

**INTERACTIVE WEB-BASED SHOPPING SYSTEM FOR
THE HYPERMARKETS IN SAUDI ARABIA**

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Universiti Utara Malaysia

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**INTERACTIVE WEB-BASED SHOPPING SYSTEM FOR
THE HYPERMARKETS IN SAUDI ARABIA**

**A thesis submitted to college Arts & Sciences in partial
Fulfillment of the requirement for the degree master**

(Information Technology)

University Utara Malaysia

By

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ABSTRACT

Interactive web-based shopping services give the flexibility and the easy to access anytime and anywhere without need to waste the time for the hypermarkets that located in Saudi Arabia. However, Saudi Arabia contain a large number of these hypermarkets, the sell process for these hypermarkets not friendly to attractive the buyer and not appropriate to support them about merchandise information. For that the study proposed to design an Interactive Web-based Shopping System for the hypermarkets in Saudi Arabia that makes it easy and flexible for the customers to make their shopping by online services, otherwise the proposed Web-based shopping system provides the customers with the facility to check the merchandise price and view them via the system.

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LIST OF ABBREVIATIONS

B2B	Business-to-Business
B2C	Business-to-Consumer
IWSS	Interactive Web-based Shopping System
EC	Electronic Commerce
C2B	Consumer-to-Business
C2C	Consumer -to- Consumer
EDI	Electronic Data Interchange
MMO	Massively Multiplayer Online
KACST	King Abdul Aziz City for Science and Technology
STITC	Saudi Telecommunications and Information Technology Commission
SNIC	Saudi Network Information Center
DNS	Domain Name Space
ISP	Internet Serves Provider
MICT	Ministry of Communications and Information Technology
FICCI	Federation of Indian Chambers of Commerce and Industry
ATM	Automatic Teller Machine
SAMA	Saudi Arabian Monetary Authority
SPAN	Saudi Payments Network
EFT	Electronic Funds Transfer
POS	Point of Sale
SARIE	Saudi Arabia Riyal Interbank Expresses
UPU	Universal Postal Union
GPS	Global Positioning System
AVS	Address Verification System
IP-VPN	Internet Protocol Virtual Private Network

STC	Saudi Telecommunication Company
PDA	Personal Digital Assistant
TAM	Technology Acceptance Model
UML	Unified Modeling Language

CHAPTER ONE

INTRODUCTION

1.1 Introduction

Web-based applications are becoming so popular in our daily life in the sense that it would not pass a day without we use them. These applications range from simple to more complex ones, where millions of dollars in revenue are generated. Developing, testing and quality assuring these applications become a challenging task (Abdesselam, 2002). The technology available for implementing machine interactivity in online shopping environments has the potential to provide consumers with unparalleled opportunities to locate and compare product offerings (Haubl & Trifts, 2000).

With the rapid expansion of e-commerce, more and more products are sold on the Web; more and more people are also buying products online. In order to enhance customer satisfaction and shopping experience, it has become a common practice for online merchants to enable their customers to review or to express opinions on the products that they have purchased. With more and more common users becoming comfortable with the Web, an increasing number of people are writing reviews. As a result, the number of reviews that a product receives grows rapidly.

The contents of
the thesis is for
internal user
only

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