

DEVELOPMENT OF SHORT MESSAGE SERVICE BASED E-TRANSACTION PLATFORM

1.1 Background to the Study

The Short Message Service (SMS) allows text-based messages to be sent to and from mobile telephones on a GSM network. Each message has a maximum length of 160 characters. SMS messages are divided into two categories: Mobile Terminate (MT where the SMS message originates from the network provider) and Mobile Originate (MO where the consumer can send messages to other consumers).

In the context of MO and MT messages, the consumer refers to the end-user, the person with a cell phone. Typically, SMS messages are sent and received by cellular consumers using cellular telephone handsets. Cell phones have the ability to send and receive SMS messages. Here we are trying to interface a computer with the GSM network. Anything that is capable of talking to a GSM network, in theory, has the ability to send and receive SMS messages and not only the device which has capability to connect (Pankaj, 2011).

The internet-enabled mobile phone has spread rapidly in many markets. Following the first release of wireless application protocol (WAP) in 1998, firms began to send the SMS alerts and location-sensitive ads to mobile users. Because of the very personal nature of mobile phone the use of short message services and multimedia messaging services (MMS) for marketing purposes has drastically changed in many parts of the world. For example, a report issued by portion research indicates that the annual sales revenue of the SMS market will reach \$50 billion worldwide by 2010, with some 2.38 trillion text messages sent (Halett, 2005).

According to the recent survey, 36% of marketers operating in Europe have used SMS advertising for more than one year. Some of them are taking advantage of this growth by incorporating SMS advertising as a part of an integrated marketing communications (IMC) strategy (Cutitta, 2005). The rapid growth of mobile devices has made the mobile phone ubiquitous in nearly all parts of the world. The majority of the mobile devices are still simple mobile phones that use SMS for search (searching the information through by mobile by texting in the query into Google short code like 4664), so the global market for SMS search is growing. SMS based search imposes interesting constraints on the problem.

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