BEHAVIOR: AN EMPIRICAL STUDY OF PAKISTAN**

Based on (Dr Bashir, Mehboob and Waqas Khaliq Bhatti, 2015) The aim of this study is to clarify the impact of five main variables extracted from the literature. Trust, time, product choice, ease, and privacy are the factors that decide how customer purchasing behavior reflects online shopping patterns. Data was obtained using a specific measurement instrument. Online shopping is becoming a suitable way to make all your purchases, whether you’re at home in office, or in a different country. This is especially true for developed countries, where every store has its website, you can buy from. You can easily convey about the promotions like cash on delivery and special discounts on online purchases. This trend to shop online with the comfort of your own couch has recently been taken up in the Asian region as well, especially in

Pakistan and India. India seems to have adopted the trend much faster as

compared to Pakistan. They have multiple fashion, furniture and food websites,

along with the commonly known companies, such as Amazon and Ebay.

**Factors Influencing Online Shopping Behavior: The Mediating Role of Purchase Intention**

Internet shopping is a quickly growing phenomenon these days. A look at the rapid growth of the industry's leading players shows that there is already a huge pool of demand opportunities for e-commerce.

According to (Lim Y., Osman A., Salahuddin S., Romle A., and Abdullahe S., 2015) The popularity of online shopping has piqued retailers' interest in focusing on this market. As a result, the aim of this analysis was to ascertain the relationship between subjective average, perceived utility, and online shopping behaviour as mediated by purchasing intention. University students between the ages of 18 and 34 who are currently enrolled at University Malaysia Perlis were chosen as the selection. Purchase aim was also found to have a major positive impact on online shopping behaviour. To reduce sampling bias in future studies, a survey of working adults and other factors specific to online shopping were to be used.

**The study of the effect of online review on purchase behavior: Comparing the two research methods**

This thesis clarifies the distinction and relationship between network big data processing technologies and the psychological scientific science approach. When representing online purchasing activity

According to (Zhang J., Zheng W., and Wang S., 2020) Bad feedback is more likely to get more exposure, and both positive and negative web feedback can have an impact on purchasing behaviors. Purchase goal, which is often used as a substitute for buying actions in psychologically simulated scenarios, must also be investigated. Researchers should investigate the factors that influence shopping habits in the real-world online context and make practical recommendations to websites and retailers in order to increase customer purchasing behaviors.

In addition, (Mo and Li, 2015) also stated that While purchasing intention has been identified as a significant predictor of real online shopping activity, it should be noted that purchase intention does not always translate into purchase action.

**The effects of consumers’ online shopping goals and their characteristics on perceived interactivity and shopping behaviors**

The objective of this project is to explore how consumers' characteristics and shopping objectives affect their perceptions of website interactivity; additionally, the association between consumers' perceived interactivity and behaviors was studied.

According to (Pin Wuan Lin, 2006) online apparel retailers can discover the most efficient way to engage their customers’ interests and to attract them to visit the websites and most importantly, to increase online sales. Future research is mainly directed to improve the research tools and to explore more factors influencing the perceived interactivity.

**Online Shopper Behavior: Influences of Online Shopping Decision**

According to (Yu and Wu, 2007) Online shopping has been found to offer greater comfort to modern shoppers who value ease and speed. but in the other hand, some customers are also hesitant to shop online. Lack of confidence, for example, seems to be the most significant impediment to customers purchasing online. Often, before buying, shoppers may want to examine and feel the items, as well as consult with friends to get additional feedback on the products. These considerations can have a negative impact on a consumer's consumer to start online. Then developers define some fundamental factors that influence consumers' decisions to purchase or not buy via an online platform. Finally, they examine the administrative ramifications of how online retailers should use this information to make their online shops more appealing and encourage more business customers.

**The impact of online shopping experience on risk perceptions and online purchase intentions: does product category matter?**

The primary objective of this research is to investigate the impact of online retail experience on expectations of particular types of risks associated with online shopping, as well as how and form of risk perception affects online purchasing intentions. This research makes a significant contribution by developing a conceptual model based on observational observations and the theory of perceived risk that portrays the relationships between past online shopping experience, three categories of risk experiences associated with online shopping, and online purchasing intentions.

According to (Sandra Forsythe, 2014) previous online shopping experience, regardless of potential product and financial threats, is a good positive indicator of online shoppers' purchasing intention for both clothing and music items. Interestingly, despite consumer studies indicating increasing questions about the privacy risk associated with online shopping, the results of this analysis suggest that perceived privacy risk does not have any effect on shoppers' intentions to buy digital or non-digital items digitally. A closer look at the conceptualization of the three frameworks which yield new insights. Buyers of these items could face immediate consequences if they fail to deliver or are priced higher than other retailers due to perceived product and financial risks.

**Consumers' buying behavior on online shopping: an utaut and lum model approach**

Based on the thesis study of (Legaspi A., Delos Reyes M., and Rivera K., 2018) The Internet is transforming the way people search for products and services and has quickly become a global phenomenon. The internet has become the focal point of hot issues; it has been reported that the internet has a greater impact on people's everyday lives than in the past. As a result, business-to-business transactions have improved. In South East Asia, online shopping has become a modern normal. Online shopping has grown in popularity. Because of the rapid advancement of technology, as well as the growing prevalence of online shopping, their purchasing habits are influenced.

**Behaviours of SMEs**

The present study focused on the buying behaviour ofSMEs who are purchasing online. It includes factors that affect their online buying behaviour such as the website characteristics, product characteristics, suppliers‟ characteristics and their online buying experiences.

According to (Farida Tallud, 2014) The website features influence the behaviour of small and medium-sized enterprises online. The Web-based quality can also help to improve market connections, since small and medium-sized enterprises prefer to order from an easy-to-use, secure web portal, save time, monitor expert ratings, provide information and provide access to the views of other consumers.

**Analysis of Consumer Satisfaction in Laguna on Online Selling: Basis for a Marketing Strategy for Lazada**

This study concentrated on identifying and assessing the offerings of online selling and how they impacted today's generation. This research also determined the aspects of the customers' online shopping experience were fulfilled and disappointed, as well as how to close those differences.

According to the (Fandialan F., Alusen M., Milan J., 2019) Most other consumers were pleased with internet sales. The tangibility of consumer tastes and perceptions has been shown to vary greatly. Moreover, with the exception of age and place of residence, there exists a significant difference in user tastes and behaviors depending on their profile variables.

**Perceived Risks and Online Purchase Intention of Young Professionals in the Fifth District of Cavite**

(Dig, Domingo, Consignado, 2017) states that the intention to purchase online does not affect gender, civil status, profession or monthly income of participants. In addition, online shopping intentions affect perceived products, time, economic costs, delivery and social risks. In addition, the results of the study show clearly that the participants are still expecting to shop online, but on a less frequent basis, given the possible risks. The study findings also clearly show that the researchers also prepare online, but less regularly, given the presence of external risks.

**Existing Systems**

In our world there are several websites for online shopping. A number of different modules that typically require users to sell different goods. One of the best-selling items is cell phone accessories in particular. Examples are as follows:

**Shopee**

Shopee is an application and online shop that sells items of all types, including several salespeople. This is one of the most popular shops because it can provide almost everything you need as a customer.

**Lazada**

Lazada is also a website for online shopping or application where anything you need except food can be purchased. Without going outside, it will have the stuff you want to purchase.

**Food Panda**

Food Panda is almost identical to the first 2, but it's focused more in various restaurants where food can purchase, order and deliver. It helps people who want food immediately without difficulty.

**Facebook**

Today Facebook is also one of the modules which seller uses to sell products mainly in clothes by making live videos.

**Grab**

Grab is one system where user can view, purchase and make deliveries online. It is not limited to food orders; it also has transport for easy access for transportation.

**Synthesis of the Reviewed Literature and Studies**

Listed above are the Studies and Literatures of Foreign and Local that are related to the researcher’s proposed system. These will help the researchers to gain more ideas prior on basic information and knowledge that the researchers have. The Related Literatures and Studies have different information and facts where researchers can rely on. Also, these can make the proposed system more relevant and timelier. The written Literatures discuss more on how budgeting and saving techniques will affect the users and their future. On the other hand, related studies focused mainly on system studies of almost the same goal system of the researchers. These Studies challenge the researchers to think more than on what the pre-existing studies or system do not have. This research focuses on how the online company functions and how people will purchase their phones / needs. There are some reasons why users would find difficulties accessing some websites of the online store. Literatures and studies show the benefits and inconveniences of the proposed method and the importance of the system. This research is based on the literature and study written on the Internet, but many studies about his method have been done, and we used this study as the basis.

The sellers will know about their customers' behaviour according to Dr. Bashir, Irsa Mehboob and Waqas Khaliq Bhatti. It will also allow the buyer or customer to quickly connect to the vendor via online shopping pages. This kind of website also helps people to know the patterns of the specific thing or whatever. It is easy for consumers to navigate and get you to purchase what you want. In addition, The online shopping company has now grown to the extent that there are so many types of online sites, sites selling food, and some different items is more comfortable to purchase on online shopping sites according to this generation so you do not have to go to markets simply to purchase your needs. This is why it grows so quickly, more available and easier to use by the consumers. It reveals all of the changes in each generation and makes buying the products you want simpler for us.

We believe that this technology will be successfully implemented and will continue to be a better system. It is because we have read so many positive suggestions and thoughts on improving the method that we are encouraged to do so. The review related literature and studies will help the researchers to understand the purpose of system. All information gathered focuses on the development of e-commerce or online marketing and advantages to the economy, consumers and businesses. Benefits on the designed online shopping system and facts. The Foreign and Local Literature discuss about E-commerce on how to commodity the customer, and the factors that affect the adoption of E-commerce.