Online Shopping as an Opportunity to Have a Profitable Business

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Abstract. The purpose of this paper is to know the efficiency of online shop in doing any kind of transactions by the consumers and to know that online shop also has the larger opportunity to become an important business. The method used in this journal was survey. This method was used to know which kinds of materials that have ever been purchased and how effective it was to purchase them in an online shopping. The result of the research indicated that online shopping is a good media. One of the goals of this study will be collected as a reference to know the results and the percentage directed towards this survey.

1. Introduction

The required data collection was conducted by interview and field observation. The interview was managed by the producers in making the data produced. While the observation is a method of data collection used to collect existing research data through direct observation of spaciousness. This research was done by observing the existing business processes in some places or producers using information technology. Information technology and the Internet have had a dramatic effect on business operations. [1] The development of communication technology enhances the flow of information exchange. Many facebookers users make this social networking media growing a business function. [2]. With the increasing cost-effectiveness of communication technologies, online shopping has emerged as one of the most important areas of electronic commerce. A major problem facing online shopping service providers is the heterogeneity of user profile. Unlike organizational systems that have a well-defined universe of users and system boundary, these shopping services are designed for public users with very different cognitive and demographic profiles.[3]

Haubl and Trafits (2000) explain that the online shop is to shop through internet media as a buying and selling trade conducted by consumers by using a device such as computer or Smartphone to interact with the sellers or store providing the sale or service. In other words, online shop is a better and effective thing in conducting transactions since there are many people using SMARTPHONE for everyday life from communicating, looking for information, or shopping for day-to-day needs. [4]

Hassanein K and Head M explores how human warmth and sociability can be integrated through the web interface to positively impact consumer attitudes towards online shopping. An empirical study was undertaken to investigate the impact of various levels of socially rich text and picture design elements on the perception of online social presence and its subsequent effect on antecedents of attitudes towards websites. Higher levels of perceived social presence are shown to positively impact the perceived usefulness, trust and enjoyment of shopping websites, leading to more favourable consumer attitudes.[5]

In this article, Chau P Y et al report on an empirical study that looks at product information presentation modes in an actual broadband supermarket shopping environment. Four prototypes with

different combinations of text and picture displays were developed and evaluated in an experimental setting. The findings suggest that there is a close relation between product familiarity and shopping effectiveness. When the system is used to purchase familiar product items, pictures are better than text in terms of both efficiency and effectiveness. However, when users are not familiar with the product items, the advantages of pictures over text diminish. Implications of the findings and future research areas are discussed.[6]

From the above references, there is no discussion of the factors influencing the behavior of online shop consumers. Other than that, in utilizing the online business we, must pay attention to it in order to analyze the strategy in marketing. [7-10] The method used in this journal was survey. This method was used to know which kinds of materials that have ever been purchased and how effective it was to purchase them in an online shopping. One of the goals of this study will be collected as a reference to know the results and the percentage directed towards this survey.

2. Method

The method used in this journal was survey. This method was used to know which kinds of materials that have ever been purchased and how effective it was to purchase them in an online shopping. In the data collection, it took a sample of research on a place that is Pasirluyu market to measure the level of buyer's interest in traditional trades to be compared with online business.

3. Results and discussion

The results of the study will be used as a reference to discover the results of surveys that have been done and to know the percentage of the survey (See Table 1).

Common purchasing purchased by consumers in online shop

Table 1. The most frequent things bought in Online Shop

Materials	The amount of people	Percentage
Clothes	7	46%
Handphone	1	6%
Watch	3	20%
Shoes	4	26%
Sandal	2	13%
Pampers	1	6%
Glasses	2	13%

Most wanted goods in Pasirluyu 1 No.24 A, Pasirluyu 1 No.24 B, Pasirluyu No.24 C and Pasirluyu 1 No.25 A is Clothes. It can be seen that the table Most of the demand is 7 people from 20 people in Pasirluyu 1 No.24 A, Pasirluyu 1 No.24 B, Pasirluyu No.24 C and Pasirluyu 1 No.25 A. It is shown in the table that the percentage of clothes is 46%, Mobile 6%, Watches 20%, Shoes 26%, Slippers 13%, Pempers 6% and Glasses 13%. Viewed from the table was the lowest percentage of Mobile and Pempers has a percentage of 6%

Table 2. Factors causing people prefer to shop online

Factors	Total	Percentage
It's easier	2	10%
It's more practical	3	15%
It's cheaper	5	25%
Many choices	10	50%

From the table it is clearly known that the factor making them do the shop online because of the number of choices they can order is a percentage of 50%. It appears in the table that the easier percentage is

10%, 15% more practical, 25% cheaper, 50% preferred. It can be concluded also factors that have a very small percentage of Cheaper has a percentage of 10%.

Based on survey results in Pasirluyu 1 No.24 A, Pasirluyu 1 No.24 B, Pasirluyu No.24 C and Pasirluyu 1 No.25 A which we surveyed, it showed that 100% of them had ever made a purchase in the Online shop, the type they once buy i.e. clothes, sandals, handphones, watches, shoes pempers and glasses. There are also factors that make them choose the online shop that is younger, more practical, cheaper, and many choices. Some of the samples that the author took was 100% of the authors survey in the area Pasirluyu 1 No.24 A, Pasirluyu 1 No.24 B , Pasirluyu No.24 C and Pasirluyu 1 No.25 A that Online Shop is very helpful in making sales that make them more effective and efficient.

Based on the interview to discover how much the benefits of Online Shop in today's life, consumers say that:

1. Online Shop is a thing that allows consumers to meet their needs one of them is to buy the needs they want without having to direct data to the store
2. Online Shop makes Consumers things become easier and faster
3. Online Shop makes them more Effective and Efficient in their daily life in shopping for their needs.

4. Conclusion

The conclusion that the author of this research is proven that Online Shop is a breakthrough that can make consumers feel the benefits of a very large. Online Shop is one of the means that simplify the consumer in the process of purchasing any goods / services.

5. References

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