Effect of Product Design in Attracting Customers

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Abstract. This study aims to determine the impact on design product in attracting customer with the use of E-commerce or marketplace technology. This research method used qualitative methods by relying on existing data or theories. The results of this study indicated that online product marketing was expected to have an impact on increasing the seller's income. Every product maker almost always struggles to market the products they will sell. Most sellers only sell the products they sell at their place of business. Even though on this day, technology can be very utilized to market the products they will sell. The development of technology is now very possible to create opportunities for them to be able to maximize the marketing of their products easily and inexpensively.

1. Introduction

With current technological developments, most activities have led to the internet. In the business world, the internet is a competitive ground for companies with other companies. The development of the internet is one phenomenon that is very influential in this day and age. The business world is the sector most affected by the internet. E-Commerce is one of the media that can be used by product sellers to compete in marketing the products they sell. There are more than 80% of companies included in the Fortune 500 have websites on the internet [1]. Fashion products are the most popular purchases in Indonesia, followed by online ticket purchases in second place. The third and fourth places are game products and electronic products [2].

In world trade, E-Commerce technology is the most basic requirement for every organization. In buying a product, E-Commerce is a place for consumers to find and buy products that they want to buy [3]. E-Commerce technology will have positive and negative impacts. In this era of rapid information dissemination, it will further increase consumer awareness in choosing the number of products to choose [4]. E-Commerce is an example of information and communication technology in contributing to economic development [5]. The internet and social media can spread information quickly to its users, which turns out to influence people's consumption behavior [6]. In human life, E-Commerce plays an important role in creating facilities in human life [7]. The development of technology makes it easy for users in the business field. Using only mobile phones and the internet, consumers can shop effectively and efficiently [8].

Nowadays people use the internet in their activities, especially in business. Surely this has led to increased competition in the business sector. Moreover, Chuang et al said, E-Commerce sites must create a safe and comfortable shopping environment for users. This intends to increase consumer confidence in shopping [9]. E-Commerce is a reputation system, buyers can provide an assessment to the seller about how trusted the seller [10].

The purpose of this research is to examine the E-Commerce application that helps the seller to market or sell the products. The method used was qualitative by relying on existing data or theories and observations.

2. Method

This research used descriptive research methods to study an E-Commerce application that can be used by sellers to market or sell their products on E-Commerce sales and the qualitative method by relying on the existing scientific method, use of research findings, form of data collection and analysis [11] and observations.

3. Results and Discussion

In marketing or selling products, sellers can enter their products into the E-Commerce site. The seller can enter product photos, details, products, product prices, and others. For example, the seller will sell a product of watches and accessories for male and female watches. Buyers will be able to buy products that are sold only by open the E-Commerce site. Payment methods can be via bank transfer, internet banking or through a convenience store.

In the E-Commerce site, there will be several menu structures, such as the main menu, category, product list, product details, purchase basket, purchase details and order details that have been purchased (See Figure 1).
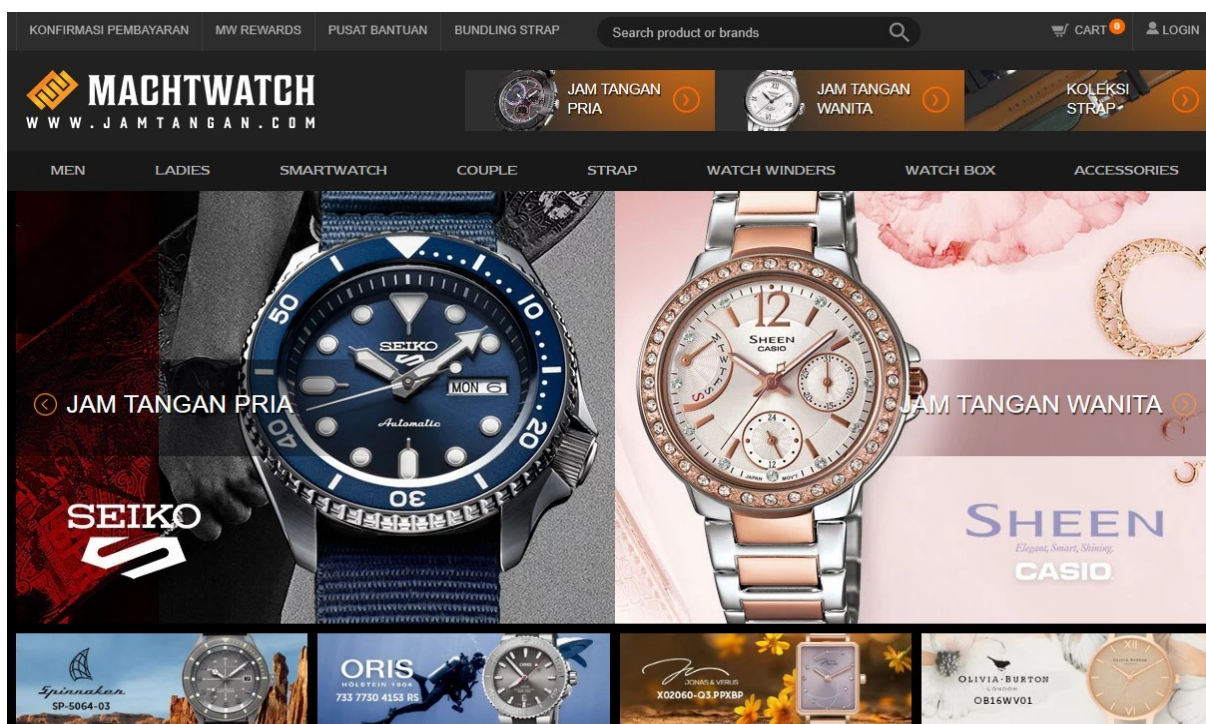

Figure 1. Main Menu

On the main menu, buyers will be able to choose what product categories to buy. Buyers can choose from men's watches, women's watches or accessories. First of all, buyers will be asked to log in by selecting the login options at the top right to proceed to the next stage. After logging in we can immediately select the product in the product list (See Figure 2).
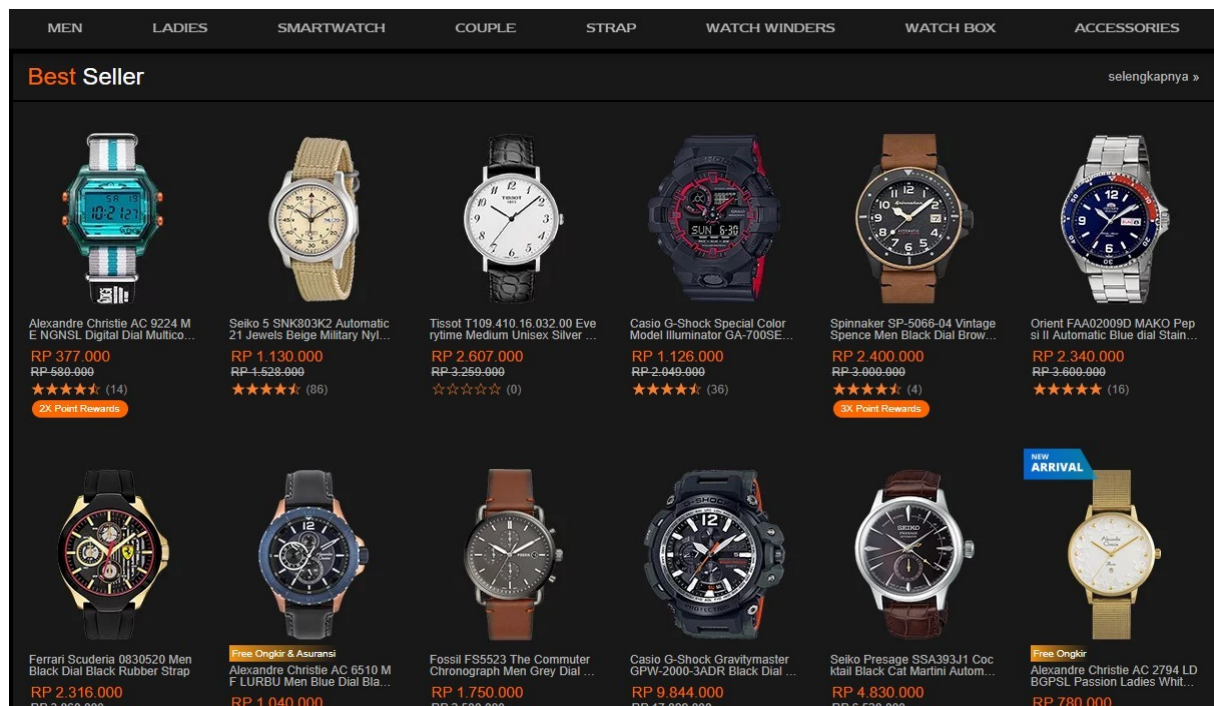
Figure 2. Product

On the product menu, buyers can choose what products to buy. The product list can also be sorted by most purchases, watch brands, prices and the latest products. We can see product details after selecting the product list (See Figure 3).
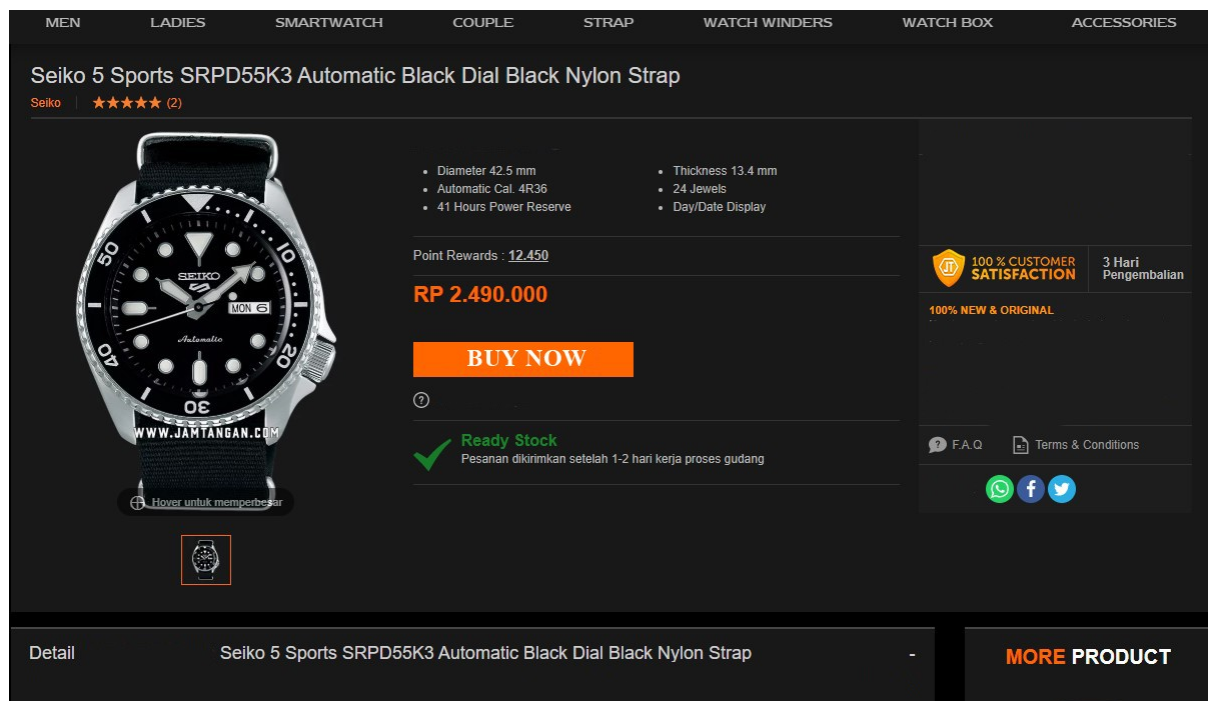

Figure 3. Product Detail

After the buyer selects the desired item, the product details menu will inform the selected item. The information contains the description, brand, price, product details, and product type. If the buyer
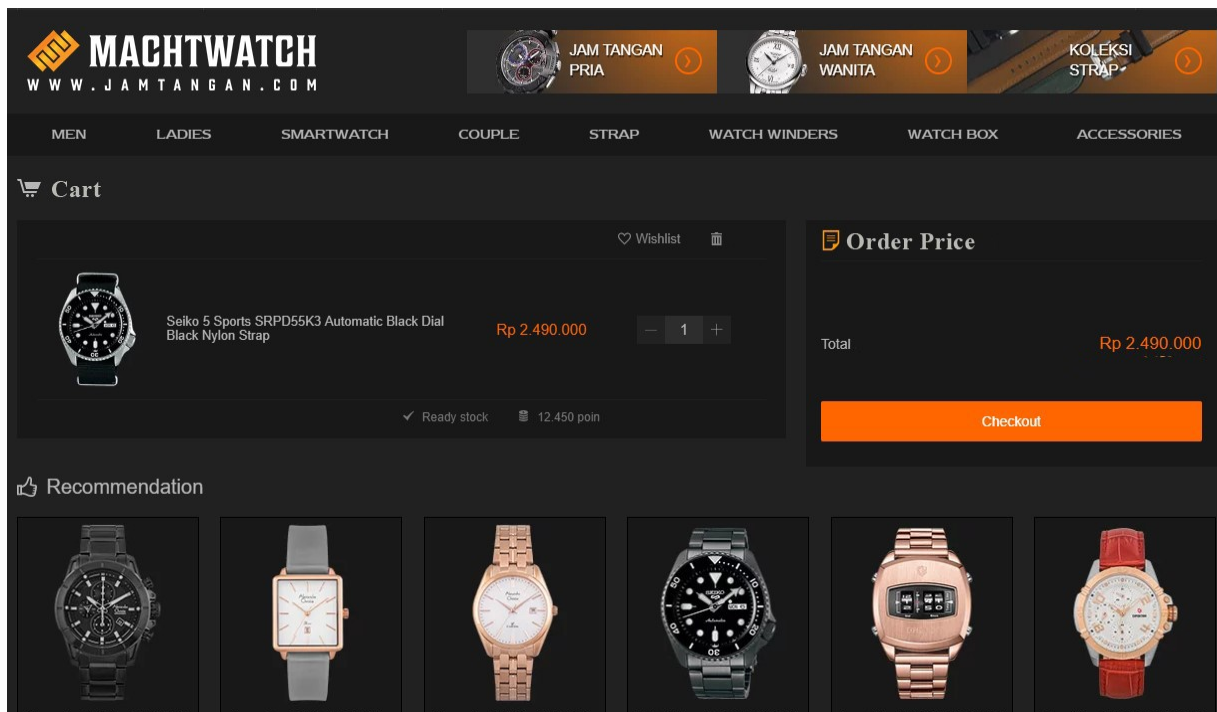
wants to buy the item, the buyer must press the buy button on the menu. In the product detail menu, there are also reviews of previous buyers (See Figure 4)
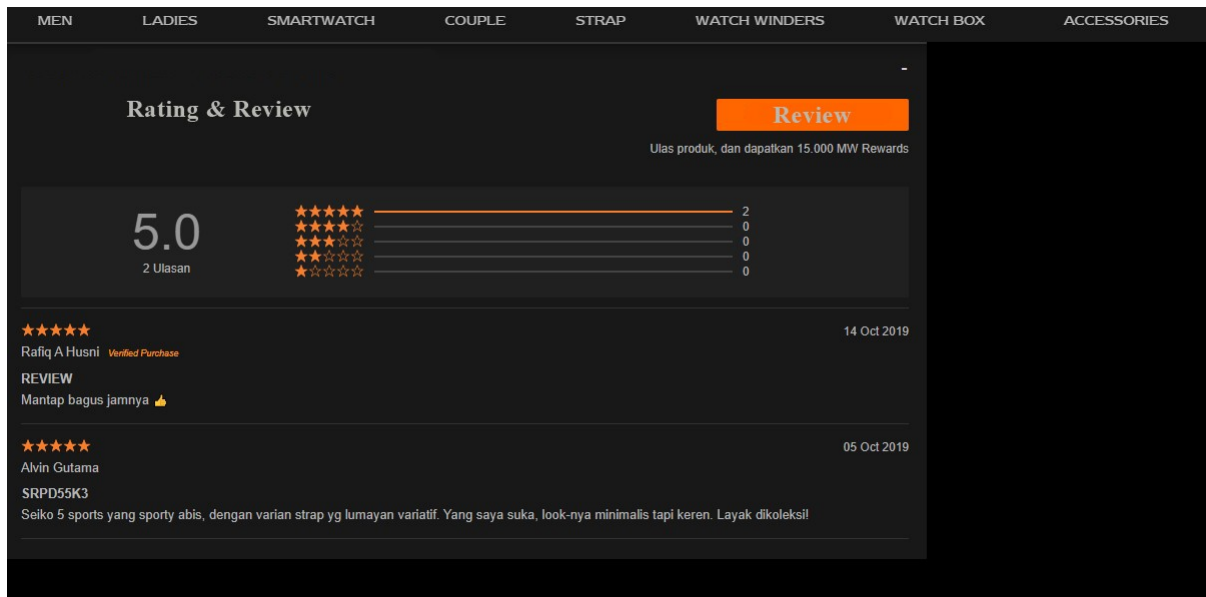
Figure 4. Product Review

On this menu, there are reviews from previous buyers to help convince buyers to choose the product to be bought. After making sure to buy the selected product, we must press the buy button and the order cart menu will appear (See Figure 5).

Figure 5. Order Cart

On this menu, buyers can see what items have been selected to be purchased, the number of items and also the total price of all items that have been selected. After the buyer checks the items, the buyer

must press the checkout button. After reviewing the product we are going to buy, we have to checkout (See Figure 6).

Figure 6. Order Checkout

On the checkout menu, buyers are asked to fill in the shipping address for the product they have purchased, choose a shipping courier and also the payment method for the product. Payment for products can be via bank transfer, internet banking or minimarket. After paying for the product to be purchased, an order detail menu will appear (See Figure 7).
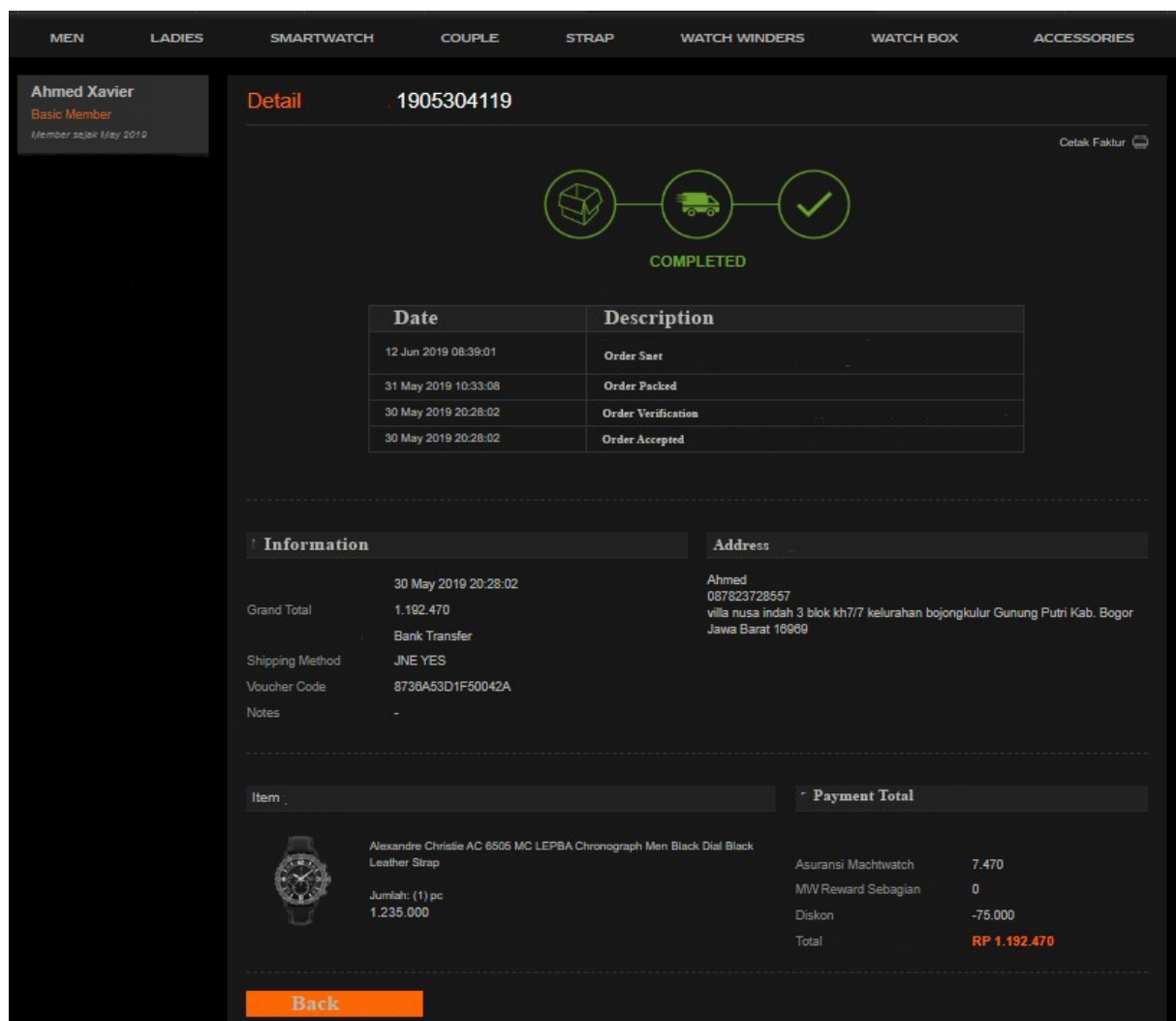
Figure 7. Order Detail

After completing these steps, an order detail menu will appear containing the order number, order information, payment amount and even the buyer can track product shipments. Then, the buyer only needs to wait for the product order that has been ordered via the data site to the shipping address that has been filled by the buyer.

4. Conclusion
E-Commerce can make sell or buy products is very easy. If the buyer wants to buy a desirable product, the buyers do not have to leave their house and look for the items the wants, the buyer only needs to open their computer or smartphone to find it, it is very easily and quickly. E-Commerce is also very helpful for sellers in selling and marketing their products. With E-Commerce, the product will be easily sought by buyers.

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