The 11th International, Invention, Innovation & Design 2022

INDES 2022

Ushering in the Age of Endemic

THE 11TH INTERNATIONAL INNOVATION, INVENTION & DESIGN COMPETITION INDES 2022

EXTENDED ABSTRACTS BOOK

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SELAM: ONLINE THRIFT SHOPPING PLATFORM

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ABSTRACT

Nowadays, with the advancement of technology, everything can easily be attained from the palm of our hands, or to be precise, from our phones. This refers to the number of applications that serve multiple purposes in everyone's life. Currently, online and thrift shopping are on the rise in Malaysia. We found that thrifting has become a trend in Malaysia and with the help of online shopping, it would give consumers a hassle-free shopping experience. Therefore, Selam application was developed to connect these two things together and it will exclusively focus on thrift or second-hand clothes. This paper will explain how the application works and develops into what it aims to be. For this project, we applied the AIDA Model for a clearer understanding.

Keywords: Application, Internet, Online Shopping, Thrift, Malaysia

1. INTRODUCTION

Malaysia is one of the top Southeast Asian countries in terms of how long people use apps on their phones every day, with an average of 66 minutes. Initially, the practice of buying secondhand goods or known as thrift shopping, was a way for people to get the essentials they otherwise could not afford. However, it has only recently gained significant popularity among Malaysian customers, especially among young people, shattering the older generation's misconceptions about thrift shopping (Arciero, 2020). Thrift shopping is undoubtedly more cost-effective and minimises waste for the wardrobe than shopping at giant expensive outlets. An innovation of Selam application aims to create a medium where users can visually mix and match within the virtual wardrobe to find those one-of-a-kind pieces at a reasonable price for any occasion or budget. Every business may benefit from using an application to enhance image recognition given the rising use of smartphones in consumer culture. With the help of this software, users will be able to easily shop for their preferred things from the many online stores that are accessible via the internet. Users can make internet purchases while relaxing in their homes. They will have more time to spend with their loved ones because they do not have to visit the retail outlets.

2. FINDINGS

Thrifting is simply shopping from stores that sell used clothes, accessories, and lifestyle items. The idea of reusing lightly used objects has been around for a long time. Malaysia's mainstream surge in hand-me-down clothing consumption parallels the global trend of thrift shopping. Due to that, secondhand stores gradually become more structured and commercial, paving the way

for new opportunities such as vintage shopping at consignment stores, which attract a wealthier audience. As public awareness grows, they become an honest and organic way of supporting a sustainable and inexpensive fashion. As a result, we enjoy the luxury of thrifting from the comfort of our homes, Instagram, and e-stores in the twenty-first century.

The Internet has altered many facets of our lives, including online shopping – which involves users going online, visiting a seller's website, buying goods or services, and arranging delivery. Buyers pay online with a credit or debit card or cash of delivery. It takes less energy and time to make a purchase using this strategy. Additionally, user experience influences customer purchase behaviour. Shoppers cherish their experience. It includes accessibility, expert support, website design, payment mechanism, and multi-terminal. Start with accessibility, simply put, it is easy to shop online. Customers can browse the internet and see anything they want, whether they want to buy or not.

3. METHODOLOGY

We applied the AIDA Model in developing this app. For the Attention part, we ran a PR campaign a month prior to the launching such as putting up billboards and promoting on social media platforms' ads. We also put up posters and infographics in both physical and digital forms as well as create video content on Instagram reels and TikTok to ignite public interest. As for Desire, we run an exclusive event before fully launching the application to get responses from our target audience. Through this, we should be able to receive feedback and to convince users to fully utilise and enjoy the opportunity. Lastly is Action, where we offer discount vouchers for first-time users and give out more from time to time to boost consumers' loyalties.

4. CONCLUSION

In conclusion, there are a variety of websites on the internet that provide a wide range of goods and services that users may locate and purchase online, including fashion and others. Thrift shopping enables shopping activity to become more cost-effective and innovative for the wardrobe than shopping at giant stores. Selam is designed as an application that offers users an online shopping experience in finding those one-of-a-kind pieces at an affordable price and still be trendy. Studies have shown that this method takes less energy and time for the users to make a purchase, thus proven that Selam application makes it simple for users to shop their favourite items from a wide range of online shops accessible over the internet. All in all, Selam can assist Malaysians to stay trendy.

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