Evaluation of the Merits and Demerits Associated with a DIY Web-Based Platform for e-commerce Entrepreneurs

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Abstract

Web programmers no longer have the sole right to develop websites for entrepreneurs. This is because web creation has been simplified by do-it-yourself (DIY) website builders with ready-made design templates. In light of this, the study evaluated the merits and demerits associated with a DIY web-based platform for e-commerce entrepreneurs. The study utilized a quantitative approach using a cross-sectional survey method on entrepreneurs trained to build MVP using a DIY website builder and other free tools. The data obtained were analyzed using statistical tools of mean scores, principal component analysis (PCA), and analysis of variance (ANOVA). The result showed that a DIY website builder's essential features were the availability of designer-made templates, e-commerce functionalities, and access to an endless stock of images. The perceived benefits associated with a DIY web-based platform were mainly its ease of use, design flexibility, and the requirement of zero coding skills. These perceived benefits are further categorized into ease benefits, design benefits, and storage benefits. The occurrence of poor or slow internet connection, inability to edit website via a mobile device, and fear of customer/payment information safety were the significant challenges associated with a DIY web design platform. In conclusion, the study showed a significant difference in the challenges associated with a DIY web design platform among the entrepreneurs in terms of paying more for each branded email accounts and freezing screen during web design. The study recommended that there is a need to increase awareness and training on a DIY web design capacity among entrepreneurs. In the age of technological advancement and already made templates for web designs, entrepreneurs can tap into the Internet's merits to increase their visibility and attract potential clients/customers.

Keywords