CHAPTER 2
LITERATURE REVIEW

2.1 Introduction

The Electronic Commerce (EC) has been widely growing since early 1990s as people experienced ease and comfortness doing the transaction through the internet (Atchariyachanvanich et al., 2007). The Web services then become very popular, where people do business and communication such as doing shopping, making contract preparation, doing negotiations, etc. The High Dinamic System (HDS) then formed as the results of online technologies which is more complex system, dynamic and data intensive system. The stakeholders and participants with their own business which very often have conflicting requirement doing intensive contact at the same or different time (Subirana and Bain, 2006).

An aged group survey done by Atchariyachanvanich et al. (2007), N to 1,215 respondents consists of 51.3% male and 47.7% female, 7.4% age of 15-19, 19.5% of 20-29, 22.1% of 30-39, 18.4% of 40-49, 18.8% of 50-59 and 13.8% more than 60 years old, showed that they reasoned that the internet allows them to get their needs easily. They can navigate almost without limit and choose whatever they want in line with their keen. The purchasing process such as selecting goods, negotiation, transactions and finally payment process entirely were done online. The question then raised from the web developer to get as many as customer. The web design and architecture, its effective communication and ease or friendly use of the web system are very important factors to invite the customers. Further, the corrective measure is also very important, as trust it is one of the most factor in customers matter (Schmidt, 2006).
2.2 Cottage Industry in Malaysia

Determination of levels of SMEs can be known based on the activity, size and income. The number of full-time employees and annual sales revenue are the measure of whether the company belonged to SMEs, as shown in the Table 2.1.

<table>
<thead>
<tr>
<th>Category</th>
<th>Micro Enterprise</th>
<th>Small Enterprise</th>
<th>Medium Enterprise</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manufacturing, manufacturing-related service and agro-based industries</td>
<td>Sales turnover of less than RM250,000 or fewer than five (5) fulltime employees</td>
<td>Sales turnover between RM2500,000 and RM10 million or between five (5) and fifty (50) fulltime employees</td>
<td>Sales turnover between RM RM10 million and RM25 million or between fifty one (51) and one hundred fifty (150) fulltime employees</td>
</tr>
<tr>
<td>Services, primary agriculture and information and communication technology (ICT)</td>
<td>Sales turnover of less than RM200,000 or fewer than five (5) fulltime employees</td>
<td>Sales turnover between RM200,000 and RM1 million or between five (5) and nineteen (19) fulltime employees</td>
<td>Sales turnover between RM RM1 million and RM5 million or between twenty (20) and fifty (50) fulltime employees</td>
</tr>
</tbody>
</table>

Based on the Table 2.1, cottage industry includes as a Small Medium Enterprise (SMEs) industry, plays an important role in stimulating sustainable economic growth in many countries. According to Tan and Lim (2009), the Company Commission of Malaysia, has registered about 45,000 manufacturing firms, with more than 22,000 are active companies. Manufacturing in the resource-based sectors over 40% of all SMEs in Malaysia, followed by 13.5% in the sectors of wood and wood products industry accounts, approximately 10% of food beverages and tobacco, 10% for paper and paper products, and approximately eight % for rubber and plastics. The other remaining sectors are machinery and equipment (10%), and textiles, garments and leather (9%).
Small-scale food processing industry is part of Malaysian SMEs dynamic and fast growing sub-sector in the Malaysian economy. Respectively, in 1995, the gross production and value-added sub-sector reached a value RM10.5 billion and RM4.2 billion. It also served about 33 percent of the workforce in non-farm sector. Approximately 40-50 percent of demand comes from processed food sub-sector. Based on the Third National Agricultural Policy (NAP3), increase the added value is also done by emphasizing the development of agro-based industries in terms of handling, processing and storage of agricultural commodities (Hicks, 2001).

The location of cottage industry in Malaysia is spread almost in all over Malaysia. As registered at the Ministry of Entrepreneur and Co-operative Development (2009), the location of this cottage industry located in Perlis, Negeri Sembilan, Melaka, Johor, Terengganu, Pahang, Sabah, Sarawak, Kedah, Perak, Pulau Pinang, Kelantan and Selangor. The products produced by cottage industries in each state are generally same but with different processing system, namely agro-base, handicrafts, herbs, beverages, foods/snacks and textiles. Most cottage industry food entrepreneurs with agricultural-based material are located in Selangor, as in Sepang, Bangi, Sabak Bernam, Banting and Sungai Besar. In general, the cottage industry agricultural-based food entrepreneurs have their own area to obtain raw materials as production materials for their business, such as coconut, cassava, bananas, beans and corn.

2.3 Cottage Industry Overseas

Agro-processing industries generate value by processing agricultural raw materials into marketable products, useful, for food, adding nutritional value and increasing revenue and profit for the businessman. In the regional countries, the processing industries are essentially agro-based enterprises, where every country has its own traditional and ethnic foods. In general, the traditional food that has evolved has its
own agricultural raw materials, such as maize or corn, paddy, fruits, vegetables, root crops, sugarcane, coconut, palm oil, spices, beverages (tea, coffee, cocoa) and apiculture (Hicks, 2001).

In developing countries, about 70 percent of cottage industries in rural areas is usually owned by the family. The cottage industries usually employ less than 50 people and cater to domestic consumers. The industry is characterized by manual and batch type processes, labor intensive, with minimal sophistication. The equipment used is locally made. The product results produced are rather low and efficient and low in quality control. Their products are sought after by locals, but they only offer little competition to the modern multinational company. Increased industry offers a window of opportunity for the local market where the economy grows (Sin, 2010).

2.3.1 Cottage Industry in Bangladesh

Bangladesh is an agricultural country that has problems with food deficit until 1997. Since then, Bangladesh produces food in sufficient quantity, in excess of needs. Countries produce 24.9 million tons of food in the period 1999-2000, while the foods demand of only about 21.4 million tons. This has included the production of food grains such as rice, wheat and barley. In addition to grains, Bangladesh also produces various kinds of vegetables and fruits like mango, guava, jackfruit, pineapple, banana, papaya, coconut, tomatoes, beans and potatoes in a very large number. The prospect of food processing industry in Bangladesh is very large and promising, but the lack of financing investment and low technology, the growth of food processing industry is hampered.
2.3.2 Cottage Industry in Indonesia

In recent decades, the development of agriculture-based food cottage industry in Indonesia is grown rapidly. During the development of that, the absorption of the product by the traditional market and the availability of raw materials are very significant. In general, the agriculture-based food cottage industries are processed in rural areas and they still use the traditional system in food processing. The process of making food and tools used are very simple. Not using preservatives and packaging are very simple so, it does not have traction. Marketing these products is usually done in traditional markets, though some are marketed for export.

Agriculture-based food cottage industry spread throughout the country. The main concentration is in Java (72.3 percent), followed by Sumatra (13.9 percent) and other areas (13.8 percent). In contrast, the large and medium agriculture-based food cottage industry of are usually distributed in areas where adequate facilities and infrastructure available.

The main problem faced in the development of agriculture-based food cottage industry are the location of the cottage industries scattered across the country, besides the lack of availability of raw materials with good quality, lack of investment, lack of infrastructure and facilities, lack of available qualified labor to produce products that are less quality, inefficiency of production and a bad marketing product. In order to empower the small and medium agriculture-based food cottage industry, the government of Indonesia has taken some measures along with formulation of policies to enhance the development of agriculture-based food cottage industry.

2.3.3 Cottage Industry in Sri Lanka

Over the last two decades, Sri Lanka seeks to enhance industrial development based on the development agriculture-based food cottage industry. It is a key element
for rural development. In addition, Sri Lanka is an agricultural country with a
domination of the economy.

Mostly agriculture-based food cottage industry is depending on traditional
technologies, except a few products such as dehydrated fruits and vegetables. Sri Lanka
shows moderate economic growth and is currently promoting small and cottage
industries through various programs. There are number of tariff and non-tariff barriers
to protect the local agriculture sector.

The main problem in building a agriculture-based food cottage industry is the
lack of access to technology availability, the absence of a national autonomous
organization for promotion agriculture-based food cottage industry, unfavorable trade
policies, lack of accurate market information, lack of credit access and a lot of incentive
schemes, lack of quality processed food products - the controlling factor for small
producers to enter export markets, support services expensive to develop industrial
hygiene, and less attractive and effective packaging. In addition, the lack of knowledge
and skills workforce are the problems in the development of the agriculture-based food
cottage industry.

2.4 Problems in Cottage Industry

According to Junejo et al. (2007), there are some internal problems found in a
small industry. They are financial problem, poor marketing strategy, poor educational
background of lack of education, lack of managerial knowledge, outdated technology,
lack of motivational factor and traditional and rigid attitude. Among all the existing
problems, which becomes the main problems in running a small company are:

- Financial

Financial is a main part of a company. Every company always involves the
movement of turnover financial. For some entrepreneurs, financial is a basic problem
that often occurs in the management of the company. Most can be caused by operational problems. In addition, lack of working capital, high interest payments, lack of financial control, and delay in disbursement of funds by a bank or financier are also causes of financial problems at the company (Junejo et al., 2007; Kar, 2002; Tan and Lim, 2009).

- Marketing Strategy

Formulation in marketing strategies for each segment is very important to choose a target in marketing. Selection criteria will result in the ability to precisely provide the best value on the market segment. Because the marketing strategy can determine the value of market share, then the evaluation of target markets must be developed in such a way as to obtain a potential market. Furthermore, small entrepreneur generally do not understand the market strategies that can be developed to increase its business, such as geographic and psychographic information. Thus, from year to year the marketing strategy will remain the same marketing, namely the conventional method (Hawkins et al., 2004; Junejo et al., 2007). Moreover, according to Planning Commission Government of India (1981), marketing problem can occur due to exploitation by intermediaries in the traditional markets and a lack of marketing organizations that would enable them to penetrate new markets. In the other hand, issues must be addressed if the agriculture-based food entrepreneurs have raised the income level and if the volume of production in this sector increased.

2.5 E-Commerce

The definition of e-commerce is: “the process of buying, selling, or exchanging products, services, and information via computer networks, including the Internet” (Su and Adams, 2005). The global interaction recently drives the e-commerce are done not
only in the same cultural environment, but also it grows widely between nationals in the universe, borderless and no distance handicaps.

E-commerce is a means for transactions between producers and consumers which its most common forms are buying and selling through the internet (Chaffey, 2004). The electronic market, one of the e-commerce activities is continuing to develope its models, more innovative diversified. The efficiency also improving and more adaptive to local environment (Yi and Diao, 2005).

Lanford and Hübscher (2004), argued that the e-commerce must be usable and user friendly, the consumers will only continue to exercise e-commerce if they trust to an online store. They only eager to use the trustworthy online store which they found very pleasant and trusted.

The trustwothyness is once again stated by Lumsden and MacKay (2006), as a significant factor. The online transaction of any business needs an information of personal and financial that can be trusted, as in the e-commerce this matter can not be measured by means of such as body language and other conventional cues.

The other things that concern to trustworthiness is asserted by Lanford and Hübscher (2004), said that the trust is not only worked out for one shop caused by consumer’s unpleasant to the service. This distruss could also spreaded out to the associate shops who are selling similar goods to the foemer shop.

According to Lanford and Hübscher (2004), there are four steps during purchasing in a shopping online, which are one step before the visit, two steps during the visit and one step after the visit. It is assumed that buyer has a "trust model" of each online shopping, without going any detail. The four steps as below:

1. The set of items A is chosen by the customer.
2. The customers go to the shopping online store and choose a set of an item. Each online stores has many different variations for its product. At first, the possibility of
customer have decided to purchase the set of item A, but in the process of choosing, a customer selects a set of item B which may or may not relate to item A.

3. At the checkout step, the customer chooses and decides to purchase the item B.

4. The final step, the customer will be asked to fill up a feedback to evaluate the shopping experience and updating the customer trust model.

5. The customer evaluates the shopping experience and updates her trust model.

2.6 Web Transaction

The Online transaction, such as buying clothes from the online store, needs several steps to perform, sometime needs to select from several reference pages. This is an energy consuming and tiring activities, in spite of the media used for communication. The web transaction as Sun et al. (2007), wrote, in the other side is very simple, it just needs to browse in a web page, selects item from a list filling a form.

Based on the research that has been completed by the researcher before, there are two types in purchasing products from the online store, they are:

- Sun et al. (2007), A web transaction needs several step to complete purchasing a transaction. For example, the steps in purchasing a CD player from Best Buy (http://www.bestbuy.com). In the first step, users will fill out the search form with the keyword "electronics" in the category form and the "CD Player" on the item form, as shown in Figure 2.1 (a). After the search engines work, search results will show as in Figure 2.1 (b). Moreover, users choose the first item that appears on the results page, and the result is a list of the CD’s, as shown in the Figure 2.1 (c). For the final step of purchase, the users will add the items that have been selected to the shopping cart as shown in Figure 2.1 (d) which then users will choose to checkout to complete payment.
Highly dynamic system (HDS) has a methodology to carry out a business process analysis of transactions. This analysis involves clarifying within the firm’s overall “system” of different agents that are involved in these processes, establishing their roles and relationships—providing a systematic and comprehensive description of the agents/roles, objects, and relationships of the processes in the system. In the process model, activities are linked together with indications of the flow from one activity to the next. These indications specify the conditions and constraints on carrying out the process and executing the next (Subirana and Bain, 2006). Table 2.2 briefly illustrates this description for a set of processes in the scenario described here.

Figure 2.1 A Web Transaction Example (Sun et al., 2007)
Table 2.2 Identification of Privacy Risks per Process (Subirana and Bain, 2006)

<table>
<thead>
<tr>
<th>HDS Process</th>
<th>Privacy Issue Under European Legal Regime</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer recognized while approaching store (RFID or CCTV based)</td>
<td>Automatic data collection from monitoring systems (RFID, cameras, WiFi location, GPS) including location data: requires notification and consent.</td>
</tr>
<tr>
<td>Consumer registration for in-store HDS services</td>
<td>Collection and processing of personal data (identification, ID number, address, payment details): requires notification and consent processes, including indication of purposes, and opportunities for objection and exercise of rights of access.</td>
</tr>
<tr>
<td>Consumer logs on to HDS shopping assistant services</td>
<td>Identification/Confirmation of consumer: need for further notification and consent for data collection and processing.</td>
</tr>
<tr>
<td>Location or behavior monitoring: HDS becomes aware of customer within target area or with certain trolley content</td>
<td>Processing of consumer location or shopping trolley content data linked with consumer identification (verify notification and consent).</td>
</tr>
<tr>
<td>HDS sends an advertisement to the customer device (without human review)</td>
<td>Automated “unsolicited commercial communications”—subject to stringent rules.</td>
</tr>
<tr>
<td>Sale recorded and processed</td>
<td>Collection of transaction data for personal profile (verify if consent obtained). Control on third-party communications (marketing databases).</td>
</tr>
<tr>
<td>A payment module initiates electronic payment process and communicates with a service provider (PSP)</td>
<td>Identification of parties to PSP + Processing of consumer financial data + Exchange of data with third parties (verify notification and consent) Open network communications (security risk for financial data)</td>
</tr>
<tr>
<td>HDS updates customer reaction to message, stored for future processing</td>
<td>Data retention: storing consumer behavior data (time spent in front of articles, trolley contents and so forth) for creating individual or “batch” profiles (automatic process). May cause consumer to be subject to automated decisions in future, based on consumer profiling.</td>
</tr>
</tbody>
</table>

2.7 Directory System Website

Directory is a file or folder that contains bookkeeping information unit that structured in hierarchical organization. Sometimes, it is assumed to have a filing cabinet filled with folders and having the files inside the folder (http://www.webopedia.com). In
the other hand, on the World Wide Web, directory is a guide on the subject that has are generally the main topics and subtopics (http://www.searchwinit.techtarge.com).

Figure 2.2 is an example of common steps for directory system which was taken from Clothing & Clothes Directory (http://www.clothesdir.com). If the researcher draws it into hierarchy structure, it will show as below.

![Diagram of a directory system example](http://www.clothesdir.com)

**Figure 2.2 A Directory System Example** (http://www.clothesdir.com)

### 2.8 Company Product Website

A large number of categories product provide a variety of products in the online stores that can be chosen by the customers. Variety of categories product is provided to improve the quality of service to customers. Along with many products provided, not less customers usually end up purchasing product far from what they preferred, with
reason, it is very difficult to get a product detail description similar to the existing products (Kagie et al., 2007).

Figure 2.3 Hierarchy Structure A Directory System Example

A complete information, such as product and company information, location of the company, pricing, online transaction, etc, in the website also give an influence for the online shopping. It will give an individual allure to the buyer, beside that, with a one-stop system it also will be a good facilitator for the buyer.
Figure 2.4 Product and Company Information Example

(http://www.barrelofunsnacks.com)
2.9 Analysis of Existing Online Shopping System

This subsection discusses about the various online shopping system. This section illustrated by various website features and follow up with an analysis of these websites.

2.9.1.1 eBay Inc.

With more than 88 million active users globally, eBay is the world's largest online marketplace, where practically anyone can buy and sell practically anything. Founded in 1995, eBay connects a diverse and passionate community of individual buyers and sellers, as well as small businesses. Their collective impact on e-commerce is staggering: In 2008, the total worth of goods sold on eBay was $60 billion -- $2,000 every second (http://www.ebayinc.com/who).

Ebay.com is a very informative website. In addition, for purchasing an item, this website also includes additional information such as reviews on item details. Therefore, before user can sell or buy an item, user must first register as a member by filling up a form as in Figure 2.5. Once registered, user will have a user ID and a password to continue selling or buying items.

The users then select what item they are looking for by clicking from one of the categories in the home page as shown in Figure 2.6, and then click the item to see the details, which Figure in 2.7 and Figure 2.8.
Figure 2.5 eBay New Member Registration

Figure 2.6 eBay Homepage
Figure 2.7 eBay Selected Item

Buyer will need to click onto *Buy It Now* button to continue purchasing the item. Furthermore, buyer will send to the *Review Your Purchase* page. In this page, it will show the shipping address, order details and the total amount that buyer must pay, as shown in Figure 2.9.
Figure 2.9 eBay Review Your Purchase

As figure 2.10, the payment can be made by using credit card or pay by paypal. Once buyer already completes the payment details, click on *Continue* to complete the purchasing.
2.9.1.2 Amazon.com, Inc

The company began as an online bookstore; while the largest brick-and-mortar bookstores and mail-order catalogs for books might offer 200,000 titles, an online bookstore could offer more. Bezos named the company "Amazon" after the world's largest river. Since 2000, Amazon's logotype has been an arrow leading from A to Z, representing customer satisfaction (as it forms a smile); the goal is to have every product in the alphabet. Furthermore, Amazon's initial business plan is unusual: the company does not expect a profit for four to five years; the strategy is effective. Amazon grew steadily in the late 1990s while other Internet companies grew blindingly fast. Amazon's "slow" growth provoked stockholder complaints that the company was not reaching profitability fast enough. When the dot-com bubble burst, and many e-companies went out of business, Amazon persevered, and finally turned its first profit in the fourth quarter of 2001: $5 million, just 1¢ per share, on revenues of more than $1 billion, but the profit was symbolically important (http://en.wikipedia.org/wiki/Amazon.com).

Amazon.com is a very informative website. In addition, for purchasing an item, this website also includes additional information such as reviews on item details. Therefore, before user can sell or buy an item, user must first register as a member by filling up a form. There are differences between member as a seller and as a buyer, for buyer, there is no register fee to apply a member, but being a member as a seller, there are fee that must be paid. For buyer registration, we can see the page at Figure.2.11, and Figure 2.12 are the first step for registering a member on Amazon.com. Thus, once registered, user will have a user ID and a password to continue selling or buying items.
The users then selected what item they are looking for by clicking from one of the categories in the home page as shown in Figure 2.13.

Amazon.com search engine is based on the categories that listed based on the departments. As we can see in Figure 2.14, we can choose which department is the product belongs to. After found the product, click the item to see the details, which Figure in 2.15 and Figure 2.16.
Figure 2.13 Amazon.com Homepage

Figure 2.14 Amazon.com Search Engine

Figure 2.15 Amazon.com Selected Item
Buyer will need to click onto Add to Cart button to continue purchasing the item and then click checkout for finish adding the product to purchase. Furthermore, buyer will send to the Shipping Address page. In this page, it will show the form for shipping address, as shown in Figure 2.17.

![Figure 2.16 Amazon.com Item Detail](image1)

![Figure 2.17 Amazon.com Shipping Address Review Your Purchase](image2)
After the Shipping Address page, buyer will directly go to the product detail page and payment page to finalizing the purchase.

2.9.1.3 Lelong.com, Inc

Based on About Us in http://www.lelong.com.my, Lelong.com.my is a means of identifying Lelong.com.my uses an international comparison that everyone is familiar with. Styling and functioning similar to the international auction site, eBay.com, Lelong.com.my powers a robust and secure avenue for trading in Malaysia. The idea of an auction site in Malaysia has taken off with tremendous response. With a local flavour, members feel a sense of belonging and constantly keep in contact with the Lelong Development Team to give feedback, whether it is positive or negative. As members are extremely valuable, Lelong.com.my will go to great lengths to accommodate what buyers needs and wants (with the experience they have gained from running the site for the past years, the company’s team is well poised to deliver a site that is full of quality content to the members). Starting based on Consumer-to-Consumer (C2C) transactions, Lelong.com.my is now moving on becoming a channel for Business-to-Consumer (B2C) relationships. Many distributors have realized the power of using the auction system and have been using our site to trade and grow their business.

Lelong.com.my is a local Malaysian shopping online system that has a similar system with one of the international shopping online system, eBay, but it is more concentrated with online shopping in Malaysia, through local flavor, lelong.com.my mentioned that members will feel the sensation of belonging. In Figure 2.18 is the home page of Lelong.com.my.
In Lelong.com.my, the system is really similar with eBay. To purchase or sell an item, user must register to be a member by filling up the form, as we can see in Figure 2.19 and Figure 2.20. Thus, once registered, user will have a user ID and a password to continue selling or buying items.
After the registration is done, buyer or seller can go directly to the home page. Figure 2.21 below is the page of Categories in Store features and Figure 2.22 is the store’s product list that contains the list of products that is selling in Lelong.com.my.

Figure 2.20 Lelong.com.my Member Registration Form

Figure 2.21 Lelong.com.my Categories Store Feature
The next step of purchasing in Lelong.com.my is choosing the selected item to view the detail description of the item like shown in Figure 2.23, and if user clicks Buy Now, button it will lead user to Shipping Address page to make confirmation about the right address to deliver as seen in Figure 2.24.
The last step to purchase this item is payment. In Lelong.com.my, the payment step can just be done if sellers have already confirmed the shipping charges and final price. Buyer will be informed via e-mail of these charges. It is also mentioned if there are any changes in the final purchase price due to shipping charges discount offered by seller as shown in Figure 2.25.
2.9.2 Website Analysis

Table 2.3 summaries the comparative analysis done on several highly users utilized e-commerce websites. This analysis helps to identify useful features in an e-commerce websites.

<table>
<thead>
<tr>
<th>System Features</th>
<th>eBay.com</th>
<th>Amazon.com</th>
<th>Lelong.com.my</th>
<th>mudah.co.my</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advance Search</td>
<td>Can search any product by category or by all categories</td>
<td>Any product can be search by each department or by specific department</td>
<td>There is an advance search in Lelong.com.my</td>
<td>Advance search was provided in the website and can search by categories or location as well</td>
</tr>
<tr>
<td>Alphabetical Search</td>
<td>eBay does not have an alphabetical search engine</td>
<td>There is no alphabetical search engine in Amazon.com</td>
<td>No alphabetical search engine can be found</td>
<td>There is no alphabetical search engine provided</td>
</tr>
<tr>
<td>Company Information</td>
<td>Each seller did not put the detail of their company or profile information</td>
<td>There is no detail information about seller</td>
<td>No seller information detail were provided</td>
<td>There is no seller information detail provided</td>
</tr>
<tr>
<td>Contact Us</td>
<td>eBay has the Contact Us feature which contact to eBay administrator</td>
<td>Contact Us can be found in Amazon.com site</td>
<td>User can contact to the administrator of the website</td>
<td>Contact Us feature can be used to contact with the administrator</td>
</tr>
<tr>
<td>About Us</td>
<td>Shows the explanation about eBay and eBay purposes</td>
<td>Shows information about Amazon.com</td>
<td>Tells the history about Lelong.com.my</td>
<td>About Us were provided, it shows who mudah.com.my are</td>
</tr>
<tr>
<td>Credit Card Payment</td>
<td>Visa and MasterCard are accepted for the payment</td>
<td>Credit card can be accepted to purchase items</td>
<td>Lelong.com.my accept payment through Visa or MasterCard credit card</td>
<td>Payment using credit card cannot be accepted</td>
</tr>
<tr>
<td>Feedback</td>
<td>eBay buyer can leave feedback for seller</td>
<td>Feedback was given by buyer to seller</td>
<td>Buyer can leave feedback to seller</td>
<td>Feedback feature are not provided</td>
</tr>
<tr>
<td>Help</td>
<td>eBay put help link to provide information about eBay</td>
<td>Help information can be found on the site to guide exploring the Amazon.com</td>
<td>Help features were provided in website</td>
<td>Help features are not provided</td>
</tr>
<tr>
<td>Privacy Policy</td>
<td>Shows all the regulation in eBay site</td>
<td>Privacy policy can be found in this site</td>
<td>Lelong.com.my have their own privacy policy regulation for user</td>
<td>Privacy policy feature are not provided</td>
</tr>
<tr>
<td>Product Image</td>
<td>Shows images of the items</td>
<td>Shows images of the items</td>
<td>Buyer can see the image of the product which uploaded by seller</td>
<td>Image of the product was uploaded by seller</td>
</tr>
<tr>
<td>System Features</td>
<td>eBay.com</td>
<td>Amazon.com</td>
<td>Lelong.com.my</td>
<td>mudah.co.my</td>
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<tr>
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</tr>
<tr>
<td>Product Information</td>
<td>Give the detail information about the product</td>
<td>Information of the product shown in the website</td>
<td>Product detail information also provided from seller</td>
<td>Detail product information can be found on website</td>
</tr>
<tr>
<td>Product Pricing</td>
<td>Show the price of the item</td>
<td>Give the price information from the item</td>
<td>Product price can be found from the item detail as well</td>
<td>The price of the item is shown</td>
</tr>
<tr>
<td>Product Type</td>
<td>The item categories</td>
<td>Shows the categories from the item</td>
<td>The type of the product was categorized based on item</td>
<td>The type of the item was categorized</td>
</tr>
<tr>
<td>Shopping Cart</td>
<td>eBay does not have a shopping cart, instead of <em>watch this item</em></td>
<td>Shopping cart is available to help buyer shops in Amazon.com</td>
<td>There is no shopping cart in Lelong.com.my</td>
<td>Shopping cart cannot be found in this website</td>
</tr>
<tr>
<td>Sitemap</td>
<td>Shows all content from the website into one page</td>
<td>Sitemap feature were available</td>
<td>Sitemap feature show all menu from the website</td>
<td>No sitemap provided in mudah.com.my</td>
</tr>
<tr>
<td>User Account</td>
<td>Seller and buyer must register before do any transaction</td>
<td>To sell or buy product, users need to register as a member</td>
<td>User account needed for users to do the transaction</td>
<td>There is no user account feature</td>
</tr>
<tr>
<td>Halal Status</td>
<td>There is no halal status since there is no food categories sells in eBay</td>
<td>There is no halal status in Amazon.com</td>
<td>There is no halal status in lelong.com.my</td>
<td>There is no halal status provided</td>
</tr>
<tr>
<td>Ingredients</td>
<td>No ingredients detail in the product</td>
<td>There is no product ingredients in Amazon.com</td>
<td>There is no ingredients feature in the website</td>
<td>There is no ingredients information provided</td>
</tr>
<tr>
<td>Bank Transfer payment</td>
<td>PayPal account was used in eBay</td>
<td>Payment from bank account can be done in Amazon.com</td>
<td>Using bank transfer can be accepted as well</td>
<td>Bank transfer is provided in mudah.com.my</td>
</tr>
<tr>
<td>FAQ</td>
<td>eBay provided the FAQ features</td>
<td>FAQ can be found from the site to help users who do not understand with Amazon.com</td>
<td>There is no FAQ found in lelong.com.my</td>
<td>There is no FAQ found in mudah.com.my</td>
</tr>
</tbody>
</table>

### 2.10 Summary

In this chapter, it was mentioned that based on the research, most people in this era, regardless of the gender and age limits, have been using the shopping online to purchase their needs. At first, consumer starts with intention to purchase, purchases, until eventually the consumer has intention to repurchase in online shopping.
In this chapter, issues concerning in e-commerce have been discussed, including the trustworthiness of an e-commerce site and the stages that have to be done by the customer in the shopping online. In addition, the types of web transactions have also been discussed in this chapter. Furthermore, discussion of the directory system website also has been described along with examples taken from Clothing & Clothes Directory website (www.clothesdir.com).

This chapter concludes analysis of several existing shopping online websites. The overview of the reviewed literature is from features system until the purchasing transaction system on the website. From this, it can be concluded that there is no website that combines all the agriculture-based food cottage industry companies in Malaysia and possibly overseas. Therefore, the suggestion was made to create an agriculture-based food cottage industry directory system and shopping online system website to combine all the agriculture-based food cottage industries in Malaysia and to assist in marketing and selling its products. In this system, detailed information of the agriculture-based food cottage companies and their products should be displayed, and enables to do online transactions for consumer to purchase their products. This system will also give feedback feature to provide an evaluation of the seller so that it can be a reference for other buyers.