Online Shopping Acceptance Model Based On Users Comment

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ABSTRACT: Online Feedback mechanism is the light of the day wherein users can have easy access to opinions and feedback pertaining to other users which would help self-evaluates their purchasing habits about a particular product in future. It plays a significant role in order to weigh the pros and cons in evaluating the plethora of products and services available in the market. Yet the reputation systems have played an instrumental role in enabling the users with decision making parity and provide an insight to customer behaviour.

The Dempster Shafer theory have advocated the use of trust model in order to identify the malicious users who by purpose try to tarnish a brand image by misleading the user by providing incorrect and obnoxious information. Basis of anomaly detection results, the results that arrived were surprising indeed. In most of the trust models shown the trust models are being analysed by good and bad behaviours in most of the scenarios. However the same is insufficient considering the experience of the user foraying into the consumer behaviours of late.

KEYWORDS: Information security, Social network, Information gathering and filtering.

I. INTRODUCTION

On account of diversified products available online the numbers of the consumers have increased threefold. The Statistics reveal that the online shopping has doubled from 16% to 32% since 2001. The merits of shopping online are convenience and easy exchange policy provided by the online shopping sites.

The affordable and great discounts are also instrumental in gaining popularity which has worked in considerable favor of the online shopping giants and sites. On account of the convenience and comfort that online shopping offers there are various factors that downplayed the choices of consumers on account of the reviews and feedback provided by the previous users who can make or break the brand image of a particular product and service. The same can put the brand image at stake and can image the goodwill and stock figures in the market thereby disfiguring the brand equity in the eyes of public, stakeholders and investors. The same can lead to losses to the company thereby shattering the confidence of the consumers resulting to switch of brands putting the virtue of brand loyalty at stake.

The Dempster-Shafer model based on trust enables in identifying the malicious user's thereby increasing genuine response and honest feedback from users and removing and identifies the fake users who try to thwart the reputation of the company for the vested reasons unknown to many. Nowadays online user's feedback plays a significant role in evaluation the purchasing behavior of various brands hence evaluating and analyzing the same is crucial for the company success.

II. RELATED WORK

Confidential information like password, pass code, banking details, personal information and reviews regarding products which they purchased from online sites. But the traditional algorithm of Dempster-Shafer theory does not provide information security of user data shared on online shopping sites, also not able to track unwanted comments from malicious users, In order to protect such personal information, it is strongly recommended to provide end-to-end secure communication between end users [1]. We can make online shopping more secure by providing security concerns, such as tracking ip address of the user system which they are using for online shopping and also provide captcha to authenticate user at the time of login, and also provide feature for admin to download and review users comments.

The above requirements can be accomplished by using Dempster-Shafer theory as well as new added functionality to online shopping sites which provides end-to-end security to users while making online shopping and during

transactions and comments and genuine reviews over online sites. The Dempster-Shafer theory prevents malicious user from write comment on products which are available for sale on shopping sites, this can also prevent di culties with communication, booting, loading, authentication, and authorization of user and their comments [4].

III. PROPOSED SYSTEM

This paper proposes a unique abnormality revealing system for defending the reputation of the online feedback system. It consist of 5 sections ,online shopping section, user rating section, data collection section, change detection section, detect and block partial users based on Dempster-Shafer algorithm and destructive user identification and online product reputation retrieval. Inspecting user's action becomes very complex and challenging method when the numbers of partial users are infinite. In upcoming years, one risk is to equally consider trust assessment and user relationship. This future approach can be used to reduce the time consumption and increase the efficiency.

The goal of the proposed system is to,

(1) Identify the vicious user who gives fraudulent comments.
(2) Improve reputation score of the aimed object, which receives biased rating.
(3) Avoid involvement of normal product reputation score.

IV. SIMULATION RESULTS

1. Detects the fraud users.
2. Make list of the fraud user on basis of that administrator can monitor their comments and block or delete them if needed.
3. Recover from dishonest comments of user by doing some modification.
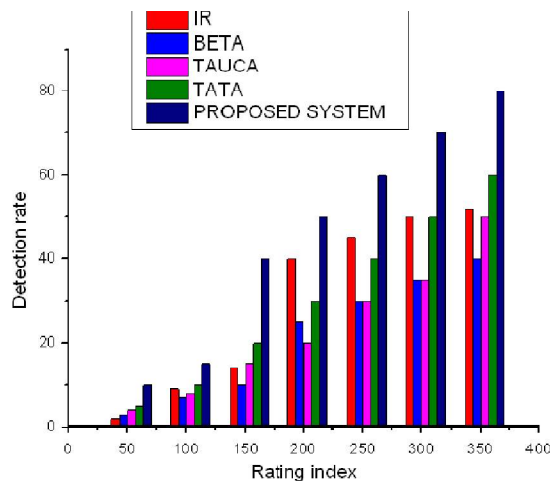4. Make list of product and its sold entry in graphical manner for website audit purpose.

Fig.1. Rating ratio of user comment

In this graph x axis denotes rating index and y axis denotes the malicious user number. This graph shows that our proposed system shows better detection rate. When compared with existing systems such as user behaviour towards giving comment on product our system increase the detection rate and improving the accuracy of defence scheme.

V. CONCLUSION AND FUTURE WORK

In this project different schemes are proposed to identify inconsistency and to protect online feedback system. It consists of different modules which are used to identify and block malicious users as well as reputation recovery of the product which are there to sell on shopping site. There are modules named as online shopping module and user rating

module which helps to identify the user behavior, where data collection module and change detection module to store and show the changes has been done in user and product data. When the unauthorized users are large in number that time it becomes very challenging to find their behavior.

In the future, the risk will be to analyze the user relationship and trust calculation. This future approach can be used to reduce the time consumption and increase the efficiency.

It will provide great advantage for customers who are very much keen for online shopping.

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