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SHOPPING DISCOUNT ALERT SYSTEM

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UNIVERSITY UTARA MALAYSIA
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Shopping Discount Alert System

A project submitted to Dean of Awang Had Salleh Graduate School in
Partial Fulfilment of the requirement for the degree
Master of Science of Information Technology
University Utara Malaysia

By

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اقرأ باسمِ ربِّكَ الَّذي خلَق ﴿١﴾ خلَقَ الإنسانَ من علَق

﴿١﴾ اقرأ وربُّكَ الأكرم ﴿٣﴾ الَّذي علَّمَ بالقلَم ﴿٤﴾ علَّم

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Abstract

The Web technologies have been very advanced now. They are incorporated with RFID, GSM, and mobile technologies in enabling the Web functions be accessed more widely. Hence, the business functions are accelerated. This study takes the advantages of such the advancements in assisting marketing purposes. Consequently, a system that alerts users of sales in malls based on their locations is developed, and is named Shopping Discount Alert System (SDAS). UML and Java are used in designing and developing it from start to finish. It sends the advertisements to users' mobile phones, so that the information is pervasive. The Shopping discount alert system has been functionally tested, besides its interface. Results show that the Shopping discount alert system runs well as intended, besides ensuring that the users are happy with the idea. It is anticipated that the Shopping discount alert system could reduce the cost for promotions in a long run.

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CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND

Information and communication technology (ICT) has been one of the important determinants for the rapid growth of E-Commerce transactions all over the world since the last decades. In Malaysia, the upshot of ICT and the initiative by the government for the development of E-Commerce have been emphasized for the purpose of deploying resources in developing knowledge-base economy. In addition, the internet advancement and the improvement of ICT have positive implications for the E-Commerce development in the country to participate and sustain in the competitive advantage. By definition, E-commerce refers to the process of buying or selling products or services over the Internet. The increasing rate of internet users, online shopping activities, and adoption of new technologies are the key drivers for the development of E-Commerce transactions, in which websites are the main interface between online merchants and their customers (Muhammad, Dominic, Durai, Naseebullah, & Alamgir, 2011).

Online shopping is becoming increasingly popular because the speed is getting faster and websites are getting easier to use (Ontario, 2008), especially with the ability of performing transactions in wireless environments. The development in wireless environment and digital media such as mobile phones provide new marketing media for the businesses and marketers.

The contents of the thesis is for internal user only

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