

**E-COMMERCE APPLICATION:  
AN INTERACTIVE AND CUSTOMIZED VIRTUAL NEW HOME**

A thesis submitted to the Graduate School in partial  
fulfillment of the requirements for the degree  
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by  
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## ABSTRACT (BAHASA MALAYSIA)

Tujuan utama penyelidikan ini dijalankan untuk mempromosikan e-dagang sebagai strategi pemasaran yang efektif kepada syarikat-syarikat perumahan, khususnya syarikat-syarikat tempatan bagi meningkatkan kelebihan persaingan dalam pasaran perumahan. Tujuan sampingan bagi penyelidikan ini pula adalah untuk mempromosikan model rumah maya yang akan menjadi cara terbaik untuk mengurangkan kos pemasaran rumah baru dan seterusnya meningkatkan keuntungan syarikat. Aplikasi e-dagang ini atau dikenali sebagai model rumah maya merupakan kaedah penjualan rumah baru yang berdaya saing dalam abad baru ini. Pembangunan aplikasi ini akan memberi manfaat kepada kedua-dua pihak, iaitu syarikat perumahan dan pembeli. Aplikasi ini telah dibangunkan dengan menggunakan metodologi "*Web Page Development*" (WPD). Akhirnya, penyelidikan ini membincangkan beberapa pencapaian isu dan kekangan yang dihadapi semasa pembangunan aplikasi ini. Sehubungan itu, beberapa cadangan diusulkan bagi mengatasi kekangan-kekangan ini dalam penyelidikan aplikasi e-dagang ini pada masa depan.

## **ABSTRACT (ENGLISH)**

The primary purpose of this research is to promote e-commerce as an effective marketing strategy to homebuilders, especially local companies in order to gain competitive advantage in selling house market. The secondary purpose of this research is to promote virtual reality home model that may become one of the best ways to reduce new home marketing cost and increase profit. This e-commerce application, namely, virtual reality home model is the future of new home sales and the most powerful sales tools to come along in decades. Development of this application may turn out to be a win-win proposition for both buyers and builders alike. This application has been developed using Web Page Development (WPD) methodology. Finally, this research discusses some fulfillment issues and limitations that were discovered during the development of this application. Thus, some recommendations are proposed to overcome the limitations for the future research in this e-commerce application.

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## CHAPTER ONE

### INTRODUCTION

The business world is changing rapidly. The speed of business communications has increased from smoke signals to telegraph to telephone to telex to e-mail, and the World Wide Web. Geographically, it has gone from local to national to international to global. The way to do business, the infrastructure and so on changes rapidly [Lindberg, 2000]. These all happen to our society and economy as a result of the growth, integration, and the sophistication of information technology and communications is changing our society and economy.

Today, computers and other electronic devices increasingly communicate and interact directly with other devices over a variety of networks, such as the Internet. Consumers and businesses have recognized the potential and benefits of adopting new computer-enabled networks [Mesenbourg, 2001].

Companies use the Web to communicate with customers and suppliers by publishing contents on their Web server for widespread distribution. Motivated by the potential for business-to-business as well as business-to-

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