International Journal of Academic Research and Development
ISSN: 2455-4197
Impact Factor: RJIF 5.22
www.academicsjournal.com
Volume 2; Issue 6; November 2017; Page No. 139-143

E-commerce analysis for reliance products in Madhya Pradesh

[1] Bhanu Sahu, [2] Deepti Maheshwari, [3] Neeraj Sahu
[1] Commerce, Bhopal, Madhya Pradesh India
[2] Dean of Commerce and Research Co-ordinator, AISECT, Bhopal, Madhya Pradesh India
[3] MCA, MANIT, Bhopal, Madhya Pradesh India

Abstract
This paper presents E-commerce analysis for reliance products Madhya Pradesh. We evaluate Division and district wise accuracy of transactions and business growth percentages. Generally we take four divisions Indore, Bhopal, Jabalpur and Gwalior. Each division we select four districts. We take districts in Indore Alirajpur, Dhar, Barwani, Khandwa. In Bhopal Raisen, Rajgarh, Sehore, Vidisha. In Jabalpur Katni, Seoni Mandla, Balaghat. In Gwalior Datia, Guna, Shivpuri, Ashoknagar. We used three different types of data sets Bag of Words, Twenty News Group data sets, Legal Case Reports Datasets in the Experiments. For experimental results analysis evaluated using the analytical MATLAB 7.14 software is used. The experimental results show the proposed approach best performs.

Keywords: e-commerce, reliance products, accuracy of transactions and business growth percentages, business to business

Introduction

There are three types of E-commerce based on: Business to Business to Business (B to B), Business to Consumer (B to C), and Consumer to Consumer (C to C) Show in Figure 1.

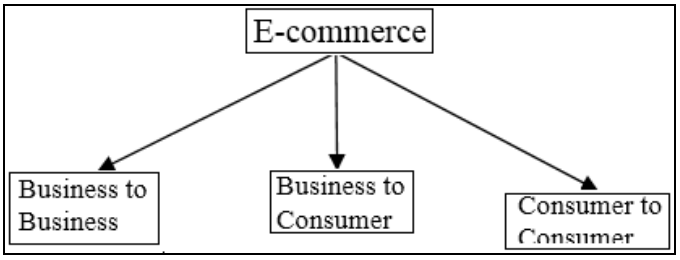

Fig 1: Types of E- e-commerce

Coulter, K. S., & Roggeveen, A. has gave Deal or no deal? How number of buyers, purchase limit, and time to expiration impact purchase decisions on group buying websites [6]. Brinkmann, J., & Voeth, M. has gave An analysis of buying center decisions through the sales force. [2], T., Sun, L., Zhu, C., & Sohal, A. S. has gave Customer orientation for decreasing timeto-market of new products: IT implementation as a complementary asset [8].

Cheng, H.-H., & Huang, S.-W. has gave Exploring antecedents and consequences of online group buying intention: An extended perspective on theory of planned behaviour [4].

Cheng, H.-H., & Huang, S.-W. has gave Exploring antecedents and consequences of online group-buying intention: An extended perspective on theory of planned behaviour [5].

Benson-Rea, M., Brodie, R. J., & Sima, H. has gave the plurality of co-existing business models: Investigating the complexity of value drivers [1], Shiau, W.-L., & Luo, M. M. has gave Factors affecting online group buying intention and satisfaction: A social exchange theory perspective [12].

Cowles, D. L., Kiecker, P., & Little, M. W. has gave Using key informant insights as a foundation for e-retailing theory development [7], Brown, B. P., Zablah, A. R., Bellenger, D. N., & Donthu, N. has gave What factors influence buying center brand sensitivity [3].

Geiger, S., & Turley, D. has gave Socializing behaviors in business-to-business selling: An exploratory study from the Republic of Ireland [9], Sharma, A., & Mehrotra, A. has gave Choosing an optimal channel mix in multichannel environments [10].

Shenton, A. K. has gave Strategies for ensuring trustworthiness in qualitative research projects [11], Friedkin, N. E. has gave Norm formation in social influence networks [20].

Zhou, K. Z. has gave Innovation, imitation, and new product performance: The case of China [13], Friedkin, N.E. has gave Structural bases of interpersonal influence in groups: Alongitudinal case study [19].

Zott, C., & Amit, R. has gave The fit between product market strategy and business model: Implications for firm performance [14].

Bled, Slovenia. Ong, C.E., Sarkar, P., Chan, C., has gave The role of redress in B2C e-business: an exploratory study of consumer perceptions [15], Flynn, L.R., Goldsmith, R.E., & Eastman, J.K. has gave Opinion leaders and opinion seekers: Two new measurement scales [18].

Bled, Slovenia. Ong, C.E has gave The Role of Redress in Consumer Online Purchasing [16]. Ong, C.E., Chan, C., has gave How complaint handling procedures influence consumer decisions to shop online [17].

Calculation for accuracy of transactions and business growth percentages

In this paper we used three datasets Bag of Words datasets, 20-news group datasets, Legal Case Reports, for experimental results and performance evaluation. We take Business to Consumer (B to C) with e- payment system are used for accuracy percentages and business growth percentages.

Generally we calculate accuracy of transactions and business growth percentages for four divisions Indore, Bhopal, Jabalpur and Gwalior. Each division we select districts.

We take districts: In Indore Alirajpur, Dhar, Barwani, Khandwa, In Bhopal Raisen, Rajgarh, Sehore, Vidisha., In Jabalpur Katni, Seoni Mandla, Balaghat, In Gwalior Datia, Guna, Shivpuri, Ashoknagar.

The e-payment with districts are used for accuracy of transactions and business growth percentages with different districts from division Indore Alirajpur, Dhar, Barwani, Khandwa.

Table 1 shows accuracy of transactions percentages of e-payment for Indore division with Bag of Words data sets.

Table 2 shows business growth percentages of e- payment for Indore division with Bag of Words data sets.

Table 1: Bag of words datasets for accuracy % for Indore division

Number of reliance products	Indore	Alirajpur	Dhar	Barwani,	Khandwa.
5	67	63	64	65	68
10	61	62	63	64	67
20	60	61	62	63	66
35	62	63	64	65	68
50	63	64	65	66	69
65	61	62	63	64	67
80	62	63	64	65	68
100	61	62	63	64	67

Table 2: Bag of words datasets for business growth percentages % for Indore division

Number of reliance products	Indore	Alirajpur	Dhar	Barwani,	Khandwa.
5	72	73	74	75	78
10	71	72	73	74	77
20	70	71	72	73	76
35	72	73	74	75	78
50	73	74	75	76	79
65	71	72	73	74	77
80	72	73	74	75	78
100	71	72	73	74	77

Table 3 shows accuracy of transactions percentages of e-payment for Indore division with 20-news group datasets.

Table 4 shows business growth percentages of e- payment for Indore division with 20-news group datasets.

Table 5 shows accuracy of transactions percentages of e-payment for Indore division with Legal Case Reports datasets.

Table 6 shows business growth percentages of e- payment for Indore division with Legal Case Reports datasets.

Table 3: Bag of words datasets for accuracy % for Indore division

Number of reliance products	Indore	Alirajpur	Dhar	Barwani,	Khandwa.
5	62	63	64	68	63
10	64	67	63	64	68
20	61	61	62	63	66
35	62	63	64	65	68
50	61	67	65	64	69
65	61	62	63	64	67
80	67	63	64	65	68
100	61	62	63	64	64

Table 4: Bag of words datasets for business growth percentages % for Indore division

Number of reliance products	Indore	Alirajpur	Dhar	Barwani,	Khandwa.
5	73	77	75	72	72
10	71	75	75	74	77
20	70	71	72	73	62
35	73	73	74	72	78
50	73	76	75	76	69
65	71	72	75	72	77
80	72	73	74	75	68
100	77	72	73	74	77

Table 5: Bag of words datasets for accuracy % for Indore division

Number of reliance products	Indore	Alirajpur	Dhar	Barwani,	Khandwa.
5	62	64	68	62	62
10	61	62	63	64	67
20	60	61	62	63	66
35	63	68	64	65	62
50	63	64	65	62	69
65	61	68	63	64	67
80	62	63	64	65	62
100	65	62	63	64	67

Table 6: Bag of words datasets for business growth percentages % for Indore division

Number of reliance products	Indore	Alirajpur	Dhar	Barwani,	Khandwa.
5	74	75	70	73	73
10	71	72	73	74	77
20	75	71	72	73	73
35	72	70	72	73	78
50	73	74	75	73	79
65	75	72	73	74	73
80	72	70	74	75	78
100	71	72	73	74	77

Methodology

In E-payment different methods Business to Consumer (B to C) are used. These methods E-payment are:

A. Business to Consumer

Transactions between B2C and integrated business model. It applies to any commercial organizations sells their products or services to consumers over the Internet. These sites display the products in the catalog electronically and stored in a database. It includes B2C also form networks and services, travel and health.

B. Accuracy Percentages

Business to Consumer for E-payment accuracy indicator is the accuracy value which is defined by:

$$\sum_i \frac{(\alpha_t - \alpha_i)}{\alpha_i T_i}$$

Where α can be computational, network or storage unit of the service and T_i is service time T for user i.

C. Business growth percentages

E-payment business growth percentages using Business to Consumer as a computing model, not a technology. Sustainable growth rates.

SGR = (pm*(1-d)*(1+L)) / (T-(pm*(1-d)*(1+L)

- pm is the existing and target profit margin
- d is the target dividend payout ratio
- L is the target total debt to equity ratio
- T is the ratio of total assets to sales

Experimental Results

In this experiment we used three datasets Bag of Words datasets, 20-news group datasets, Legal Case Reports, for experimental results and performance evaluation.

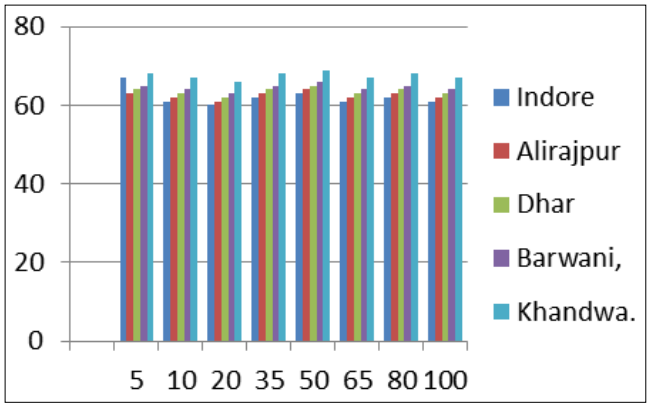

Fig 2: Accuracy of transactions percentages of e-payment for Indore division with bag of words data sets.

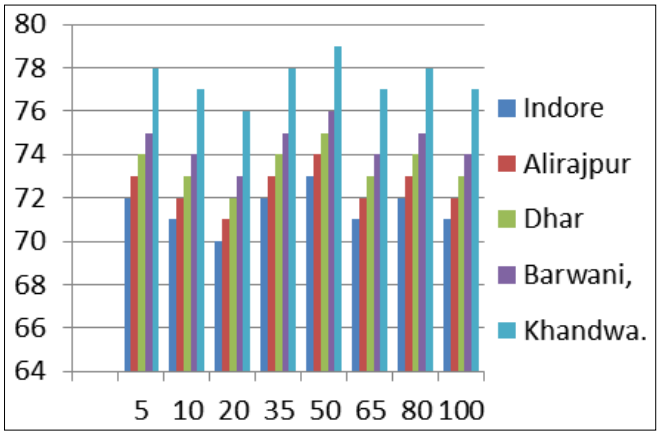

Fig 3: Business growth percentages of e- payment for Indore division with bag of words data sets.

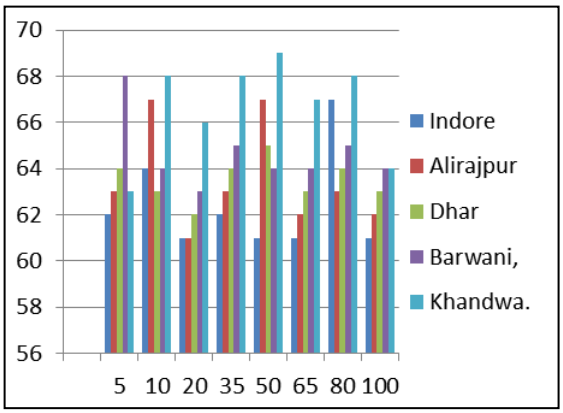

Fig 4: accuracy of transactions percentages of e- payment for Indore division with 20-news group datasets.

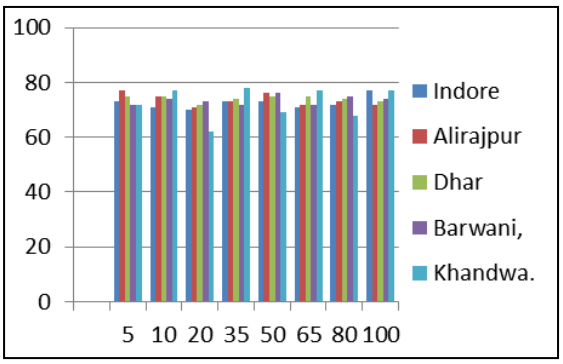

Fig 5: business growth percentages of e- payment for Indore division with 20-news group datasets.

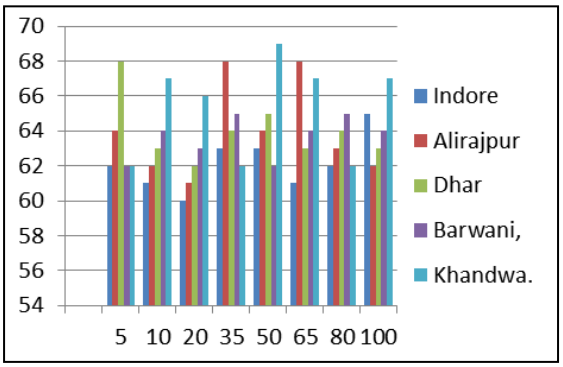

Fig 6: accuracy of transactions percentages of e- payment for Indore division with Legal Case Reports datasets.

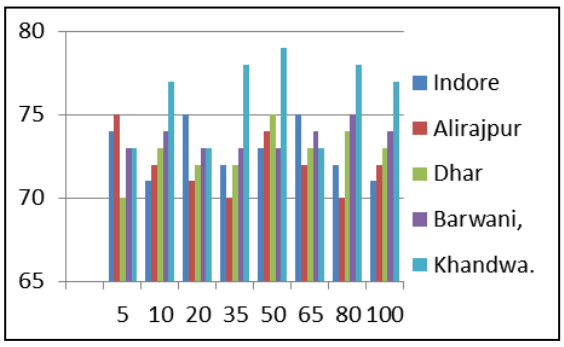

Fig 7: business growth percentages of e- payment for Indore division with Legal Case Reports datasets.

In Figure 2 describe accuracy of transactions percentages of e-payment for Indore division with Bag of Words data sets.
In Figure 3 describe business growth percentages of e-payment for Indore division with Bag of Words data sets.
In Figure 4 describe accuracy of transactions percentages of e-payment for Indore division with 20-news group datasets.
In Figure 5 describe business growth percentages of e-payment for Indore division with 20-news group datasets.
In Figure 6 describe accuracy of transactions percentages of e-payment for Indore division with Legal Case Reports datasets.
In Figure 7 describe business growth percentages of e-payment for Indore division with Legal Case Reports datasets.

Conclusions

This paper analyzed accuracy percentages and business growth for Business to Consumer (B to C) of e- payment system are better. The experimental results of business growth percentages of e- payment are most efficient and accurate outcomes. By this analysis we can easily understand the various conditions and responsible for business growth used by the consumer. This analysis also shows that this method works efficiently, for large text data.

Acknowledgment

We are motivated for this module with current market e-commerce systems.

References

1. Benson-Rea M, Brodie RJ, Sima H. The plurality of co-existing business models: Investigating the complexity of value drivers. Industrial Marketing Management. 2013; 42(5):717-729.
2. Brinkmann J, Voeth M. An analysis of buying center decisions through the sales force. Industrial Marketing Management. 2007; 36(7):998-1009.
3. Brown BP, Zablah AR, Bellenger DN, Donthu N. What factors influence buying center brand sensitivity? Industrial Marketing Management. 2012; 41(3):508-520.
4. Cheng HH, Huang SW. Exploring antecedents and consequences of online group buying intention: An extended perspective on theory of planned behavior. International Journal of Information Management. 2013a; 33(1):185-198.
5. Cheng HH, Huang SW. Exploring antecedents and consequences of online group-buying intention: An extended perspective on theory of planned behavior. International Journal of Information Management. 2013b; 33(1):185-198.
6. Coulter KS, Roggeveen A. Deal or no deal? How number of buyers, purchase limit, and time to expiration impact purchase decisions on group buying websites. Journal of Research in Interactive Marketing. 2012; 6(2):78-95.
7. Cowles DL, Kiecker P, Little MW. Using key informant insights as a foundation for e-retailing theory development. Journal of Business Research. 2002; 55(8):629-636.
8. Sun T, Zhu L, Sohal AS. Customer orientation for decreasing timeto-market of new products: IT implementation as a complementary asset. Industrial Marketing Management. 2012; 41(6):929-939.

9. Geiger S, Turley D. Socializing behaviors in business-to-business selling: An exploratory study from the Republic of Ireland. Industrial Marketing Management. 2005; 34(3):263-273.
10. Sharma A, Mehrotra A. Choosing an optimal channel mix in multichannel environments. Industrial Marketing Management. 2007; 36(1):21-28.
11. Shenton AK. Strategies for ensuring trustworthiness in qualitative research projects. Education for Information. 2004; 22:63-75.
12. Shiau WL, Luo MM. Factors affecting online group buying intention and satisfaction: A social exchange theory perspective. Computers in Human Behavior. 2012; 28(6):2431-2444.
13. Zhou KZ. Innovation, imitation, and new product performance: The case of China. Industrial Marketing Management. 2006; 35(3):394-402.
14. Zott C, Amit R. The fit between product market strategy and business model: Implications for firm performance. Strategic Management Journal. 2006; 29(1):1-26.
15. Bled Slovenia, Ong CE, Sarkar P, Chan C. The role of redress in B2C e-business: an exploratory study of consumer perceptions. In: Proceedings of the 24th Bled eConference eFuture. 2011, 12-15.
16. Bled Slovenia, Ong CE. The Role of Redress in Consumer Online Purchasing. School of Business IT and Logistics, RMIT University, Melbourne, Australia, Unpublished doctoral thesis, 2013.
17. Ong CE, Chan C. How complaint handling procedures influence consumer decisions to shoponline? In: Proceedings ofthe 27th Bled Conference. 2014, 21-35.
18. Flynn LR, Goldsmith RE, Eastman JK. Opinion leaders and opinionseekers: Two new measurement scales. Journal of the Academy of Marketing Science. 1996; 24(2):137-147.
19. Friedkin NE. Structural bases of inter personal in fluenceingroups: Alongitudinal case study. American Sociological Review. 1993; 58(6):861-872.
20. Friedkin NE. Norm formation in social influence networks. Social Networks. 2001; 23(3):167-189.
21. Gentina E, Bonsu SK, 2013.