

The Research of Enhancing Customers Behavior with a Case Study of Beverage Shopping Website

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Abstract. Customers often do not know what kind of beverage they like to drink at a beverage store. Therefore, this paper combines past beverage stores and customers' past comments on the beverage store to provide customers a basis for purchasing a beverage reference. Integration of technology e-commerce, the establishment of the shopping cart system, customer feedback, release discount information to enhance business services and increase customer return rate from time to time. This paper with a case study of beverage shopping website .

Keywords. E-commerce

Introduction

E-commerce uses advanced information and technology. As organizing operations into a transformation process leads to the reduction of operating costs of the organization, substantial operational efficiency and customer satisfaction and demand, e-commerce is the mainstream of today's commerce. Compared with traditional industries or budding industries are difficult to escape the impact of this trend of e-commerce.

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Therefore, Integration of technology e-commerce, the establishment of the shopping cart system, customer feedback, release discount information to enhance business services and increase customer return rate from time to time. In chapter 1, we illustrate the methodology and the framework of this study. Experimental analysis are discussed in chapter 3. Conclusions and potential research issues for future study are given in chapter 4.

2. Method

Explore the purpose and motivation of the study to identify thematic topics. Through the exploration and research of the literature, draw up the systematic plan, start the initial construction of the website, repeatedly test and eliminate the debugging, and finally complete the achievement report.

1. Research Motivation: Discuss for what purpose research

2. Confirming thematic topics: Illustrate the methodology and the framework of this study.
3. System Planning: Developing future plans and direction of development
4. Website: According to the plan and direction to start making
5. Evaluation : View system functions to achieve the desired goal.

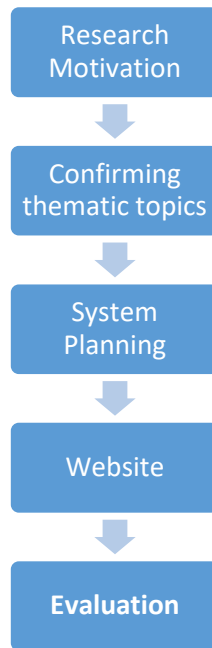


Figure 1. The process of part I methodology

2.1 Process

Step 1: Research Motivation

Customers often do not know what kind of beverage they like to drink at a beverage store. Therefore, this paper combines past beverage stores and customers' past comments on the beverage store to provide customers a basis for purchasing a beverage reference. Integration of technology e-commerce, the establishment of the shopping cart system, customer feedback, release discount information to enhance business services and increase customer return rate.

Step 2: Confirming thematic topics

After the completion of the research topics, the related research reports are collected according to the needs and analyzed, and the related literature is researched. The trends of e-commerce websites are further explored and the framework of the research system is formulated.

Step 3: The structure of Website System

Using the XAMPP system to build business websites, stories, news, lines, product reviews, affiliate systems, map information and contact us on the site to enhance the structural integrity of the merchant's online shopping system.

Step 5: Evaluation and improvement of results

After the evaluation of the product is completed, each products can be analyzed and evaluated by buyers and sellers.

3. Case Study

3.1.1 Website construction and planning

Recent years, the market for e-commerce has matured. As the key development goal of major businesses, it can be found through observation that businesses with business websites tend to have more competitive advantages than their peers.

3.1.2 Development Tools

Web server	XAMPP
Source code editor	Note Pad++
Language	PHP
SQL	phpMyAdmin

Figure 5. Software Interface Figure 6. Emotion Recognition Figure 7. Music Playlist

3.2.2 Comparison of other beverage website

There are many online beverage websites. Here is example of advantages and disadvantages for comparison and reference to their advantages so as to facilitate the improvement of deficiencies. The following is an analysis of each website.

CoCo

Quality-oriented and innovative ideals based on the concepts of "Consistency and Continuity." With the foundation of founding traditions, bold innovations and international perspective, we built up our corporate spirit of "embrace tradition, unleash innovation, seize the world," thus successfully expanding our business into China, Hong Kong, Southeast Asia and the United States. Based on our Standard Operating Procedure, rigorous internal training, tasty drinks and high quality services, CoCo has become a leading brand in the freshly-made drinks industry.



Disadvantages: Only the company's background, there is no online shopping features and evaluation system.

Our website



Our website has Evaluation system, buyes can know the good or bad goods

3.3 Website Structure

3.3.1 The latest news

The latest news feature page provides customers with the most instant messaging, including any relevant information benefits activities, operational information, etc., will be posted on the customer can have immediate goals know the business related activities.

3.3.2 popularity ranking

Popular ranking system part, through the customer's historical orders, simply sort out the general products that are selected according to your preference are presented in

this area for the purpose of making new customers more capable reference their own choice of goals

3.3.3 Member System

Member system is set up to allow members to enjoy more favorable treatment, plus

Members on behalf of favorite businesses, through the establishment of the basic information of customers, from time to time delivery the most immediate, best product information to the customer

3.3.4 Contact Us

Through the message board we can get the most valuable advice, update the increase contact us, so that customers are long and long to present part of the statement, you can contact us to achieve the fastest communication, so that businesses as soon as possible to improve the deficiencies.

3.3.5 Database Structure

This section for the part of the system database to do a detailed description, contains membership information table, order data sheet, order details data sheet, beverage information sheet and.

4. Conclusions

In this rapidly changing era of science and technology, digital products out of the fast, replacement, in order to keep up with the times, now almost even children know how to use 3C products, with this study, you can enhance the visibility of businesses, Let more people on the phone or sitting at a computer desk, found this site like and use it. In this study, the most difficult part is to write code, in order to maximize the use of the site, we first list the required features, and then make up for the lack of function code, let us know that in fact around a lot of resources waiting for us to use.