THE EFFECTIVENESS OF USING E-MARKETING TO PROMOTE 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 1 INTRODUCTION

1.1 Introduction
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 31
4.2.1 Functional Requirement 31
4.2.2 Non-Functional Requirement 32
4.3 Use Case Diagram 34
4.4 Use Case Specification 35
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 41
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 47
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

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

LIST OF REFERENCES

LIST OF APPENDIX
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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7 REFERENCES


