

Universiti Teknologi Mara

**Grocery Sales and Price Comparison
Notification Using Push Technology**

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Muhammad SAW...*

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ABSTRACT

In today's business environment, m-commerce has been accepted as a common trend as well as a part of business's routine activity. In line with the arising of smart phones that has been widely accepted in today's society in providing m-marketing services. The m-marketing can reach the customers by using two types of methods which are pull and push technology. Even though m-marketing is widely accepted, customers may find it difficult to obtain information about grocery sales and to compare prices between hypermarkets price comparison. Especially for customers who do not really have enough time to go to search for any of information. Usually, customers would go to several hypermarkets to compare the prices and sometimes missed the sales that hypermarkets have been held. Therefore, Grocery Sales and Price Comparison using Push Technology is proposed. This project will focus only the push technology which offers prospective buyers a convenient and time-saving method.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

In today's business environment, m-commerce abbreviated from mobile commerce has been accepted as a common trend as well as a part of business' routine activity. M-commerce has been introduced in most countries without exception to Malaysia whereby m-commerce activities are in demanding. According Hooi et al, 2010 stated that, increasing numbers of Malaysians begin to adapt, trust and feel convenient to involve in e-commerce especially in terms of online shopping and e-banking. On the other hand, m-marketing or mobile marketing which is using the Internet-enabled on mobile devices as a branding, marketing and sales medium is also is blooming method of marketing. Bakeir et al, 2008 said that m-marketing is a way to get your product/service/brand to the whole world in a glimpse through the effective use of this huge architecture named the World Wide Web (WWW). Besides that, Ashraf et al, 2010; Meng, 2009 also has stated that m-marketing has been viewed as an essential part of m-commerce.

With the arising of smart phones and tablet PCs usage, these mobile devices that has been widely accepted in today's society in providing m-marketing services for mobile users hence widens business opportunities vigorously. Tablet PCs such as Apple iPad and Google Android-based tablets boost the use of personal task management applications in our daily life. Plus, it is familiar with the function of notification for users with some particular information and because of that, it motivates us to apply this technology to hypermarket's grocery sales and price comparison notification.