

## Mobile Commerce Generate Big Data Issue and Challenges

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### Abstract

Today's Mobile Commerce grows up and expands business day by day. In these days companies, business at peak point with Mobile Commerce .More people like sale and Purchase product with mobile device anytime, anywhere. Large data generate at mobile by mobile internet network .It's known as a Big Data. Big data store and process capacity not available on mobile devices. This data process across cloud computing .The purpose of this mobile commerce generate large data .That data generate more issue and challenges.

**Keywords: - M- Commerce, cloud computing, Big Data**

### Introduction

In these days people have no time to purchase products from the marketplace .All Advance people want to save time in a busy life .Mostly people like online shopping with smart phone(mobile device) any time 24 hours and 7 days in a week. 4G Mobile network very fast access and process data at mobile network. In a one second 12 Mega bytes data process and access. Due to high speed, large data set generate in a one hour. To process and store big data need more memory in a mobile device. But mobile phones have not a sufficient memory, according to Big Data process requirement. We have a big problem how to process large data set and more other challenges create at technology Era.

M-Commerce is an extension of E-Commerce in which transactions for the sale and purchase of goods and services are carried out using wireless portable devices such as mobile phones. Various on-line transactions are carried out via mobile phones, mobile applications, and the internet. Anytime Anywhere internet transactions were launched by ECommerce, while Anytime Anywhere online transactions were founded by MCommerce. M-mobility,

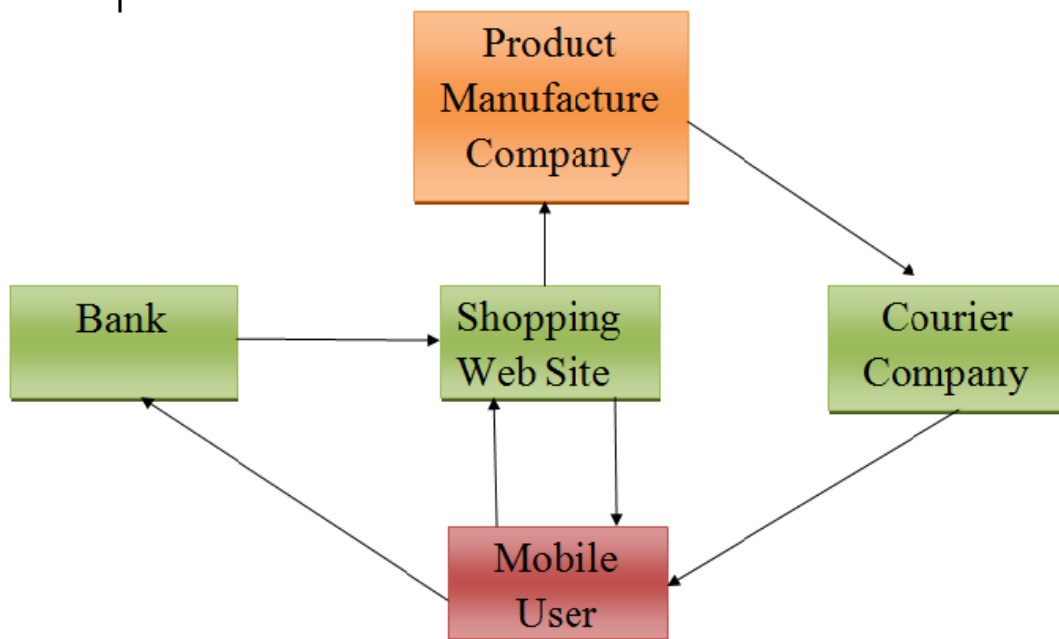
Commerce's ubiquity, flexibility, reachability, and features have increased the number of mobile users and subscribers in India.

Consumer preference for smartphones, as well as the emergence of low-cost and readily available local vendors, are fueling this expansion. M-Commerce is benefiting from changes in customer behaviour and technological advancements. Apart from the traditional retail system, numerous online businesses are in the early stages of development, such as taxi booking, real estate, healthcare, and food shopping. Amazon, Flipkart, Jabong, Snapdeal, and Paytm are just a few of the many e-commerce giants that have already launched their mobile platforms.

### **Mobile Commerce**

The term m-commerce refers to commerce with wireless mobile devices. It can provide ability shopping online with internet facility. M-Commerce portability with smart phone.

Where many types shopping ability available every time 24\*7days, everywhere. [1] Multinational companies' trading via mobile network. Mobile device network with trade very easy and efficient .Because handheld device easily carries in the pocket and with Travel. In 2000, Japan's NTT DocMo best service provide to customer with big network. [2] Mobile digital business regularly grows day by day; it becomes the biggest industry in the global level in this era. Millions of mobile users use mobile apps every day. Mobile applications approximate 190 billion collect revenues through internet applications shops by 2020. [3]



## Big Data

Big Data increase Exabyte's to Zettabytes present database system difficult to manage, store and visualize. It is a new challenge for current software tools and hardware how can process it [4] Main Challenges space for storing, searching, sharing, visualizing and analyzing data.

As an example face book? Creates 40 billion photos by users in a one hour. At wall mart one million client transactions per hour saved information as a calculate 2.5 pet bytes data generate in one hour. [5] In a world record over Thirty Eight thousand users searching anything on Google search engine per second and parallel 2 billion users send email per second, 144 billion emails sending in a one day. [6] There would be mostly increase of electronic data to 35 trillion gigabytes in 2020. So generate huge data have a need to manage a great amount of system space. [7]

Ecommerce organisations now use analytics as "tools of the trade" in the era of Big Data analytics. According to a Deloitte poll, 60 percent of consumers are turning online more frequently to look for and buy products and services. The tools, performance, and content of a website are all important factors in purchasing decisions. Effective ecommerce analytics software systems are essential to influence the richness of data from visitor journey and

internet traffic to product purchase. The following are four examples of analytics software that are often used for data analysis.

### Issue & Challenges

#### 1. Network Traffic

The mobile network is wireless network expands in last two decades. It becomes revolution with 2G network in 1991. Mobile user also increases along with new technology network. Every year network traffic increase and data transfer speed slowly attached a large number of mobile users attach every day in the world. Due to every year need to new technology fast network. Below Table 1 shows that mobile network and increase speed every year required by billion users. According to Google 390.9 million mobile internet users in India 2018.

Mobile Network	Speed	Establish Year
2G	1Mbps	1991
3G	21 Mbps	2000
4G	300Mbps	2009
5G	10Gbps	2019
6G	11Gbps	Coming soon

#### 2. Data Management

Mobile commerce number of mobile users communicate each other thousands bits data produce every day. Data management is a big issue. Big data store or process, not possible with traditional database. [8]

#### 3. Security

The security issue is major issue in mobile commerce. Because in Mobile commerce all sale –purchase trade online with internet .Along with payment direct transact to seller account, online payment system. Customer credit card, debit card related all

information fill, online payment systems. Some time misuses anyway customer bank account. Due to this reason lack of information related customer account. [9]

#### 4. Privacy

Electronic economy is a trouble of personal privacy. Every man can know about another person. Who is where? , you can find the location any person through mobile device with internet facility. Mostly experts and directors avoid use of Face book or other Social sites. The technology of Mobile device generates more challenges regarding personal privacy. [10]

#### Cloud Computing

The word “Cloud Computing” was first introduced in April 2007. Cloud Computing is a consist of two words “Computing” and “software”. Cloud Computing give a new direction internet world .In this more computer interconnected with internet. One application runs on internet across multiple computers with a network. [11]

#### Conclusion

In this paper we see that Big Data generate by Mobile Commerce a big problem to store and process. Cloud Computing is a one solution of this problem. We can process Big Data through Cloud Computing. Because Cloud computing is a combination of cloud software, where more computer interconnected with each other. There Big Data processing with efficient way of mobile network.

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