

**Universiti Teknologi MARA**

**A Dynamic Grocery Price Comparison  
Mobile App Using Web Scraping  
Technique**

**Maryam Hafizah Binti Mohd Johari**

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## **ABSTRACT**

Basically there are a lot of retailers that offers everyday fresh and premium products for our daily household convenience and necessities. Grocery shopping can be considered as the universal unavoidable chores to most of us and it has never been easy. The problem lies when the community tends to manage their financial expenses poorly especially during shopping. Besides, sometimes shoppers accidentally spends too much on unnecessary needs due to the absence of well-planned shopping list based on specific range of budget. On top of that, shoppers do not have prior information on current promotion available on certain supermarkets. Shoppers also faced substantial costs in comparing prices between various retailers to shop for the best price for its time consuming to do manually. The purpose of this application is to identify best way for users to shop affordably within their personal budget by using price comparison approach. Moreover, it helps to develop a quick enquiries mobile application and notify users about what's on offer across the market. Also, it evaluate the functionality of an application that aids users make more informed purchases by comparing grocery prices between various supermarkets in less amount of time by the same token. To achieve this objectives, Rapid Application Development (RAD) was adapting to be the methodology to guide in the development processes. On the other hand, web scraping technique is used to support the need of extracting data needed by this particular application to serve its function. As the result, shoppers are to be equipped with a platform to make smart buying decision while securing their personal financial budget.

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# CHAPTER 1

## INTRODUCTION

This chapter provides the background and rationale for the research project. It also accounts for the issues and problem that led to this project, research objectives, scope of the project and details of the significance of developing an application that are used to monitor and control the project progress.

### 1.1 Background of Study

Malaysia has sustained over several decades of rapid, comprehensive growth, and becoming a more diversified, modern and open economy by reducing its dependence on agriculture and commodity exports. As major cities around Malaysia grow and expand, the cost of living will vary significantly. Cost of living includes cost incurred for basic necessities to survive such as shelter, food, clothing, healthcare and education among others.

In April 2017, Former Prime Minister Datuk Seri Najib Razak said that Malaysia has the lowest cost of living among other ASEAN country members. However, the cost of living has remained the chief concern among public and this was made evident when they anticipate the government to address this issue up to the recently tabled Budget 2018.

Data on distribution of expenses has been gathered up for some cities in this country like Cyberjaya, Klang, Ipoh, Melaka and Shah Alam and the statistics shows that the highest percentage of expenditure lies on basic everyday needs. In the meantime, the inflation rate was constantly swelling over the years, meaning the community were getting less for the same amount of money. That being the case, it is fair to conclude that most Malaysians are indeed struggling with the rising cost of living and their worries is justified.