Online Shopping Adoption Factors in Kuwait Market based on Data Mining Rough Set Approach

Volume 180
Number 32
Year of Publication: 2018

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Abstract

This study applied data mining process to provide an insight about factors which led to the adoption of online shopping in medium and Large-sized shopping centers (MLShCs) in Kuwait. This research is focused on proposing the high quality environmental factors which affect the success of online shopping among (MLShCs) in Kuwait and ignoring the low impact factors that may cost a lot of money. It also researches the behavior of the customers and their desire to buy directly from the physical store, the online shopping website, or both. This was achieved by distributing a questionnaire, collecting the data in dataset, cleaning the data, minimizing the dimension of the dataset vertically by applying the rough set feature selection technique, and building a classification model. The result of the previous process is the key to examine the success of online shopping in MLShCs. This study could work as the decision maker for those new investors in Kuwait who are thinking of establishing new shopping business and advise them to go for physical store, online shopping website, or both. It also advises current online shopping business to improve their infrastructure, website’s design and availability, and security issues. The proposed approach performs effectively and generates interested results.
References

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Index Terms

Computer Science Information Sciences

Keywords

E-commerce, Data Mining, feature selection, classifiers.