



# International Journal of Innovative Research in Computer and Communication Engineering

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## Cloud Service Based Measuring Consumer's Preferences

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**ABSTRACT:** This study focuses on the end-user marketplace for cloud computing. we have a tendency to conduct a mensuration to indicate shopper adoption behavior for these services, notably infrastructure as a service (IaaS). Bayesian mixed logit model and therefore the variable probit model area unit wont to analyze the info collected by a conjoined survey. From this investigation, we discover that the service charge and stability area unit the foremost vital adoption factors. We have a tendency to additionally gift Associate in Nursing analysis on the connection between terminal devices and IaaS, classified by core attributes like value, stability, and storage capability. From these relationships, we discover that larger storage capability is a lot of necessary for mobile devices like laptops than desktops. supported the results of the analysis, this study additionally recommends helpful methods to modify enterprise managers to concentrate on a lot of applicable service attributes, and to focus on appropriate terminal device markets matching the options of the service.

**KEYWORDS:** Bayesian method, cloud computing, infrastructure as a service (IAAS), mixed logit model, multivariate probit (MVP) model

### I. INTRODUCTION

New IT termed "cloud computing" is rising in quality at a fast rate. as an example, Apple's iCloud service permits shoppers to synchronize the show they were looking across good phones, desktops, and TVs and transfer their own knowledge while not physical recollections like flash drives. Similarly, Google Docs permits on-line shoppers to use word processors or spreadsheets while not buying or putting in these programs. The recent emergence of good phones, tablet PCs, and good TVs has raised public interest in cloud computing services. Gartner, Inc. 1 known cloud computing because the prime 10 strategic technologies for 2011 and Yoon noted that international info technology (IT) enterprises like Google, Amazon, Apple, and Microsoft will invest considerably in new cloud computing comes as a future core business. research establishments ar optimistic on such prospects and predict positive outcomes for cloud computing

### II. RELATED WORK

[1]W are many open issues regarding the cloud computing , which are mentioned in the above tables where we have compared the cloud service providers on the basis of five points – computer architecture, fault tolerance, load balancing, storage and security. [2] this contribution is aiming at deriving development guidelines for the future development of a holistic consumer CCMM. Additionally, content and structure in the form of maturity domains and maturity levels are proposed throughout the development process, the combination of which represents the first steps towards a holistic consumer CCMM.[ 3] cloud services belong to a different product category. In e-commerce, certifications address concerns about sellers rather than products sold online. For cloud services, a certification needs to address concerns about the provider as well as concerns about the product .[4] To provide insights on market-based resource management strategies that encompass both customer-driven service management and computational risk management to sustain Service Level Agreement (SLA) oriented resource allocation.[ 5]Cloud security has emerged as an important topic both in the research community and in practice due to the recent rapid growth in the availability and popularity of cloud computing and storage .[ 6] Cloud computing is a model for enabling convenient, on-demand network access to a shared pool of configurable computing resources.[7] we are customers to process a large amount of data at a low cost.

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a hybrid computing paradigm needs to be supported by a new privacy aware computation framework. its protection cannot be expected from traditional secure outsourcing techniques, which often cannot handle the large amount of data such computation involves.[8] They are core design component of revdedup is reverse duplication, which removes duplicates of old backups and mitigates fragmentation of latest backups.[ 9] We are write to once model and the ability to coalesce duplicate copiesof a block makes venti a useful building block for a number of interesting storage applications. it is useful building block for a number of interesting storage applications.[10]It is used to counter attacks on file deduplication systems where the attacker obtains a “short summary” of the file and uses it to fool the server into thinking that the attacker owns the entire file.

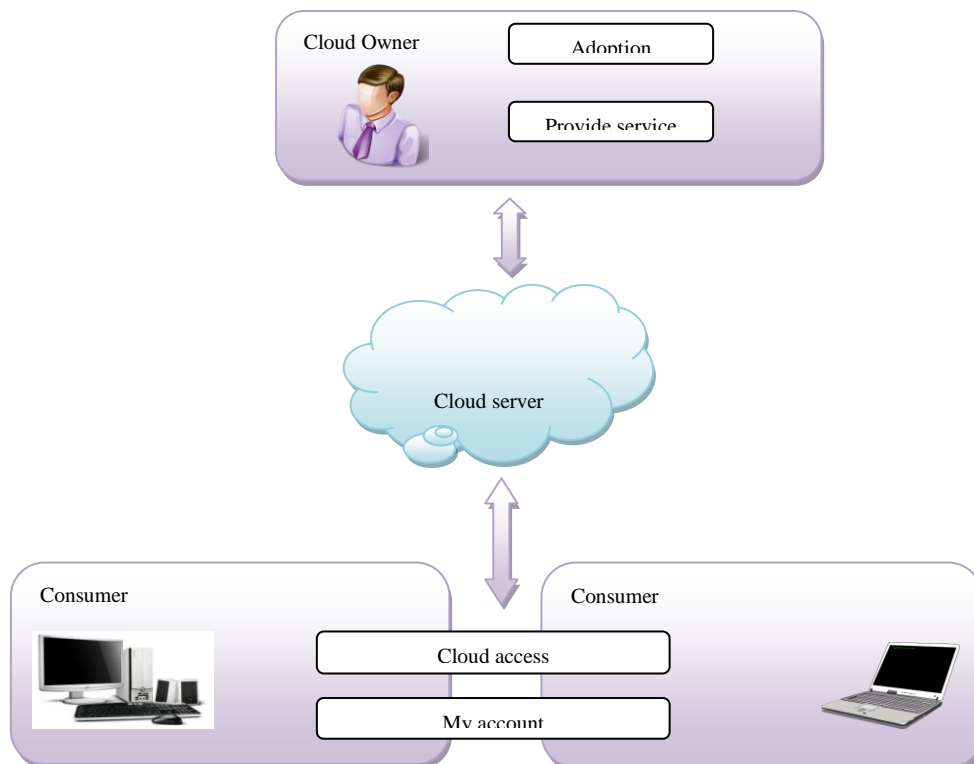
### III. PROPOSED SYSTEM

Realize the foremost essential consider the adoption of a cloud computing service from the attitude of the end-user’s preference. We have a tendency to use the joint survey technique and separate alternative analysis therefore on derive the relative importance and willingness-to-pay of every attribute of the cloud computing service. Provide important implications for IaaS service providers in terms of them offering a low priced and stable service to customers.For those cloud services known for their technical attributes, such as storage capacity, firms should focus on younger and higher income groups as target buyers.[5].

### IV. EXISTING SYSTEM

The value of IaaS is decided by the buyer usage pattern of the cloud storage service, worth physical property of IaaS ought to be analyzed to supply social control direction to enterprises. In existing, the cloud storage service won't give some blessings toward derivation temperament to-pay for resource delivery.[6]

### V. ARCHITECTURE DIAGRAM





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## VI. ALGORITHM

### A. SYMMETRIC ENCRYPTION:

It uses a common secret key  $\kappa$  to encrypt and decrypt information. A symmetric encryption scheme consists of three primitive functions:

$\text{KeyGenSE}(\lambda) \rightarrow \kappa$  is the key generation algorithm that generates  $\kappa$  using security parameter  $\lambda$ .

$\text{EncSE}(\kappa, M) \rightarrow C$  is the symmetric encryption algorithm that takes the secret  $\kappa$  and message  $M$  and then outputs the ciphertext  $C$ .

$\text{DecSE}(\kappa, C) \rightarrow M$  is the symmetric decryption algorithm that takes the secret  $\kappa$  and cipher text  $C$  and then outputs the original message  $M$ .

### B. CONVERGENT ENCRYPTION:

It provides knowledge confidentiality in de-duplication. A user derives a confluent key from every original knowledge copy and encrypts the information copy with the confluent key. Additionally, the user conjointly derives a tag for the information copy, such the tag are going to be accustomed find duplicates. Here, we tend to assume that the tag correctness property holds, i.e., if two knowledge copies are unita similar, then their tags are unita similar. To find duplicates, the user 1st sends the tag to the server facet to envision if the identical copy has been already kept. Note that each the confluent key and also the tag are unitseverally derived, and also the tag can't be accustomed deduce the confluent key and compromise knowledge confidentiality. Each the encrypted knowledge copy and its corresponding tag are going to be keeping on the server facet. Formally, a convergent encryption scheme can be defined with four primitive functions:

$\text{KeyGenCE}(M) \rightarrow K$  is the key generation algorithm that maps a data copy  $M$  to a convergent key  $K$ .  $\text{EncCE}(K, M) \rightarrow C$  is the symmetric encryption algorithm that takes both the convergent key  $K$  and the data copy  $M$  as inputs and then outputs a cipher text  $C$ .

$\text{DecCE}(K, C) \rightarrow M$  is the decryption algorithm that takes both the cipher text  $C$ .

The convergent key  $K$  as inputs and then outputs the original data copy  $M$ .

$\text{TagGen}(M) \rightarrow T(M)$  is the tag generation algorithm that maps the original data copy  $M$  and outputs a tag  $T(M)$ .

## VII. EXPERIMENTAL SETUP AND RESULT

A Hard drive of twenty G and a RAM memory of 256 MB (min) square measure used for the implementation. Java JDK 1.7 is employed because the front-end java and five.0 is employed because the back-end with MySQL [22]

### A. SCREENSHOTS

The following screenshots show the sample output cloud service based

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Fig No.1 SERVICE PAGE

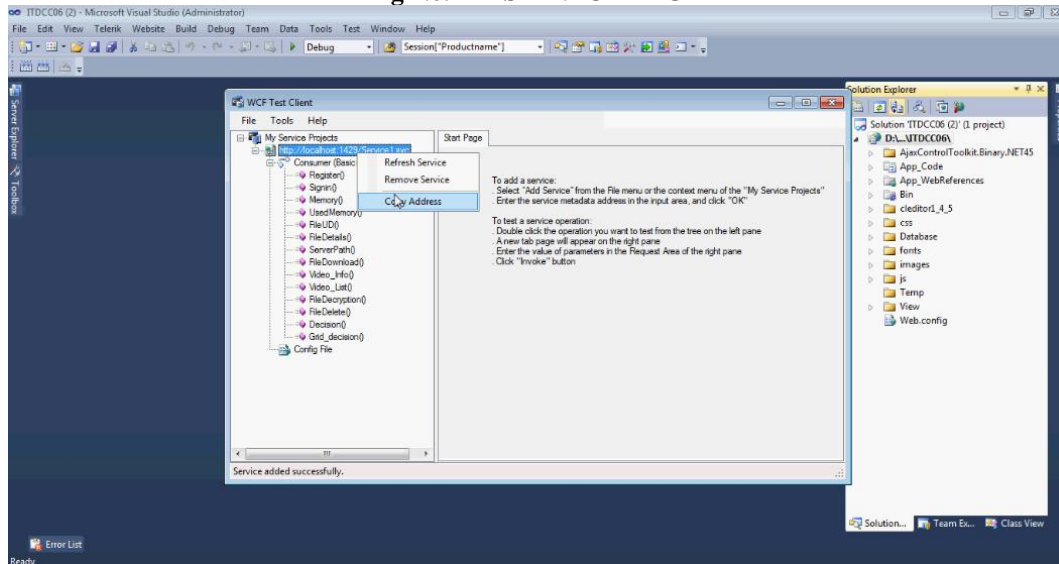
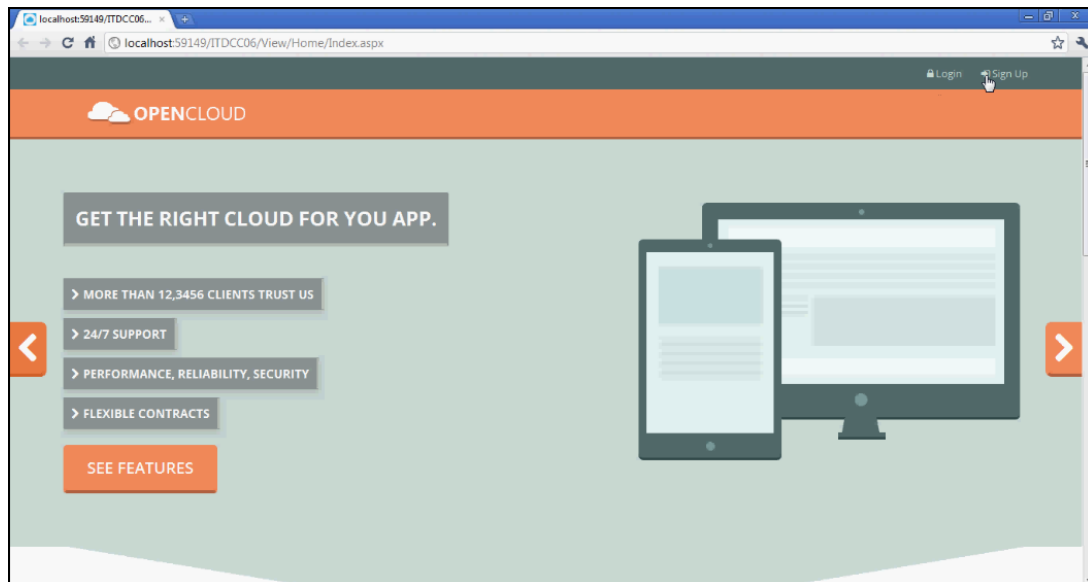


Fig No.2 HOME PAGE





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Fig No3 REGISTRATION-PERSONAL DETAILS

Adoption Cloud  
localhost:59149/ITDCC06/View/Authentication/Register.aspx

OPENCLOUD

REGISTER FORM

User Name \*  
abcdesk

E-Mail ID \*  
abcdesk@gmail.com

Mobile \*  
08665454541

Password \*  
\*\*\*

Retype Password \*  
\*\*\*

SUBMIT

OPEN CLOUD COPYRIGHT 2014 ALL RIGHT RESERVED

Waiting for localhost...

Fig no. 4 CONSUMER PAYMENT

Adoption Cloud  
localhost:59149/ITDCC06/View/Authentication/Register.aspx?consid=15&cost=135

OPENCLOUD

TRANSACTION PAGE

Card Number  
4567864564564564

Card Type  
Visa

Expiry Date  
01/01/2050

Pin  
\*\*\*\*

Cost  
135

TRANSFER

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Fig no. 5 LOGIN PAGE

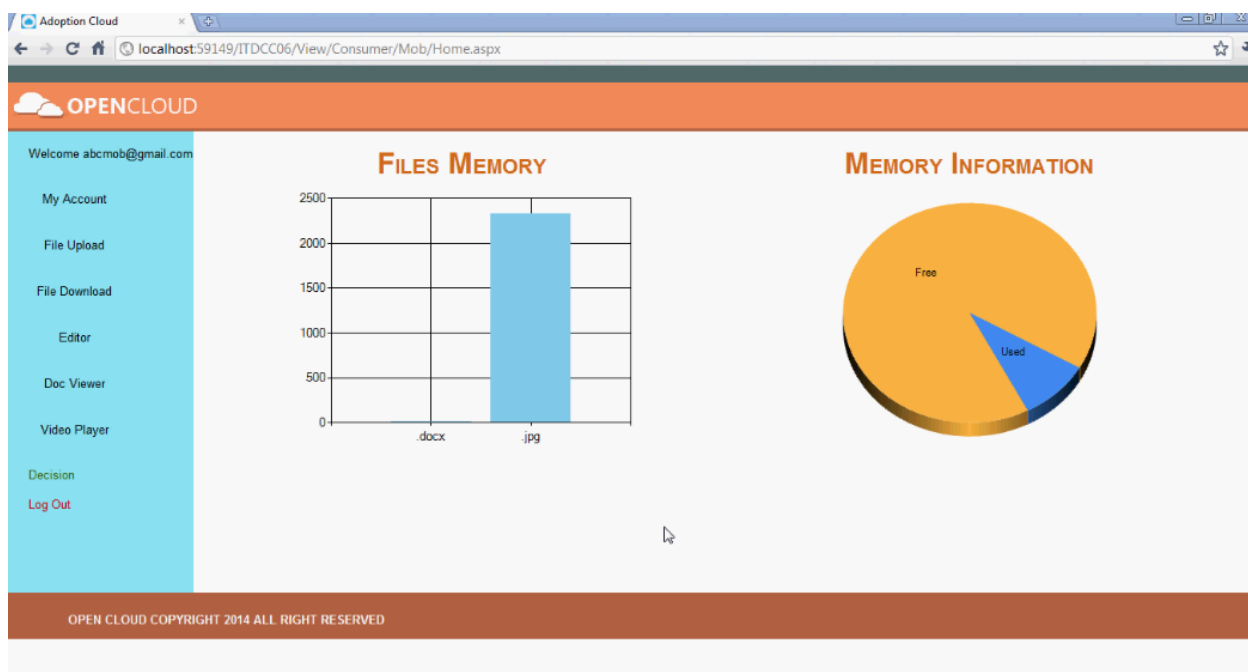
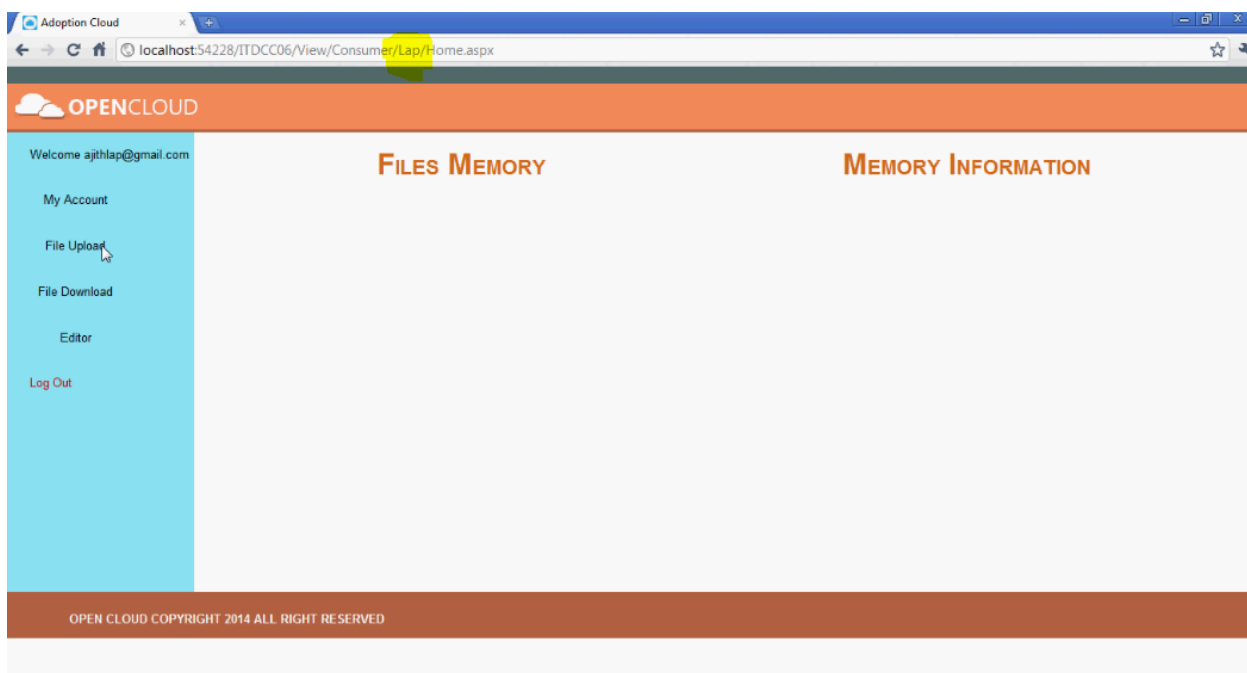


Fig no. 6 LAPTOP CONSUMERS SEVICES



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Fig no 7 FILE DOWNLOAD & DECRYPTION PAGE

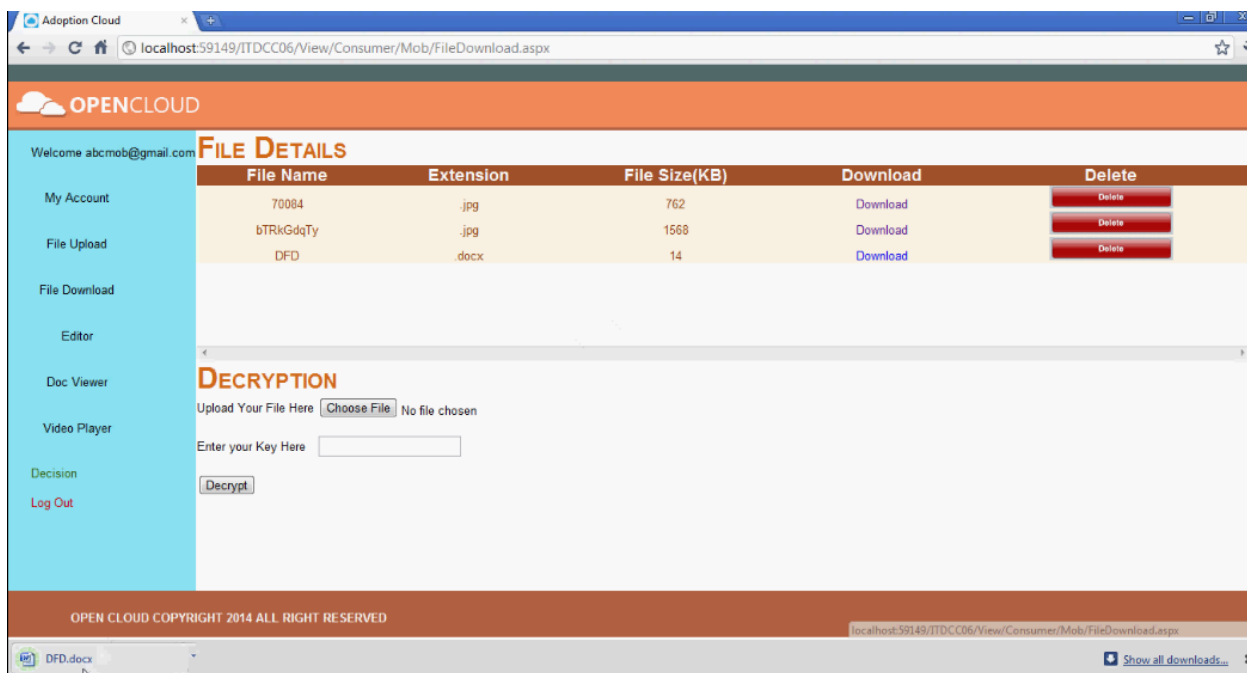
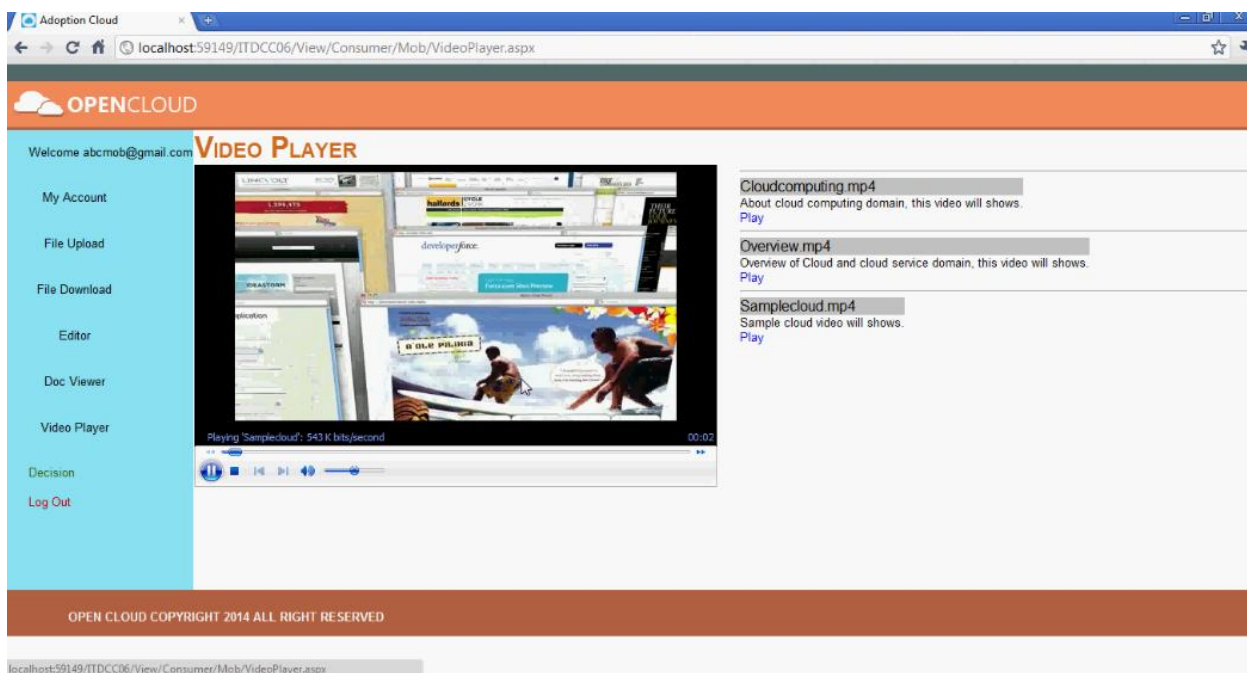


Fig no . 8 VIDEO SERVICE





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Fig no .9 FUTURE ENHANCEMENT

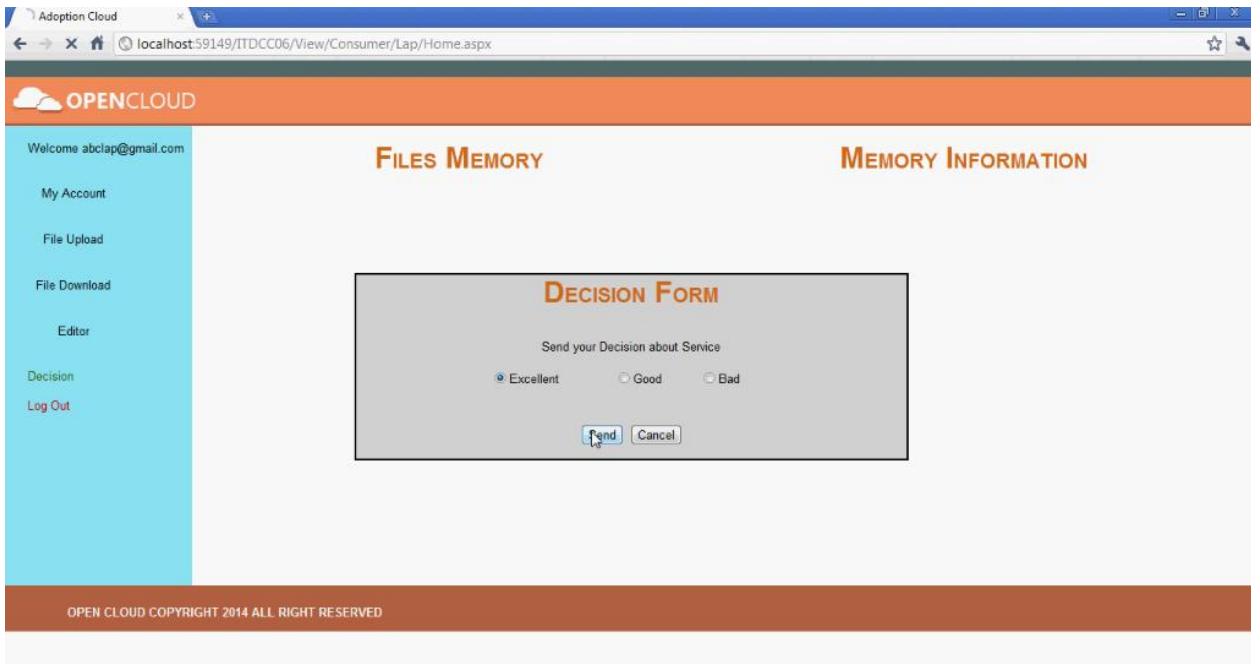
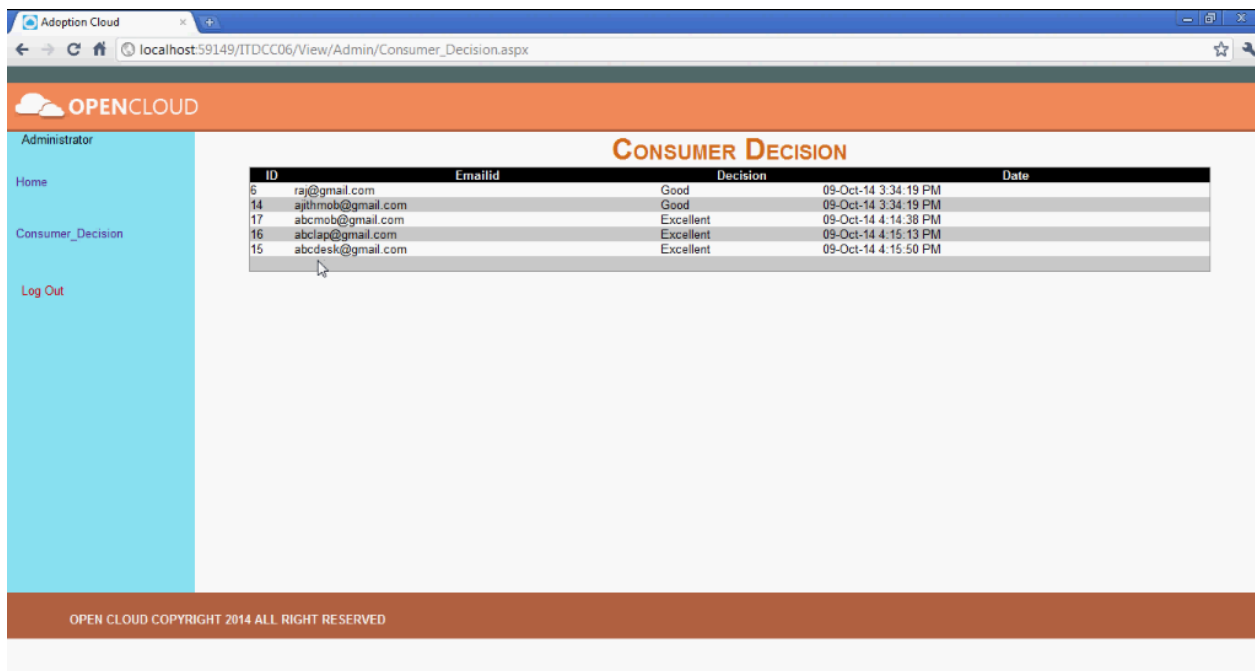


Fig no .10 Output result







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## XI. CONCLUSION

Provide important implications for IaaS service providers in terms of them offering a low priced and stable service to customers. For those cloud services known for their technical attributes, such as storage capacity, firms should focus on younger and higher income groups as target buyers.

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