

## References

- Bouckaert, Remco R., Eibe Frank, Mark A. Hall, et al.  
2010 WEKA's Experiences with a Java Open-Source Project. *Journal of Machine Learning Research* 11(Sep): 2533–2541.
- Chandra, Ashok Kumar, and Devendra Kumar Sinha  
2013 Factors Affecting the Online Shopping Behaviour: A Study with Reference to Bhilai Durg. *International Journal of Advanced Research in Management and Social Sciences* 2(5): 160–177.
- Dodsworth, Eva, and Andrew Nicholson  
2012 Academic Uses of Google Earth and Google Maps in a Library Setting. *Information Technology and Libraries (Online)* 31(2): 102.
- Einav, Liran, Jonathan Levin, Igor Popov, and Neel Sundaresan  
2014 Growth, Adoption, and Use of Mobile E-Commerce. *American Economic Review* 104(5): 489–494.
- Hall, Mark, Eibe Frank, Geoffrey Holmes, et al.  
2009 The WEKA Data Mining Software: An Update. *ACM SIGKDD Explorations Newsletter* 11(1): 10–18.
- Jha, Aditya Nath, and Rahul Chourasia  
N.d. Location Based Services in Android with Google Maps Integration.  
[http://www.academia.edu/download/35703258/Location\\_Based\\_Services\\_in\\_Android\\_pdf](http://www.academia.edu/download/35703258/Location_Based_Services_in_Android_pdf), accessed September 3, 2016.
- Katawetawaraks, Chayapa, and Lu Wang Cheng  
2011 Online Shopper Behavior: Influences of Online Shopping Decision. *Asian Journal of Business Research* 1(2). [http://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=2345198](http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2345198), accessed September 16, 2016.

- Moertini, Veronica S.  
2012 E-Commerce Mobile Marketing Model Resolving Users Acceptance Criteria. *International Journal of Managing Information Technology* 4(4): 23–40.
- Queirós, Ricardo  
2014 JSON on Mobile: Is There an Efficient Parser? *In* Symposium on Languages, Applications and Technologies (SLATE), 3rd Pp. 93–100. Schloss Dagstuhl–Leibniz-Zentrum fuer Informatik. <https://recipp.ipp.pt/handle/10400.22/5109>, accessed September 16, 2016.
- Singhal, Manav, and Anupam Shukla  
2012 Implementation of Location Based Services in Android Using GPS and Web Services. *IJCSI International Journal of Computer Science Issues* 9(1): 237–242.
- Steinfield, Charles  
2004 The Development of Location Based Services in Mobile Commerce. *In* E-Life after the Dot Com Bust Pp. 177–197. Springer.  
[http://link.springer.com/chapter/10.1007/978-3-662-11659-3\\_10](http://link.springer.com/chapter/10.1007/978-3-662-11659-3_10), accessed September 3, 2016.
- Telecommunications Regulatory Commission-Stats  
N.d. <http://www.trc.gov.lk/2014-05-13-03-56-46/statistics.html>.
- Thu, Ei Ei, and Than Nwe Aung  
2016 Developing Mobile Application Framework by Using RESTful Web Service with JSON Parser. *In* Genetic and Evolutionary Computing. Thi Thi Zin, Jerry Chun-Wei Lin, Jeng-Shyang Pan, Pyke Tin, and Mitsuhiro Yokota, eds. Pp. 177–184. Cham: Springer International Publishing. [http://link.springer.com/10.1007/978-3-319-23207-2\\_18](http://link.springer.com/10.1007/978-3-319-23207-2_18), accessed September 16, 2016.
- ANALYSIS - Country Overview Sri Lanka  
N.d.

# Appendix A

## Interfaces of the Location based selling platform

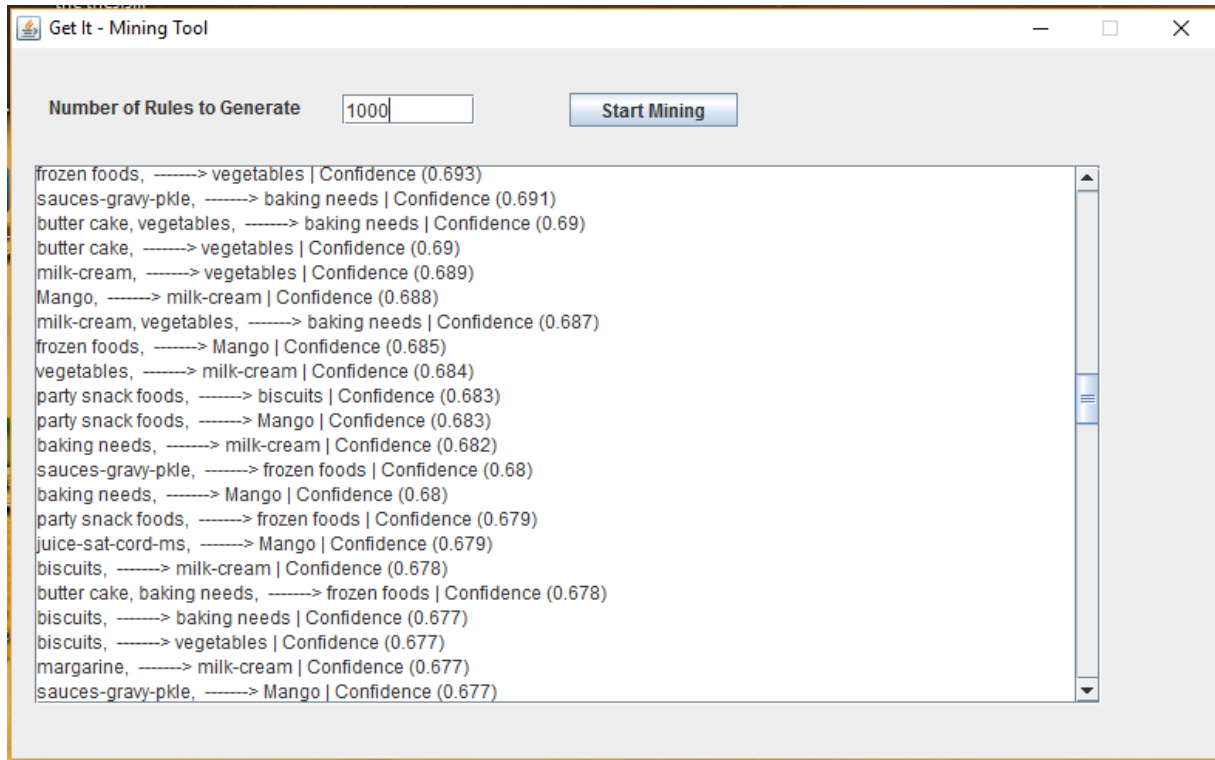


Figure 17 Screen shot of mining tool

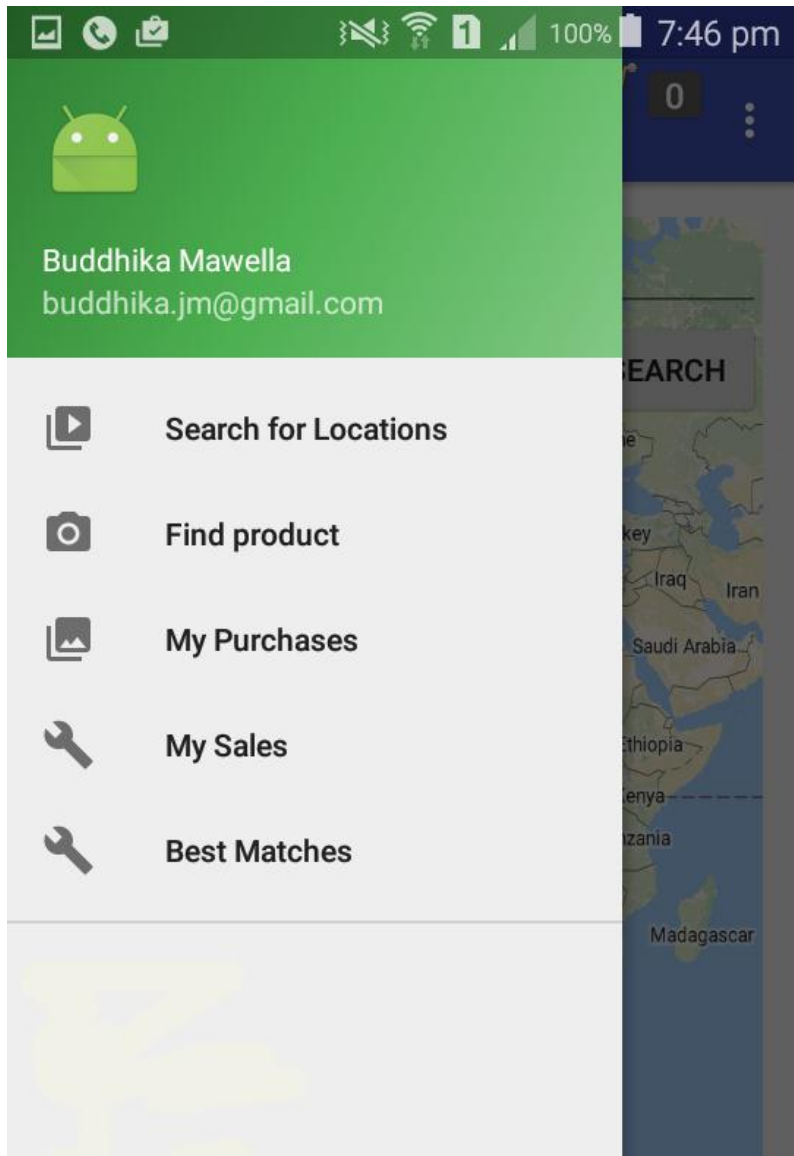


Figure 18 Main navigation menu of the mobile application.

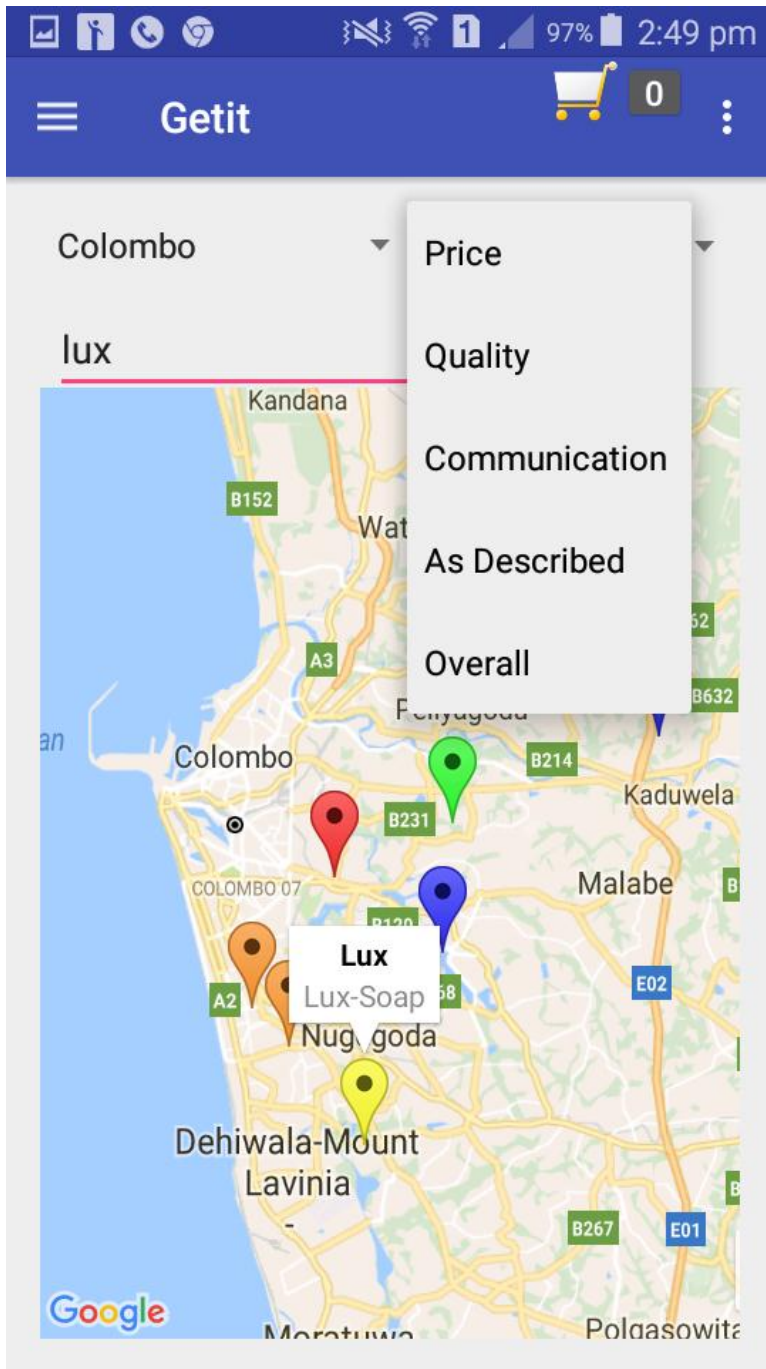


Figure 19 Location searching window of the mobile application

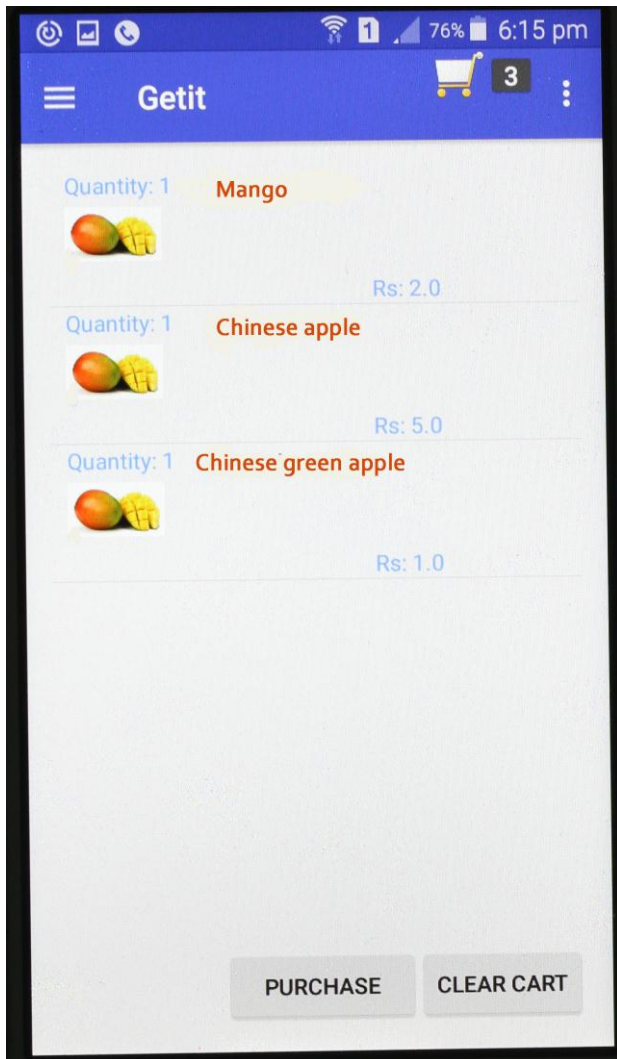


Figure 20 Shopping cart

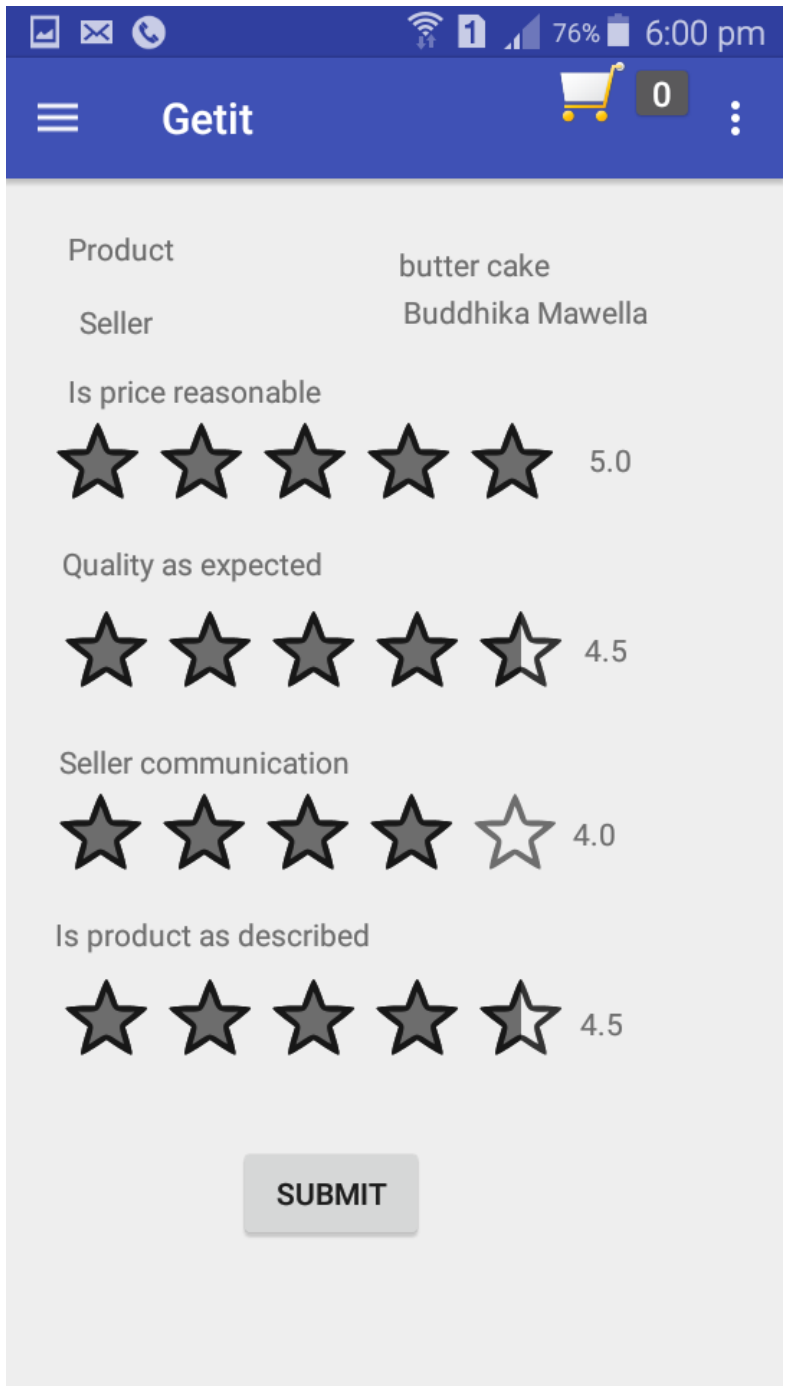


Figure 21 Seller ranking page.

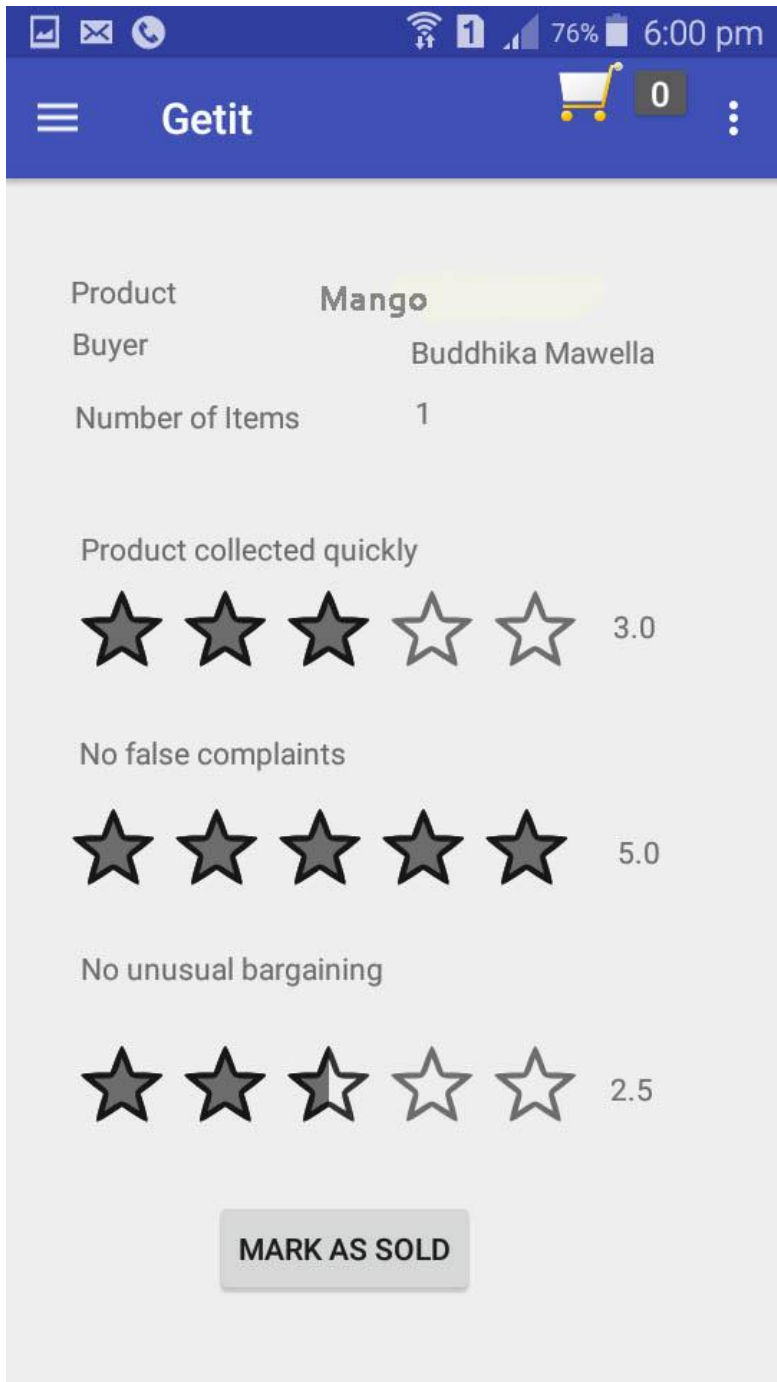


Figure 22 Buyer ranking page.



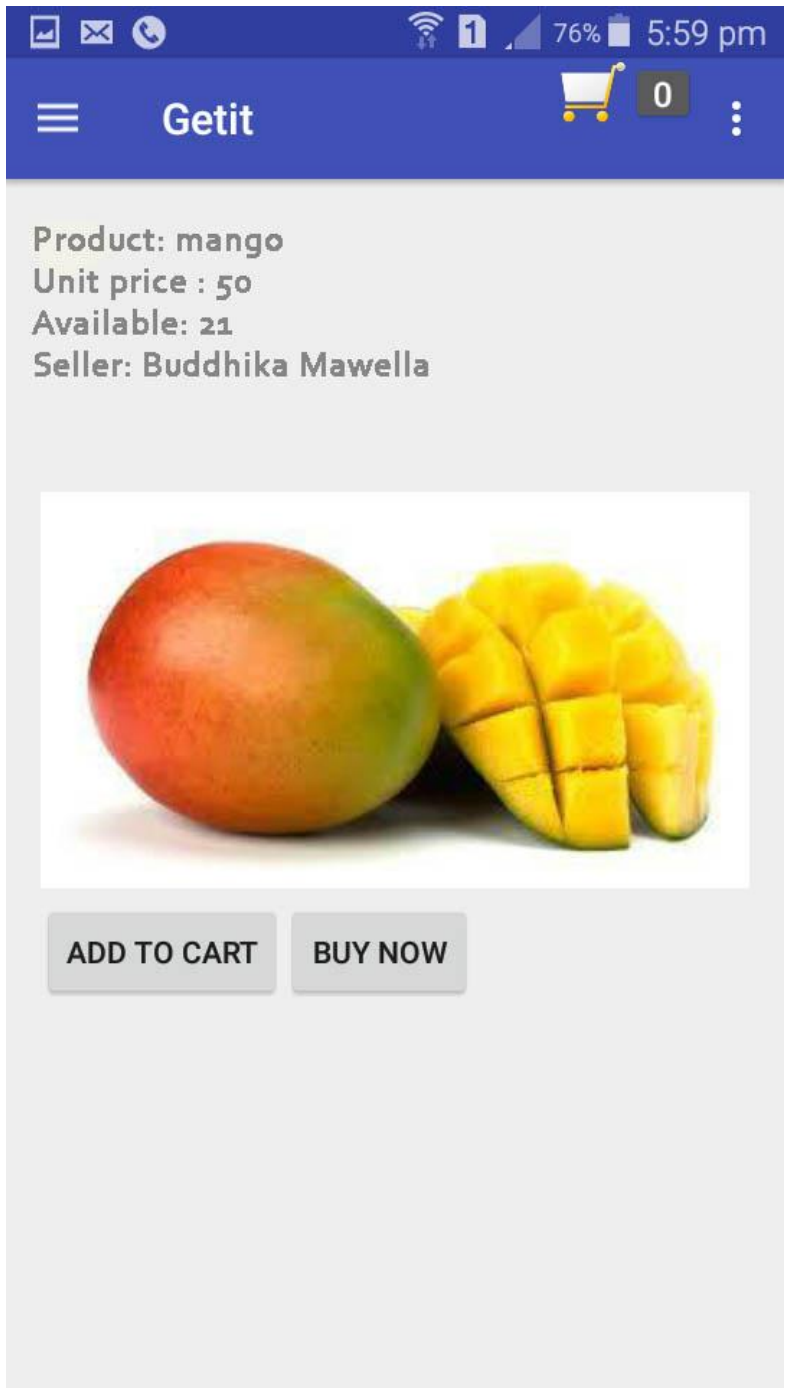


Figure 23 Product page

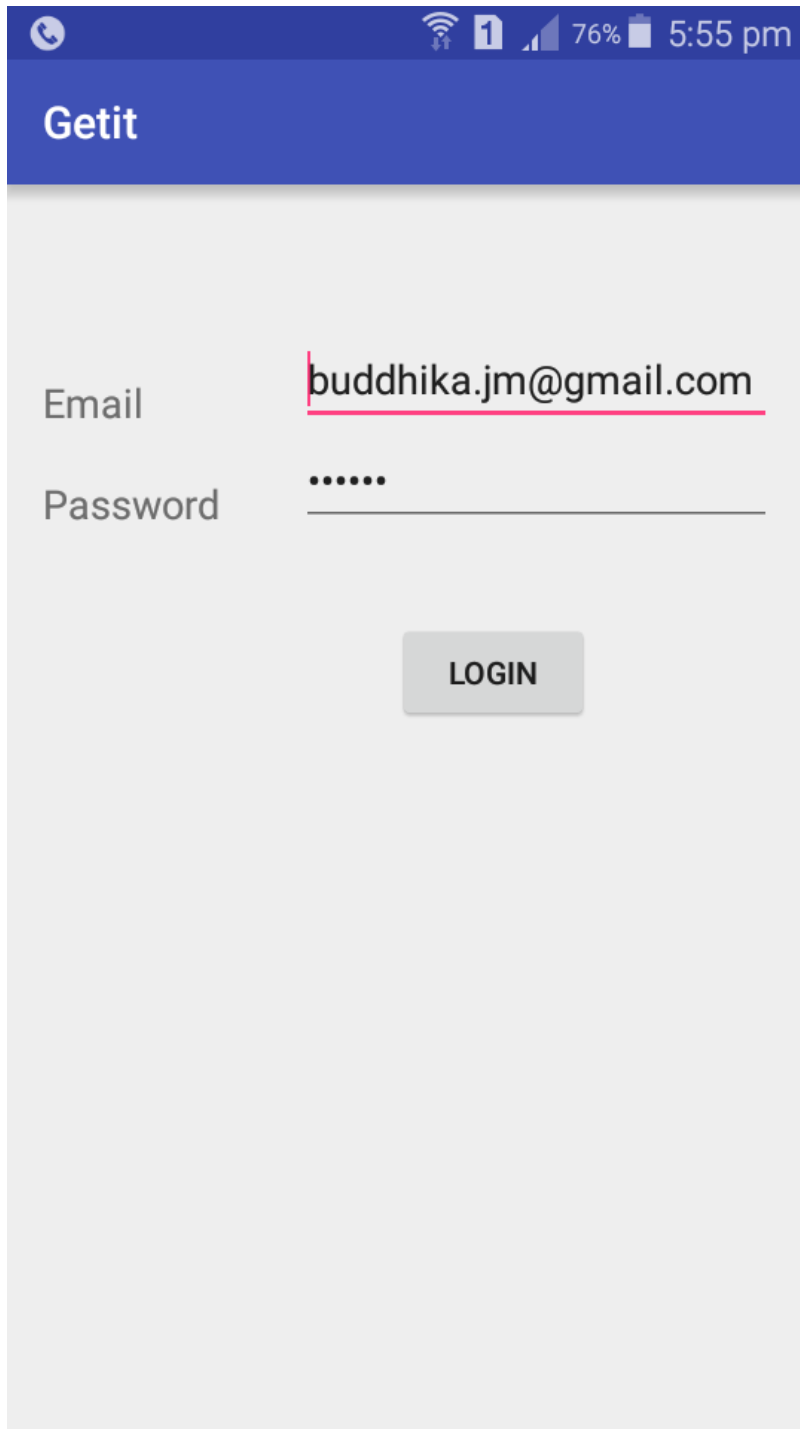


Figure 24 Login page.

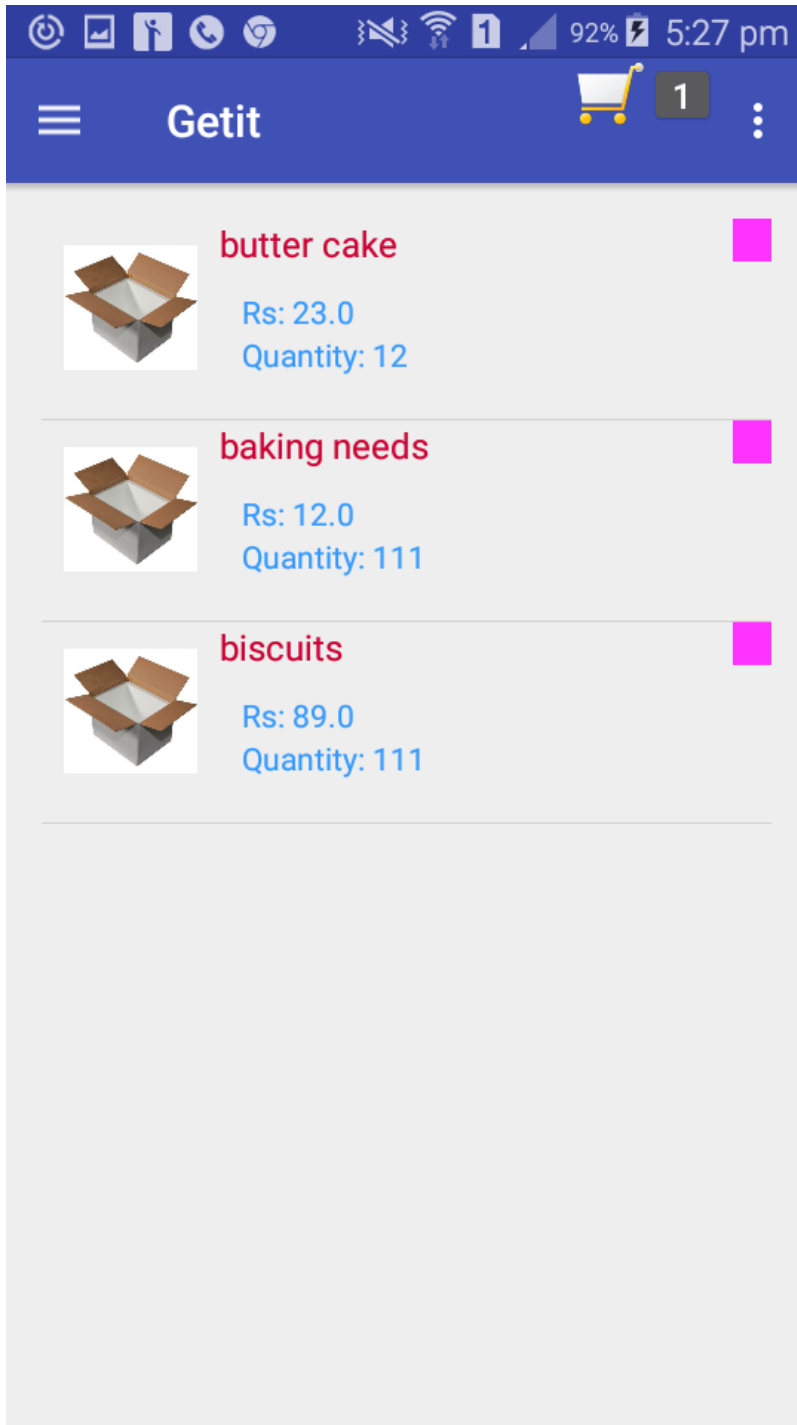


Figure 25 Product suggestions page

## Appendix B

### Testing and Evaluation with Test data

Sample Test cases for Black box Testing

Test no	Test Data	Expected Results	Actual Results	Conclusion
1	Logged with incorrect user name	Operation must be aborted	Message – Invalid Credentials	Achieved
2	Logging with incorrect password	Operation must be aborted	Message – Invalid Credentials	Achieved
3	Logging with incorrect user name and password	Operation must be aborted	Message – Invalid Credentials	Achieved
4	Login by providing empty user name and password.	Operation must be aborted	Message – Invalid Credentials	Achieved
5	Login with a user name and with a password	Operation must be aborted	Message – Invalid Credentials	Achieved
6	Search sellers by giving a product name	Locations of the sellers are displayed.	Locations of the sellers are displayed with appropriate color of the map marker	Achieved
7	Search sellers by giving a	Operation must	Message- No	Achieved

	empty product name	be aborted	locations found	
8	Click on 'Buy' button	Operation success	Message-Purchase success message completed	Achieved
9	Click on product suggestions link	Product suggestions are displayed	Product suggestions are displayed	Achieved
10	Click on My purchases link	Purchases are displayed	Purchases are displayed	Achieved
11	Click on My sales link	Sales are displayed	Sales are displayed	Achieved
12	Click on add to shopping cart button	Product added to the shopping cart	Product added to the shopping cart	Achieved
13	Click on shopping cart button	Shopping cart items are displayed	Shopping cart items are displayed	Achieved
14	Click on 'Clear shopping cart' button	Shopping cart items are cleared	Shopping cart items are cleared	Achieved