

# Analysis of E-commerce challenges in INDIA by using Weka Tool

Siddegowda C. J.\* V. Ilango\*\* and JayanthiDevi\*\*\*

**Abstract :** Due to increasing the Information Technology around the world have a strong role in a business sector that has already turned into online business many years past. This online business refers to the E-commerce, which is recently moved into developing countries like India. This research describes the present challenges of E-commerce and its solution in India. It also discusses the effectiveness of E-commerce in the financial sector of India. A proper Ecommerce site like Brand E-commerce plays a vital role in employment generation as well as increasing the internet utilization. This research mainly describes the present status of India E-commerce sites as well as study of traditional commerce for developing online business. For developing countries like India, e-commerce offers considerable opportunity in E-commerce in India is still in a nascent stage, but even the most-pessimistic projections indicate a boom. As a result this research also shows how to reach digital India. The comparative analysis of different E-commerce sites represents an analytical initiative. This research compares the local E-commerce sites with worldwide brand E-commerce sites to make an effective solution of India E-commerce.

## 1. INTRODUCTION

### 1.1. Definitions of E-Commerce

There are numerous definitions for the concept of E-Commerce relying upon the point of view of the viewer or customer. A few customers characterize E-Commerce as being unique in relation to E-Business; others see and characterize both ideas as same. When we take a gender at it from the point of view of separating both ideas, E-Commerce is distinctly taken a gender from the business viewpoint, in which there are qualities further more relating instalments. This can however be depicted as money related exchanges which are intervened electronically amongst associations and partners alike. E-Commerce however can be taken a gender at from a more extensive point of view which incorporates distinctive types of business dealings that may not regularly times include types of instalments or from another viewpoint, past what might be for the most part allude to as trade in the genuine sense but instead a wide range of exchanges which are intervened electronically either business or generally between an association and its exchanges with people and outsiders alike that its different dealings with them. This is ,however observed by a few creators as characterizing E-Business which makes E-Commerce a part of E-Business, while others consider it to be characterizing E-Commerce which perpetually makes it the same as E-Business which, makes them utilize the two ideas conversely. With the end goal of this concentrate be that as it may, beneath are a couple of meanings of E-Commerce as portrayed by various customers.

### 1.2. E-commerce in India

Throughout the centuries, correspondence innovations have been altering the administration of business exercises. In the nineteenth century, the shabby steam fuelled print innovation and the presentation of

---

\* Asst Professor, Dept of MCA,NHCE-Bengaluru

\*\* Professor, Dept of MCA,NHCE-Bengaluru

\*\*\* Assistant Professor/MCA, Jain University, Bangalore

state funded schools offered ascend to print–literate workforce with the relational abilities to deal with the expanded stream of business movement made conceivable by coal and steam control innovation. In the twentieth century, unified power correspondence the phone, and later radio and TV turned into the essential correspondence mediums to oversee more intricate modern endeavours and mass shopper culture. Today, Internet correspondence innovation has not just made the whole framework intelligent, incorporated and consistent, yet has likewise made entire new open doors for cross–industry connections.

Data organizers crosswise over nations have been democratized and empowered almost one–third of the human populace to share music, information, news, and social life on an open playing field of correspondence innovation has empowered business visionaries to lead business exchanges without meeting face to face. This method of executing business through correspondence innovation, ordinarily known as web, is the thing that has come to be known as “electronic trade” or *e–commerce* (EC). EC is not just about purchasing and offering; it is about electronically conveying, teaming up and finding data. It has come to affect a critical segment of the world, influencing organizations, callings, and obviously, individuals. The term EC was authored in the mid-1990s when web got to be marketed and clients started running to take an interest in the World Wide Web. The recent case of many–to–many E-Commerce in physical products was the Boston Computer Exchange, a commercial center for utilized PCs propelled as a part of 1982. It wasn’t until 1994 that *e–commerce* truly started to quicken with the presentation of security conventions and high–speed web associations, considering much quicker association speeds and faster online exchange capacity. Web was presented in India in 1995 and the main flood of *e–commerce* began before long back. At about a similar time it got its begin in the US in a quickened way. The most widely recognized clients were

## 2. LITERATURE REVIEW

Some preparatory takes a shot at *e–business* and keeping money have been made through utilizing information investigation. This writing survey was additionally directed to put the exploration system in a superior theoretical structure. In such manner the audit concentrated on: the advancement and meaning of *e–business*; procedures of *e–business* appropriation; advantages, hindrances and difficulties to *e–business* reception. As he would like to think, the trust was that *e–Business* would change the routes in which associations communicate with clients, workers, providers and accomplices. Some observed *e–Business* as a major aspect of a formula to remain focused on the worldwide economy.

### 2.1. Sources and Collection of Data

In this study, an aggregate of 300 data was composed, displayed and controlled to respondents, and out of this 300 there is 158 female and remaining 142 were male. Apart from this each and every person from whom i collect data were mostly students and working man and women (company employee) those who were working here at Bangalore. And data were collect by distributing questionnaire sheet to them and coordinate individual data collection.

### 2.2. Research design

Considering the quick of this data collection work, the enquiries were precisely chosen and intended to feel the beat of the customer the general population who truly utilize this administration and E-Business stages. Sex, which will permit us to know which sex really utilizes E-commerce stage more. we could have a clear perspective of sort of exchanges were made and which stage was utilized make these exchanges by which sex and age bunch as we could explore effectively through the information and cross organize among various issues and difficulties with respect to advantages/challenges, trust/security, furthermore basically how E-Business has possessed the capacity to influence the level of business exchanges among the respondent in a creating market.

### 2.3. Testing Systems and Test Estimate Assurance

With the end goal of this study, information was broke down utilizing Weka tool furthermore clear examination and basic relative rates were accustomed to discovering answers to the exploration questions. The rule administering the example size is to pick such specimen which would deductively speak to the bigger population as we attempted to get however much various reactions as could reasonably be expected. [1]

Our fundamental target we individuals basically utilizing *e-commerce* stages at that specific time. For example, we saw a little line at some specific ATM, we immediately directed a couple of polls there simply have a thought of what the general population felt around them in the line and the motivation behind why there is the line. Additionally we drew closer a few people as they were going to enter furthermore leaving a few schools and business organization in other to feel their beat of how the they feel about their function. The last significant place we controlled surveys was a very huge hostel in the example area, here we could discover bunches of individuals making distinctive exchanges and shopping on the web. At the end, we could round up a figure of 300 data which we feel is likewise a decent impression of our example area and not very far from our underlying focus of 300.

### 2.4. Legitimacy and Unwavering quality of Study Instrument

Under this area, the condition of unwavering quality and legitimacy of the data is put to test. To a large degree, legitimacy and unwavering quality in this examination work is at a high degree, this is an account of, we were on the ground at the example area to by and by oversee the polls and investigation was done a while later. Likewise, dependability in this collection work is high, despite the fact that we will in any case prescribe encourage studies and research, this is on account of, E-commerce is a rising pattern and will dependably be enhanced as the world advances innovatively, to such an extent assist enquire about on this viewpoint will likewise should be over the long run.

### 2.5. System for Handling Gathered Information

Data was set up in research frames and passed out as same the enquiries had spaces for respondents to top off in other to answer the inquiries there in. We put all reactions in Weka programming furthermore utilized expressive examination and basic relative rates to get an exact understanding of the reactions; this is a result of the impossible to miss nature of the inquiries inquired.[2]

### 2.6. Impediment of Technique

Challenges experienced in the organization of the surveys were to a great extent due to the occupied and boisterous nature of our example area, it was exceptionally hard to inspire individuals to round out our polls, as individuals were caught up with doing their own work. Our point was to get a wider conclusion of the customers sees in order either to have the capacity to get however much and shifted suppositions as could reasonably be expected accordingly our decision of technique, as it is a meeting point for individuals from various strolls of life and fluctuated foundation.

## 3. EXPERIMENTAL SETUP

### 3.1. Weka tool

Weka is an accumulation of machine learning calculations for information mining undertakings. The calculations can either be connected straightforwardly to a dataset or called from your own particular Java code. Weka contains devices for information pre-preparing, characterization, relapse, grouping, affiliation standards, and representation. It is likewise appropriate for growing new machine learning plans.

WEKA is an information mining framework created by actualizes information mining calculations. WEKA is a best in class office for creating Machine learning (ML) strategies and their application to genuine information mining issues. It is an accumulation of machine learning calculations for information mining undertakings. The calculations are connected straightforwardly to a dataset. WEKA executes calculations for information pre preparing, grouping, relapse, bunching, affiliation rules; it additionally incorporates a representation instruments. The new machine learning plans can likewise be produced with this bundle. WEKA is an open source programming issued under the GNU Overall population Permit.

### 3.1.1. Propelling WEKA

You can dispatch Weka from C:\Program Records registry, from your desktop selecting symbol, or from the Windows and ‘WEKA GUI Chooser’ window shows up on the screen, you can choose one of the four choices at the base of the window.

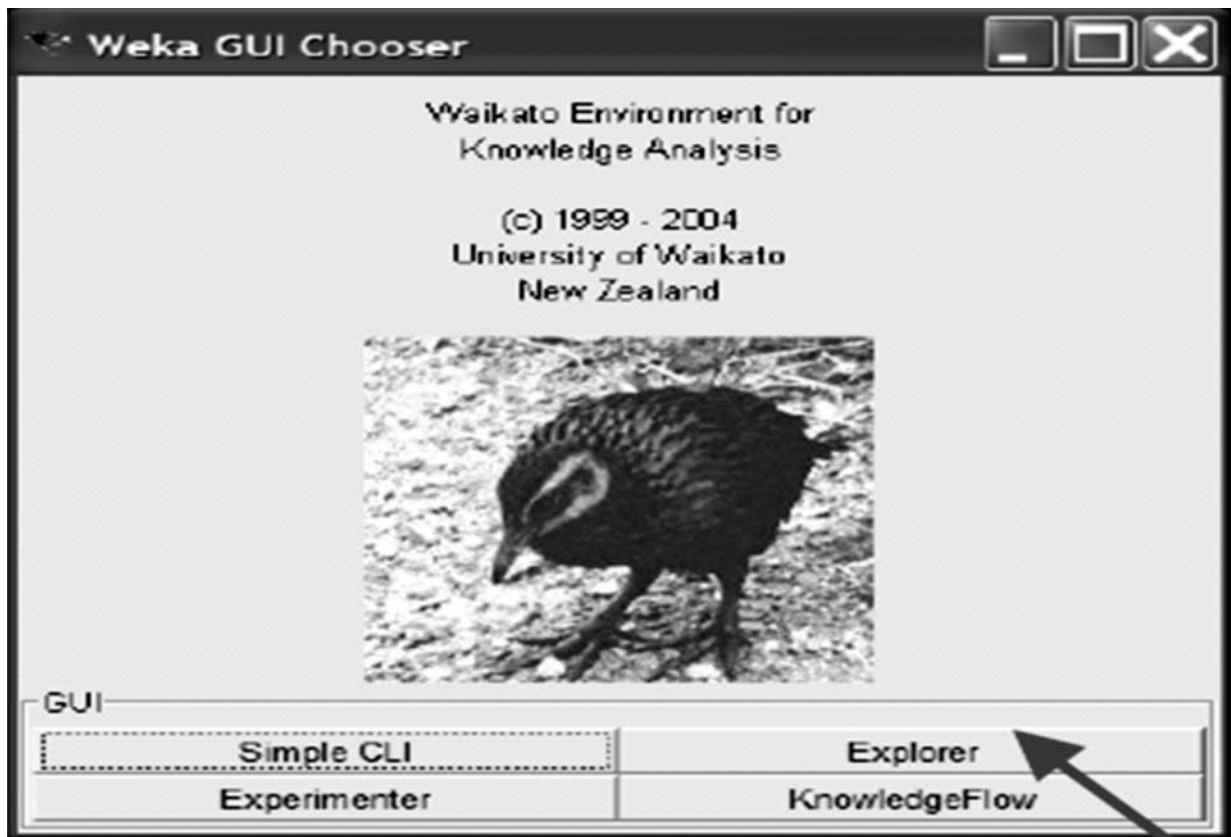


Figure 1: Propelling Weka Wayfarer

- Basic CLI gives a straightforward order line interface and permits coordinate execution of Weka charges.
- Wayfarer is a domain for investigating information.
- Experimenter is a domain for performing investigations and directing measurable Tests between learning plans.[3]
- Learning Stream is a Java-Beans-based interface for setting up and running machine learning tests.

For the activities in this instructional exercise you will utilize ‘Adventurer’. Tap on “Wayfarer” catch in the ‘WEKA GUI Chooser’ window.

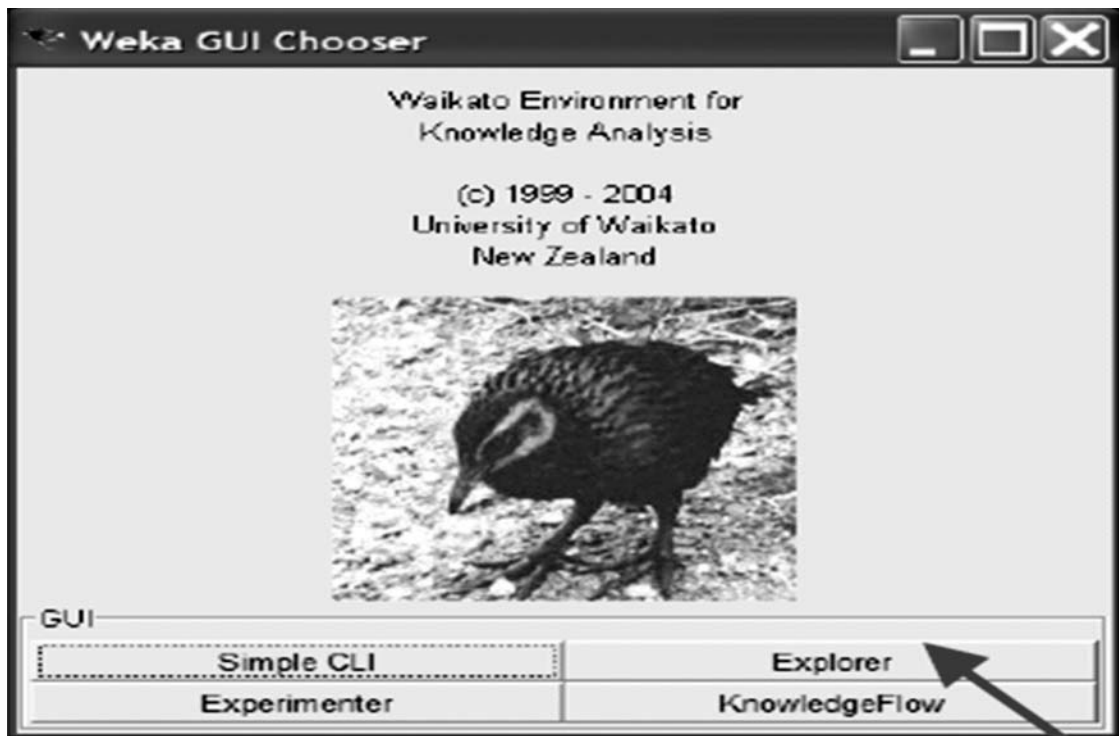


Figure 2: Weka GUI Chooser

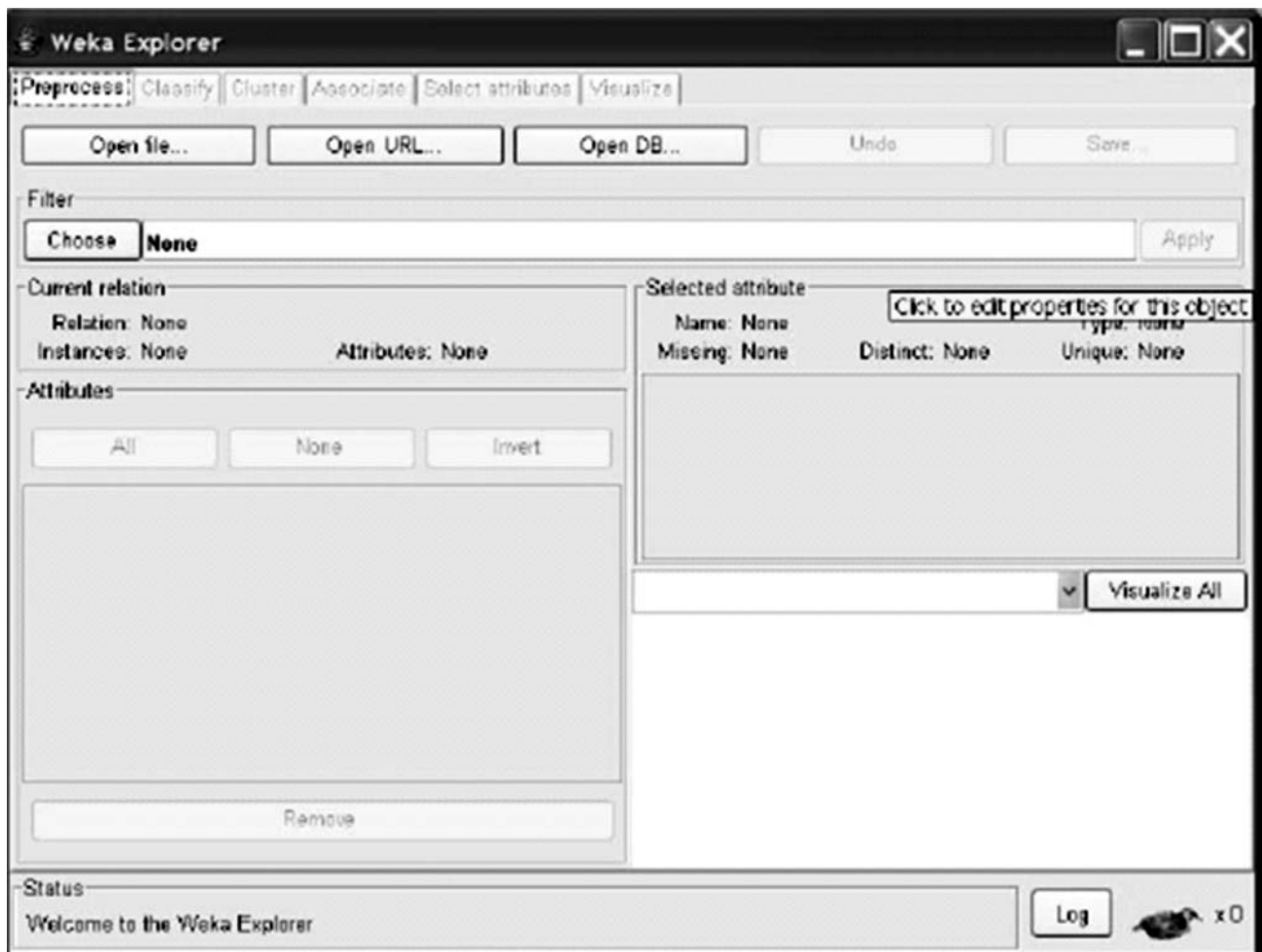


Figure 3: Weka Explorer

### 3.2. Pre-handling Information

At the exceptionally top of the window, just beneath the title bar there is a column of tabs. Just the first tab, 'Pre-process', is dynamic right now in light of the fact that there is no dataset open. The initial three Catches at the highest point of the pre-handle area empower you to load information into WEKA. Information can be imported from a document in different arrangements: ARFF, CSV, and C4.5, twofold, it can likewise be perused from a URL or from a SQL database (utilizing JDBC). The least demanding and the most widely recognized method for Getting the data into WEKA is to store it as Attribute-Relation File Format (ARFF) file. You've already been given "weather.arff" file for this exercise; therefore, you can skip Section 3.1 that will guide you through the file conversion.

### 3.3. File Conversion

We assume that all your data stored in a Microsoft Excel spreadsheet "weather.xls".

	A	B	C	D	E
1	outlook	temperatur	humidity	windy	play
2					
3	sunny	85	85	f	no
4	sunny	80	90	t	no
5	overcast	83	86	f	yes
6	rainy	70	96	f	yes
7	rainy	68	80	f	yes
8	rainy	65	70	t	no
9	overcast	64	65	t	yes
10	sunny	72	95	f	no
11	sunny	69	70	f	yes
12	rainy	75	80	f	yes
13	sunny	75	70	t	yes
14	overcast	72	90	t	yes
15	overcast	81	75	f	yes
16	rainy	71	91	t	no
17					

Figure 4: Weka Spreadsheet

WEKA anticipates that the information record will be in Characteristic Connection Document Arrange (ARFF) record. Before you apply the calculation to your information, you have to change over your information into comma-isolated document into ARFF organize (into the record with .raff expansion) [1]. To spare you information in comma-isolated organization, select the 'Spare As...' "Menu thing from Exceed expectations "Document" pull-down menu. In the following exchange box select 'CSV (Comma Delimited)' from the document sort appear menu, enter a name of the record, and snap "Spare" catch. Disregard all messages that show up by clicking 'alright'. Open this record with Microsoft Word. Your screen will resemble the screen beneath.

### 3.4. Opening document from a local record framework

It raises an exchange box permitting you to peruse for the information document on the nearby record framework and save as "wheather.arff"

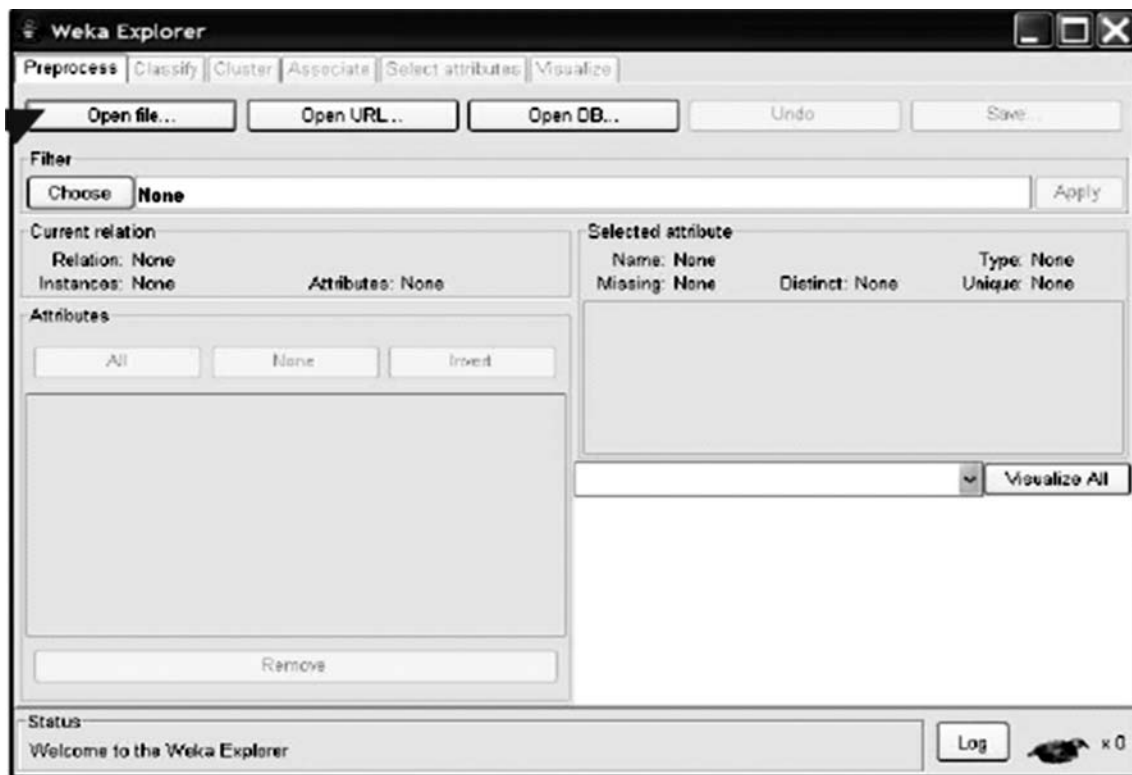


Figure 5: Opening File



Figure 6: Saving Files

A few databases can spare information in CSV design. For this situation, you can choose CSV document from the neighbourhood record framework. On the off chance that you might want to change over this document into ARFF organize, you can tap on “Spare” catch. WEKA consequently makes ARFF record from your CSV document

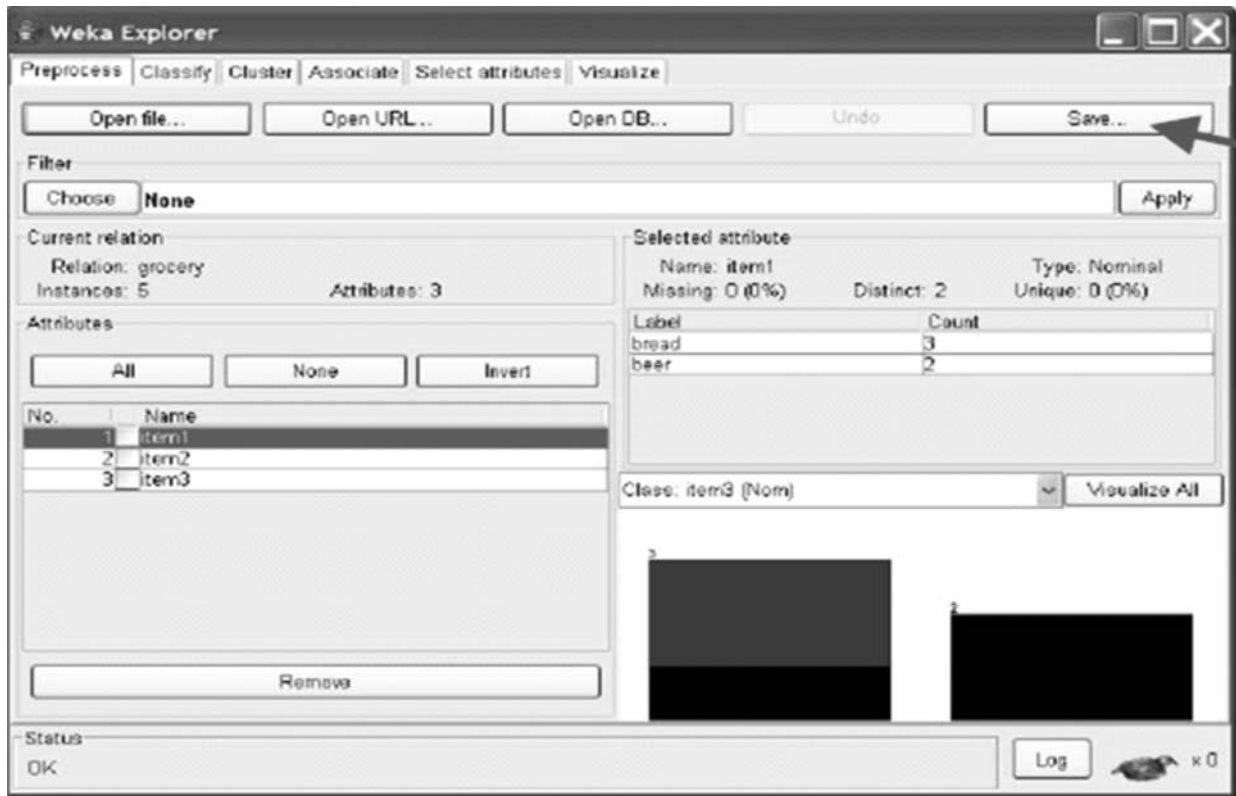


Figure 7: Generating Graph

### 3.5. Questionnaire on ecommerce challenges and solution

Q. Number of male and female

Table 1  
Male/Female

Name : Gender		Type : Nominal	
Missing : 0 (0%)		Distinct : 5	Unique : 2(1%)
No.	Label	Count	Weight
1.	Male	136	136.0
2.	Female	158	158.0
3.	Male	4	4.0
4.	Male	1	1.0
5.	Male	1	1.0

E-commerce services reach all over the country?

Table 2

Name : Do you think all the e-commerce services reached all over the country ?		Type : Nominal	
Missing : 0 (0%)		Distinct : 4	Unique : 1(0%)
No.	Label	Count	Weight
1.	B	98	98.0
2.	C	116	116.0
3.	A	85	85.0
4.	D	1	1.0



#### 4. CHALLENGES FACED BY E-COMMERCE IN INDIA

E-commerce is exceptionally imperative to Extending your nearby client compass. Additionally you might send out your items effortlessly with that assistance from claiming your ecommerce website. However to sure, you can't exactly setup your web store also sit tight to clients with would shopping without giving whatever handy administration. A standout amongst the practically paramount issues for ecommerce may be client fulfilment.[4]

E business for India need a significant number principal the long run purchasers. This implies that they bring not yet. Produced dependent upon their brain something like what will anticipate starting with e-business sites. as a result, purchasers. At times fall prey should hard offer. Yet toward the occasion when the result will be really delivered, they. Uncover regret Furthermore give back the merchandise. However purchaser regret is a worldwide problem, Universal diary of business management accessible. Anyway it may be every last one of a greater amount common done a nation in India, the place a great deal of the development hails from new purchasers. Returns would exorbitant to e-business companies, likewise opposite logistics displays interesting tests. This gets every last one of All the more mind boggling over cross fringe e-business.

#### 5. CONCLUSION

E-Commerce dominance has been on the increase and the worldwide growth has been phenomenal. While may be impossible to completely eliminate brick and mortar business, the reality is that E-Commerce is the future of commerce globally and developing nations been part of a world that has been reduced to a global village have no option than to flow in the direction of the tide or they will be left behind. It is also imperative the consumers who are the end users of the E-Commerce products are continually encouraged so as to ensure attitudinal changes so that they can become more disposed to using these products and platforms. The developing nations are not immune from the fact that E-commerce rightly rides on a technology that causes boundaries of nations to collapse, a platform that has made distance no much of an issue in trade and commerce. It is high time that the developing nations embraced this phenomenon holistically.

#### 6. REFERENCES

1. Turban, E., Lee, J., King, D., & Chung, H.M. (2000). *Electronic commerce: A managerial perspective*. New Jersey: Prentice Hall.
2. UNCTAD (2001) *E-commerce and Development Report*.  
Vadapalli A. & Ramamurthy K., (1998) '*Business use of the internet: An analytical framework and explanatory study of International Electronics Commerce*', 2: 71-94.
3. Weisman J. (2000) '*the making of E-Commerce: 10 Key Moment Part II*'. [Online]. Available at: <http://www.ecommercetimes.com/story/4097.html> (Accessed 30 March 2013).
4. Weisman J. (2000) '*The making of E-Commerce: 10 Key Moments*'. [Online]. Available at: [www.ecommercetimes.com/story/4085.html](http://www.ecommercetimes.com/story/4085.html). (Accessed 30 March 2013).
5. Security in Wireless Sensor Networks: Key Management Module in EECBKM"Presented in International Conference on World Congress on Computing and Communication Technologies on Feb 27- & 28 and 1st march 2014, on St. Joseph college, Trichy