

**THE EFFECTIVENESS OF USING E-MARKETING TO PROMOTE
PRODUCT ON SALE FOR SUPERMARKET**

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PRODUCT ON SALE FOR SUPERMARKET**

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Abstract

In these days most supermarkets acknowledge the importance of SMS marketing and web in reaching and interacting with their customers. However, there is much discussion regarding the effectiveness when it comes to SMS marketing. this study helped the customers and sellers and willing to accept, reading and using SMS messages: effective is SMS marketing compared to traditional marketing communications. The goal of this study is to investigate the effectiveness of SMS promotion compared to traditional ways in marketing for different aspects and on the other hand, to develop prototype by using web and SMS technology to apply this system and extent consumers are willing to accept commercial messages on their mobile phone, since the effectiveness of SMS marketing highly depends on this willing. The results of this research indicate that the use of the web and SMS for the benefit of the seller and the buyer in all aspects instead using traditional ways in promotion.

By the Name of Allah, the Most Gracious and the Most Merciful

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PERMISSION OF USE	I
ABSTRACT	II
ACKNOWLEDMENT	III
TABLE OF CONTENTS	IV
LIST OF TABLE	VI
LIST OF FIGURES	VII
LIST OF REFERENCES	VII
LIST OF APENDEDEX	VII

TABLE OF CONTENTS

CHAPTER 1 INTRODUCTION

1.1	Introduction	1
	1.1.1 Problem Statement	5
	1.1.2 Research Question	6
	1.1.3 Objectives	6
	1.1.4 Scope of Study	6
1.2	Significance of Study	7
1.3	Conclusion	8
1.4	Thesis Outline	9

CHAPTER 2 LITERATURE REVIEW

2.1	Introduction	10
2.2	WEB and WAP Definition	11
2.3	The WAP Protocol Stack	12
2.4	Mobile Phone in Communities	14
2.5	Mobile Phone in Malaysia	14
2.6	The Rapid Growth of The Mobile Phone	15
2.7	Mobile in Marketing	16
2.8	The Impact Of The Use Of E-Marketing On The Economy	18
2.9	SMS in Mobile Business	18
2.10	Usefulness Mobile Device in the Marketing	19
	2.10.1 Advantage of this Method	20
	2.10.2 The Benefits of This Method	20
2.11	Mobile Services with Tourism Guide	21
2.12	Mobile Applications with Transportation	22
2.13	Mobile with Other Applications	23
2.14	Conclusion	24

CHAPTER 3 RESEARCH METHODOLOGY

3.1	Introduction	25
	3.1.1 Awareness of problem	26
	3.1.2 Suggestion	26
	3.1.3 Development	27
	3.1.4 Evaluation	27
	3.1.5 Conclusion	28
3.2	Conclusion	29

CHAPTER 4 ANALYSIS AND DESIGN

4.1	Introduction	30
4.2	Functional and Non-Functional Requirement	
	4.2.1 Functional Requirement	31
	4.2.2 Non-Functional Requirement	32
4.3	Use Case Diagram	34
4.4	Use Case Specification	
	4.4.1 Use Case Specification for Login	35
	4.4.2 Use Case Specification for The Manage customer	36
	4.4.3 Use Case Specification for The Manage Promotion	37
	4.4.4 Use Case Specification for Send Notifies Message	38
	4.4.5 Use Case Specification for Manage Message	39
	4.4.6 Use Case Specification for View Promotion	40
4.5	Sequence Diagram	
	4.5.1 Sequence Diagram for Login	41
	4.5.2 Sequence Diagram for Manage Customer	42
	4.5.3 Sequence Diagram for Manage Promotion	43
	4.5.4 Sequence Diagram for Delete Promotion	44
	4.5.5 Sequence Diagram for View Promotion	44
	4.5.6 Sequence Diagram For Notifies Message	45
4.6	Class Diagram	46
4.7	Development	
	4.7.1 Online Promotion System Architecture	47
	4.7.2 Hypertext Preprocessor	48

4.8	System Test	
4.8.1	Login Page	49
4.8.2	Add New Promotion Page	49
4.8.3	Edit Promotion Page	50
4.8.4	Send SMS Page	50
4.8.5	Add New Customer	51
4.8.6	Edit Customer	51
4.8.7	Edit Account	52
4.8.8	SMS on customer mobile	52
4.8.9	WAP screen	53

CHAPTER 5: DISCUSSION AND EVALUATION

5.1	Introduction	54
5.2	Usability Testing Result	54
5.3	Conclusion	57

CHAPTER 6: CONCLUSION

6.1	Introduction	58
6.2	Conclusion of This Study	58
6.3	Study of Contribution	59
6.4	Problems and Limitation	59
6.5	Future Works	60
6.6	Conclusion	60

LIST OF TABLES

Table 2.1	Handphone users by nationality in Malaysia	14
Table 5.1	Demographics data for Gender	55
Table 5.2	Demographics data for age	55
Table 5.3	Demographics data for marital status	55
Table 5.4	The descriptive statistic for all the questions	56

LIST OF FIGURES

Figure 2.1	WAP Protocol Stack	12
Figure 3.1	General Methodology Of Design Research	25
Figure 4.1	Use Case Diagram For The Proposed System	34
Figure 4.2	Use Case Specification For Login	35
Figure 4.3	Use Case Specification For Manage customer	36
Figure 4.4	Use Case Specification For Manage Promotion	37
Figure 4.5	Use Case Specification For Send Notifies Message	38
Figure 4.6	Use Case Specification For Mange Message	39
Figure 4.7	Use Case Specification View Promotion	40
Figure 4.8	Sequence Diagram For Login	41
Figure 4.9	Sequence Diagram For Manage Customer	42
Figure 4.10	Sequence Diagram For Add New Promotion	43
Figure 4.11	Sequence Diagram For Delete Promotion	44
Figure 4.12	Sequence Diagram For View Promotion	44
Figure 4.13	Sequence Diagram For Notifies Message	45
Figure 4.14	Class Diagram For The Proposed System	46
Figure 4.15	WEP/SMS Architecture	47
Figure 4.16	Login Page	49
Figure 4.17	Add New Promotion Page	49
Figure 4.18	Edit Promotion Page	50
Figure 4.19	SMS Control	50
Figure 4.20	Add New Customer	51
Figure 4.21	Edit Customer	51
Figure 4.22	Edit Account	52
Figure 4.23	WAP screen	52
Figure 4.24	SMS on customer mobile	53
Figure 5.1	The Question High Agreement	57

LIST OF REFERENCES	61
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LIST OF APPENDIX	68
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CHAPTER ONE

INTRODUCTION

1.1 INTRODUCTION

Marketing is set of institutions and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large (Lib, 2007). The term developed from the original meaning which referred literally to going to market, as in shopping, or going to a market to sell goods or services. Marketing as satisfying needs and wants through an exchange process (Kotler, 2000).

E-marketing, has become a far more powerful means of marketing in the world, there is also the cheapest of all solutions to the marketing of electronic and affordable now, we can double our sales and competition from the largest companies in our low costs (Burns & Bush, 2000). Target segment, which the public is willing and able to deliver advertising messages to target the customer's home, sitting in his home by his cell phone using SMS messages can also be an announcement of the product on sales or prices of new messages.

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