

**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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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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