

Designing Of Effective Shopper Purchase Analysis Model Based On Chrip Likes

Palla Jyothsna^{#1}, S.Igni Sabasti Prabu^{*2}

[#] Department of Information Technology, Sathyabama University
Chennai, Tamil Nadu, India

¹ jyothsnapalla.3@gmail.com

² igni.prabu@sathyabamauniversity.ac.in

Abstract— The use of social media sites as part of a company's marketing strategy has increased significantly in the past couple years. Regardless its popularity, there is still very limited information to answer. Some of the key issues are concerning the effectiveness of social media marketing, and its target market. The emerging growth of online social networks has opened new doors for various business applications such as promoting a new product across its customers. However, the techniques being used in the online product purchasing system is not more flexible for the customer to get knowledge and information before purchasing the product, even user could take support of any other customer for the particular product who already purchased or used. To overcome on existing problems, we have proposed an enhanced approach with MD5, and Apriori Algorithm with Web clustering and Divide and conquer techniques. These proposed concepts are based on the user profile and consider the several users suggestion within their opinion for the perfect recommendation of the product. The user has to get the suggestion based on their profile and interest by completing the authorization process from the server or admin side. The Apriori algorithm is providing the product information or extract the product based on the user's profile and their interest by continuing the security authentication from the admin side by using MD5 (Message Digest 5) algorithm. The Web cluster and Divide and Conquer technique is providing the better communication process for every particular user to get the complete information based on the different user's review and poll. By proposing this enhancement the user getting a better suggestion for purchasing the product and the admin is adding the additional link of relevant product within the main product. The transaction process is getting support by the OTP security process, which is being performed within the Message Digest 5 (MD5) Algorithm.

Keywords- Message Digest 5, One Time Password, COB web clustering, Social Media Shopping.

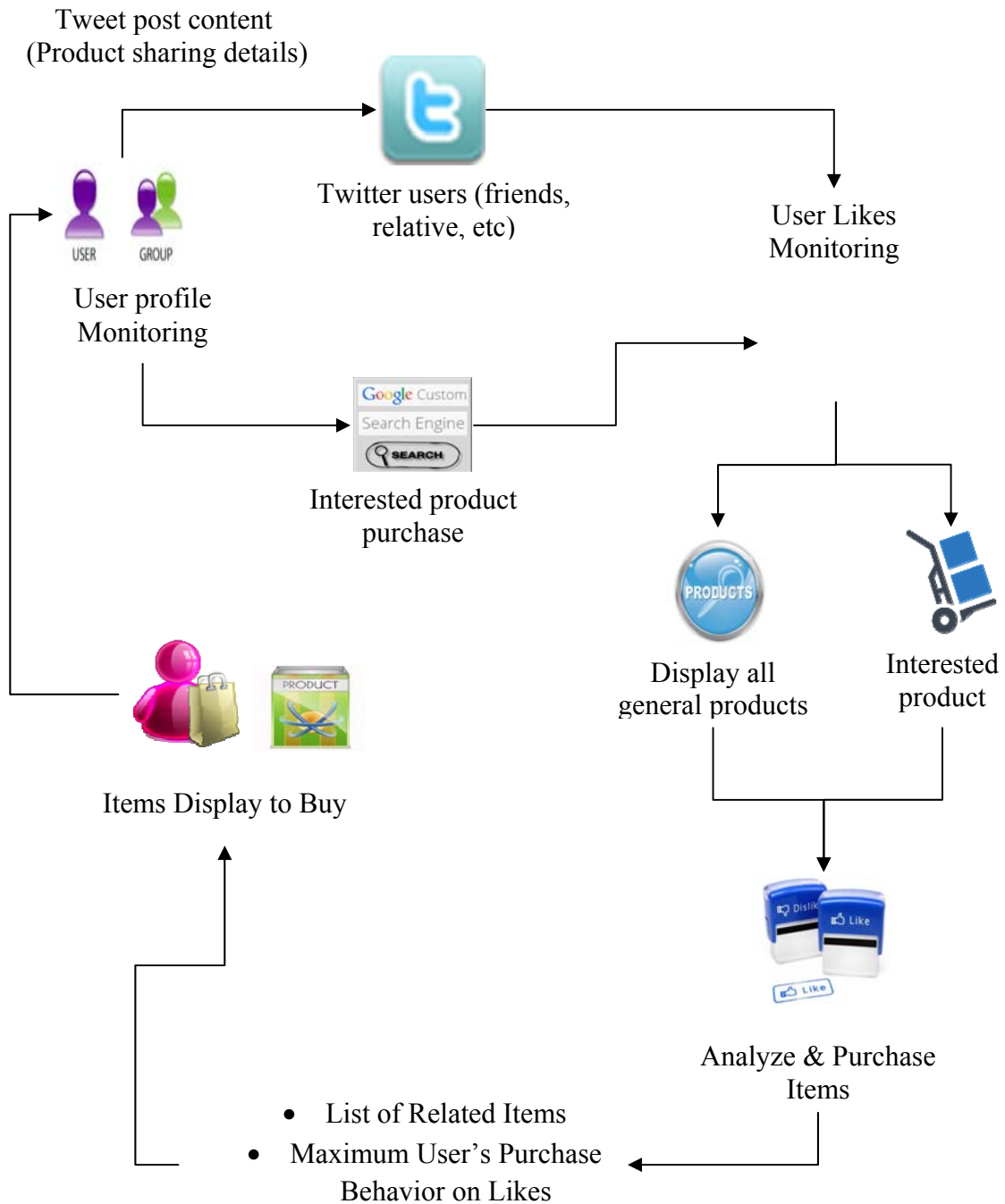
1.INTRODUCTION

In the social networking sites the users shares their information in Facebook and Google+ etc. In this direction, the social networking analysis has plays a most important role for intelligence business application like introducing the new item based on user interest and customer potential identification. In this paper, Apriori and MD5 are being used with Hybrid cluster algorithm for purchasing a product item. Most of the personalization system is based on the user profiles and the data of instance model which is applied in adaptive interactive system. The user profile can include the demographic information like name, gender, age, country, level of education, etc. The single person can represent the interest or else the group of user is more preference. While personalization a web portals the group of user and individual user are identified by distinctive characteristics and in e-commerce sites the target advertising is displayed. In a web application, Personalization is a core component and it is identifying a domain such as online shopping or news. For customizing an output for that particular information system and for attributes composing a profile. In Social network, there are different types of names and different types of users like followers or friends. In this relationship the user shares message and media to themselves. There are many social media sites like Facebook, Twitter and LinkedIn. There are more than 100 million active members in the online social networking sites and many people using these networking sites. In the extending Cluster the author is generating a time duration based on their cluster results and data streams. In this algorithm it generates the large number "micro-cluster" and offline phase to re-cluster them. In tweet the clustering algorithm is online procedure without any extra offline cluster. The pre-defined timestamps sets are determined and summarized by dates. In our method the dates changing and timeline dynamically generates summarization process. The main aim of this project is for purchasing a product that is based on users. If the users wants to purchase a new product or existing product it mention whether that particular product is purchased or not. In case the admin insert a data and to upload a new product to the database then user can access the database and admin to know the details of that particular purchasing product. In cluster, the unlike products are registered in COB Web cluster techniques. The Hybrid algorithm is used for analyzing the particular product and it checks the product ranking and how many users have like that particular

product. Finally, the user purchased the most likely products and verifies the quality of product and accuracy in time duration. User profile based Purchase system is modeled. Twitter like application is designed where Users Likes are monitored along Likes in the Profile from the Purchase Website. Purchase Portal will have two options like General Purchase & Profile based Purchase. In Profile based purchase, Items are displayed based on the User's Interest. Related Items and Items which are purchased more often are also displayed to the user based on the User Interest.

1.1. ARCHITECTURE DIAGRAM

The below Architecture Diagram describes the flow of the process



2. RELATED WORK

In this technology the social network and its application reside on web and the cloud computing is a platform or infrastructure with possible solution. In social application the cloud computing gives general advantages. It significantly decrease the infrastructure cost and operational, with this scalability it will increase or decrease the need of application. In this data analysis the social network carries these advantages. The technology can vary the cloud resource and service available in that cloud. In Map Reduce technique, BSP is the modification of parallel processing and it is better than Map Reduce. While processing the datasets the BSP display good performance in this concept, and its uses and existing application of maturity and parallel programming which simplifies the map reduce. For analyzing the social network Vokali et al has developed the cloud framework. In cloud application, the framework, adapted, cloud trends and ported trends are detected. The system that incorporates the status of that detection and it completes the job timing. Finally they concluded the cloud based detection for processing the computational intensive and they are analyzing a size of datasets. By this way, the resource amount to be scaled up and down based on that particular System needs. In sentimental analysis, there are so many prior researches like product review, blogs and movie reviews. The previous work of sentimental analysis by Pang and Lee [8] is an up-to-date survey. Micro blogging is a brand impact and analyzed in this research. In micro blogs, the machine learning technique don't need any papers in particular domain hence these services are become more popular in couple of years. In machine learning techniques the uses of emotional label is positive and sentimental is executive Read [10]. We execute the same idea in twitter training data; hence ETS cannot focus on scalability issues and efficiency that are most important in streaming context. In tweets classification accuracy, data sparsely problem and sarcasm are the most incorrect classification. The reasons for these problems are uses of slangs and shorthand grammars because of limits in tweets message (140 characters). The data which is on web is being referred to the data exhaust and user activity beyond that particular product. These data are being collected over every purchase of the product by user and updated into the search engine query for co-buyer and co-visiting statistics in online shops, this functionality is helping to get rank and information about the customer priority. While collecting the data, it automatically scales the traditional methods, for example surveys and polls. Analyzing the public opinion and monitoring interest is possible for collecting behaviors in sentiments blogs, news portals, references and search engine or micro blogs. Facebook and yahoo are replicating the current famous "small world" idea by milgram. The Face Book users are leveraging to test "six degrees of separation" in planetary scale on hypothesis.

3. PROPOSED WORK

The aim of this work is to provide better suggestion functionality for purchasing any product from the online shop based on user profiles and interest. While purchasing a product, user verifies the product ranking, reviews and comments of other several users for that particular product by using Apriori algorithm. First we want to register the user and admin with username and password, where admin is uploading the product list and descriptions. If the user wants to buy a product, the user wants to analyze the product details and to access the items. COB is a web cluster technique that being used to cluster every user profile. This technique will filter the ranking list and display the required product list. It displays the products list and relevance item within that particular product. The users required product is promising items and the relevance items are unpromising, which is being filtered in the unpromising list. The promising items are high ranked items. If users select any high ranked or promising product, at the time of purchasing product, user will notify by the One Time Password (OTP). Hence, within proposed technique online shopping will be more efficient, accurate, and easy for users to purchase.

3.1 Product with Item List

In the proposed system MD5 algorithm and Apriori algorithm is used for purchasing a product that based on the user profile with hybrid cluster algorithm. This algorithm is supporting the functionality of product information such as review with the hitting like option, comments and other customer suggestion. At first we want to add the details of that product and update particular data. The product details are added in database and updated for the user to collect the information about that particular product. This detail is displayed in the product list. If the user wants to buy any product, they could easily analyze product rating.

3.2 User Ranking and Likes

Many users like to buy a branded item and high quality products. So the users are looking for a better and more accurate product with good review and like. If any of the products is not being considered in the search option it will be filtered by the COB web cluster technique. Every user likes and ranking is being processed by the COB web cluster technique. The user can make comment or review and can like all purchased

products for expressing their own experience or can suggest other user in their specific region for purchasing that particular product. These details are collected by the server. After analysing a data each user gets the ranking information on the products.

3.3 Cob Web Cluster and Hybrid Algorithm

In social network, clustering is the main functional technique. Analysing a social network clustering is different from conventional technique. The class is depending on the link attribute and grouping of an object. Splitting the technique is the basic concept of COB web clustering algorithm. The group of object in social network within different class is based on the link and dynamic class's relation identification and it requires less memory. Finding the promising item and unpromising item is based on the minimum utility of value. Managing the item and viewing the item is very hard by the users. Moreover the COB web cluster technique minimizes the threshold utility. The item set is known as the minimum utility set. For selecting the set of rules the constraint and signification is used. The minimum thresholds and confidence are support in constraints. In the last transaction it discards minimum utility. Finally, the interested product items are liked and user unlike the avoided products.

3.4. Apriori with MD5 for OTP

This proposed technique is based on user likes and rating with comment. The high utility item set is more difficult because the low utility item set is mining the user search process. The user specifies the minimum utility threshold is less because of transactional-weighted. Using the Apriori algorithm, high utility item is called item set. Finding the unpromising item and promising item is based on the total weightage of unpromising and promising items within the several users like and comment. Discarding the unpromising item is based on threshold value and then we can easily find the promising item. In database only two scans are efficiently generated by the candidate. Using MD5 algorithm, the high utility items are refer in database and it discovers the mining utility item set in the form of OTP.

3.5. User Details Analysis and Purchase

In the client side, the user can enrol all the details. After the enrolment, a user can access the login process with username and password. If the user like one product and want to buy that product, it will be added in the cart and it counts the item. The user cannot access that particular item because of liked products and unlike products. If the products are not in the list, it shows the warning message and it display dialogue box mentioned the constraint value in databases. The maximum likes are identified by the COB web clustering technique. The selected items are displayed in the cart list. Items in the list are having more quality and accuracy. Finally the users purchase good items.

4. RESULT AND DISCUSSION

Below mention configuration table gives the entire requirement for conducting the experiments of our proposed works and performance of the proposed work with the existing technique.

S.NO	Requirements
1.	Operating System: windows 7 /8 or XP
2.	Processor: i3
3.	RAM: 2 GB
4.	Hard Disk Drive: 500 GB
5.	Asp.Net
6.	Microsoft Visual Studio
7.	Sql-Server Software

4.1 Experimental Result

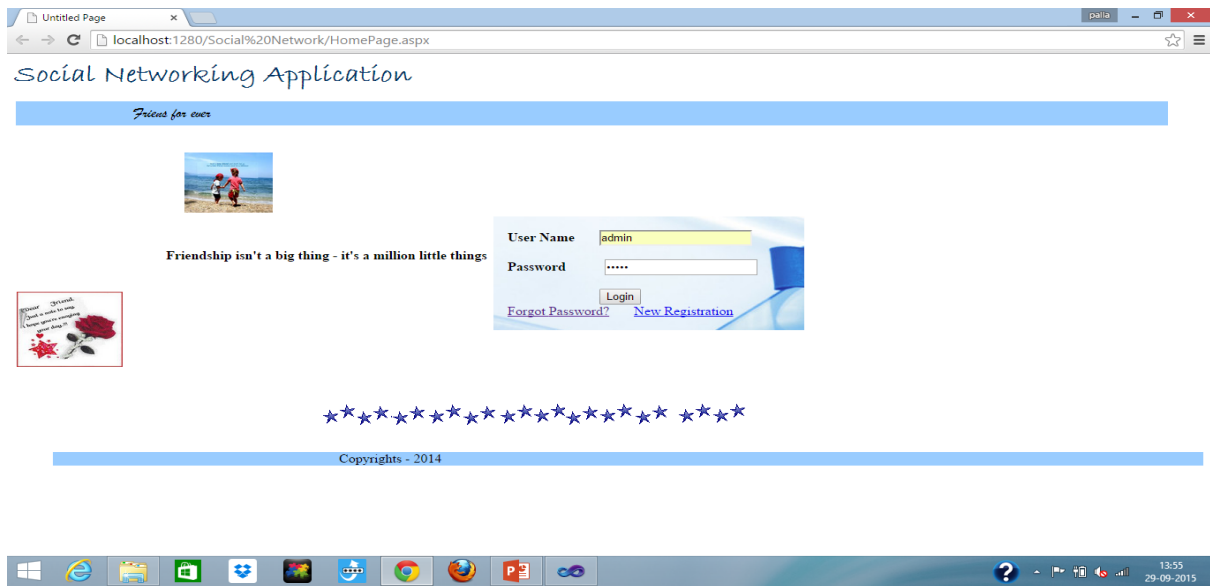


Fig1. Login Page

The above mentioned Figure 1 is presenting the Login page where user and admin can login from this site into website to access the application.

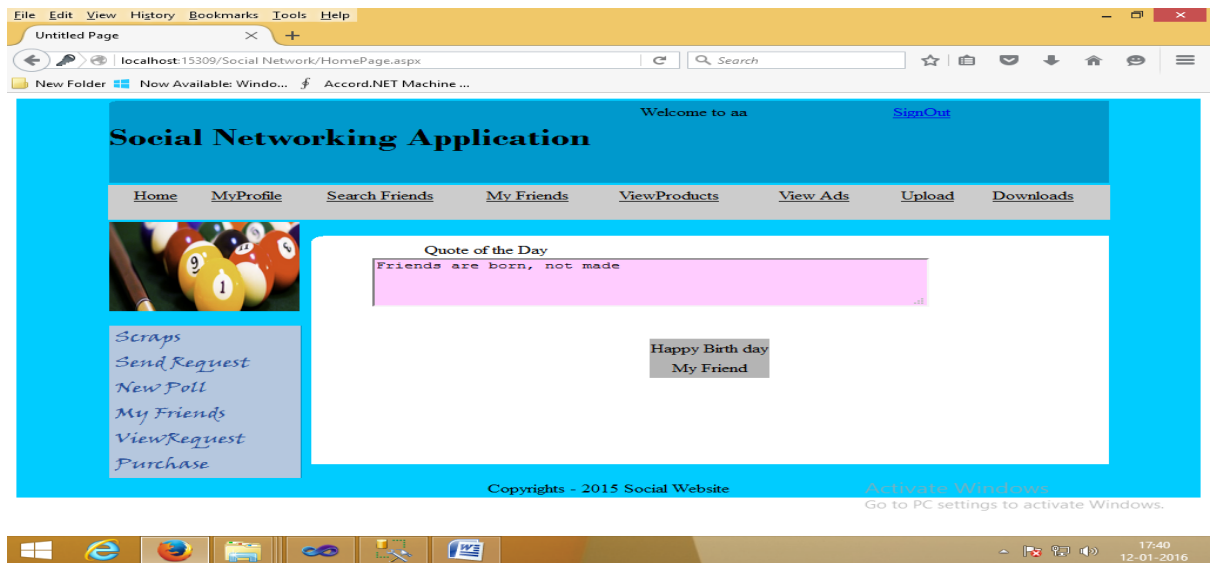


Fig 2. Home Page

The above mentioned Figure 2 is presenting the home page description of the registered user after login. The home page is containing the user interface within several properties of the social networking web application to interact with the different existing features.

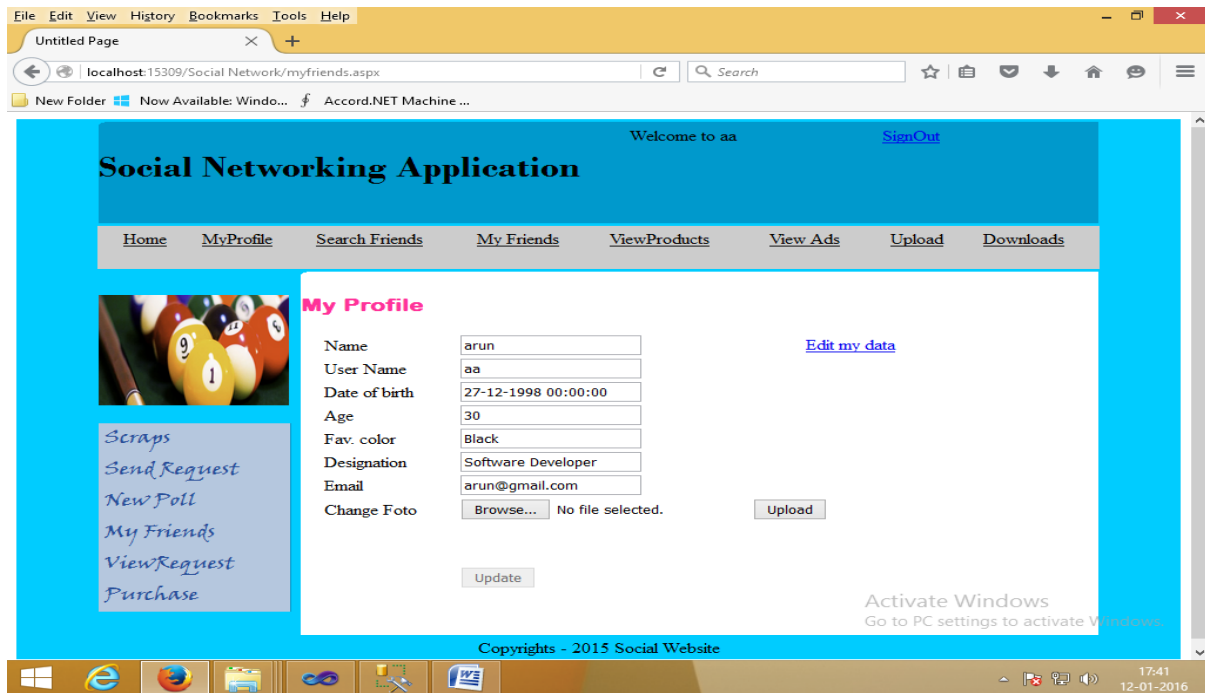


Fig 3. User Profile

The above mentioned Figure 3 is describing the user profile, which contains all the user information and user can edit and update the profile.

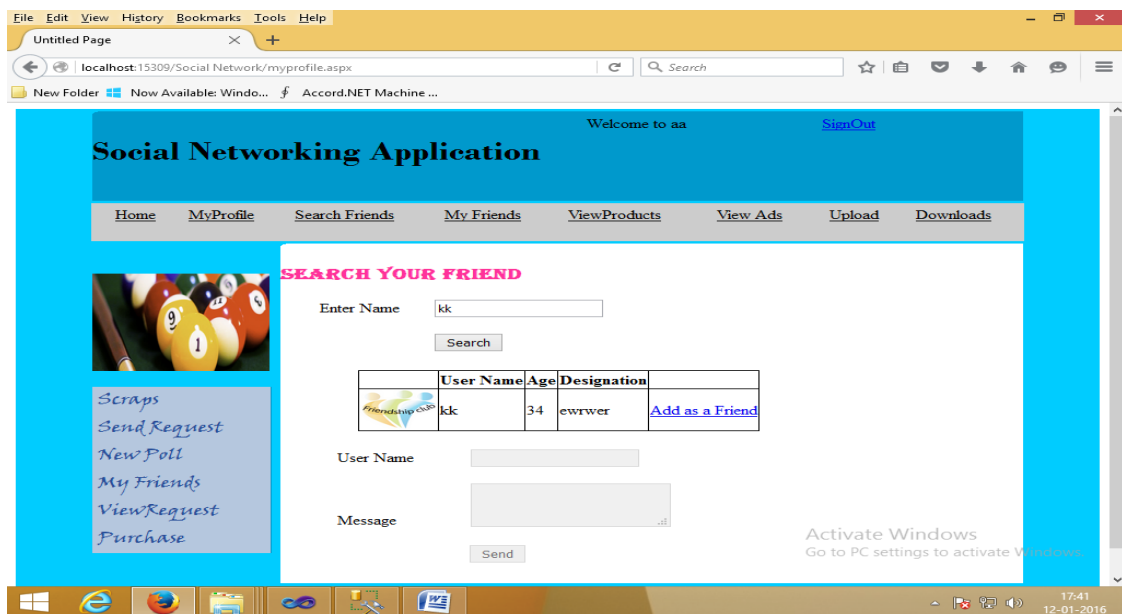


Fig 4. Friend Searching Page

The above mentioned Figure 4 is describing about the friend search option and providing an opportunity to interact with several users.

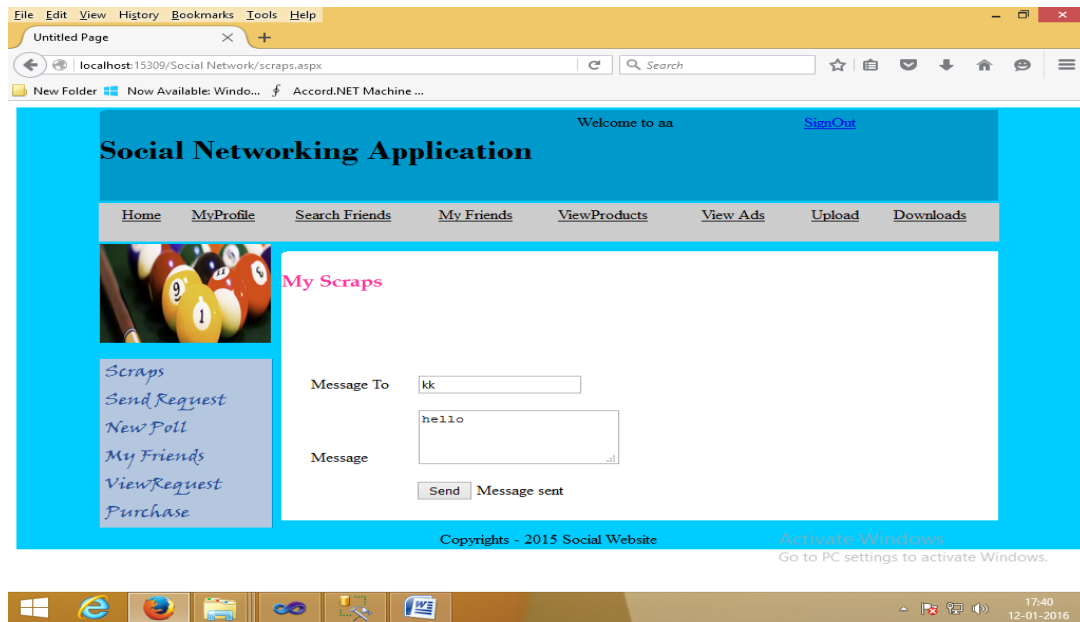


Fig.5. Sending Message

The above mentioned Figure 5 is presenting the message sending process to any particular user from the friend list. The message could be sent to only a friend, so the user must have to be in friend list.

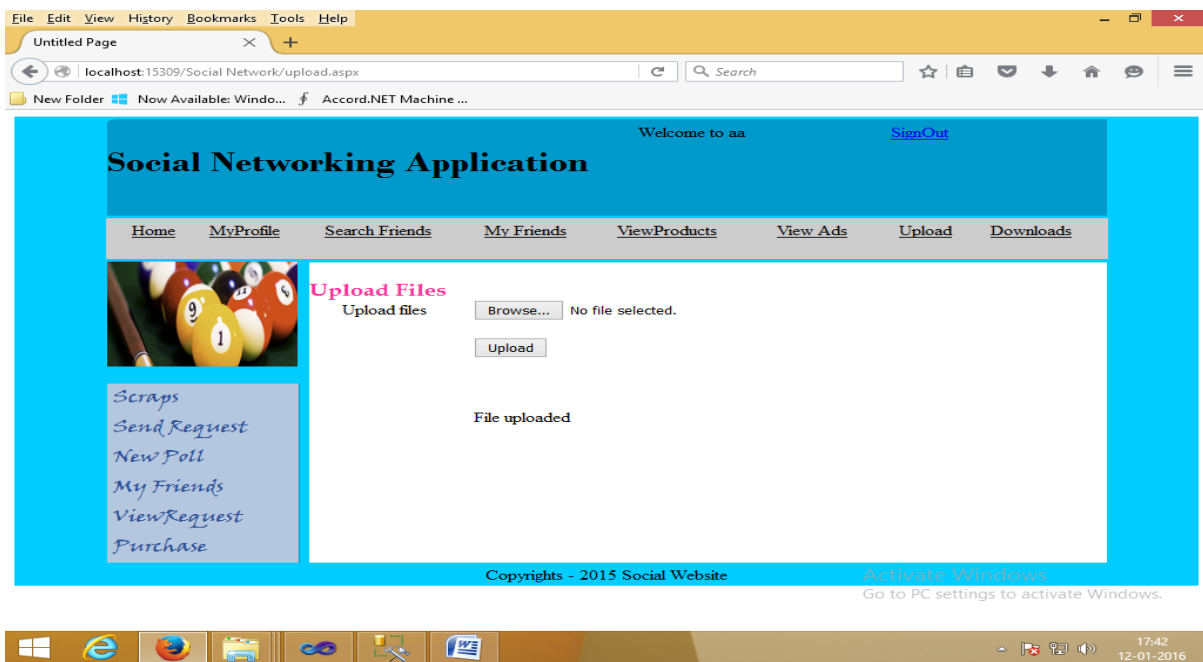


Fig.6. File Uploading

The above mentioned Figure 6 is presenting the file uploading process. The file is being uploaded to the server side or the social application is storing the entire file getting by the user and transmitting to the particular user.

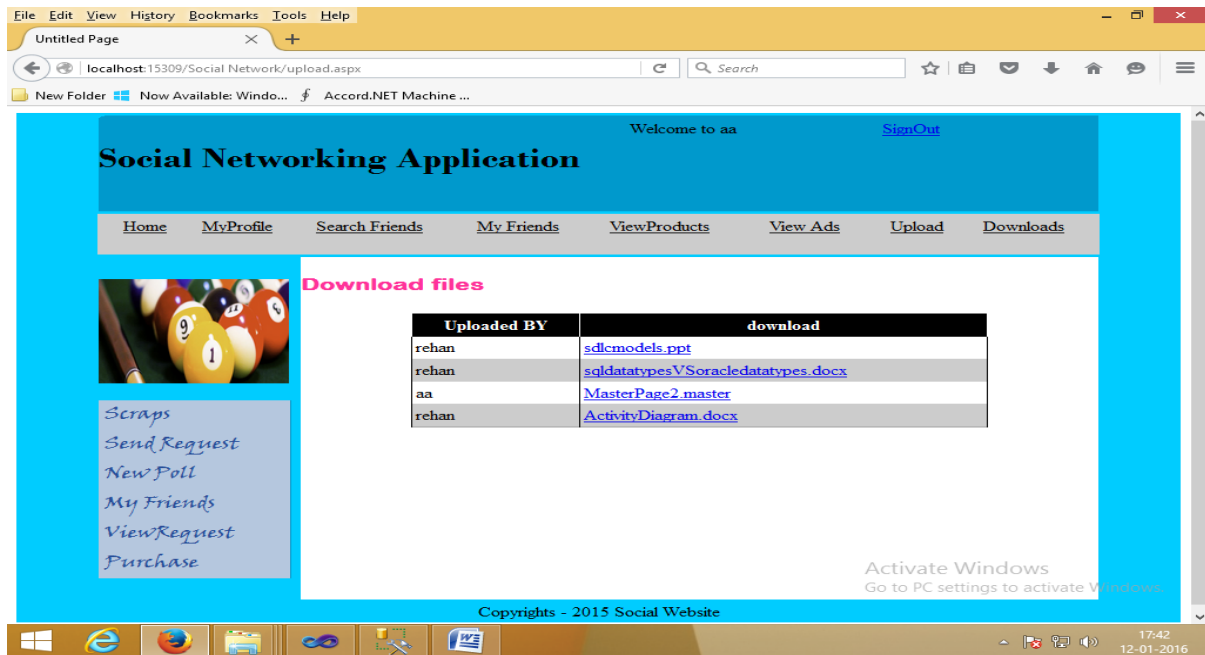


Fig.7. Downloading File

The above mentioned Figure 7 is presenting the file downloading from the server side which being uploaded by the other user or server.

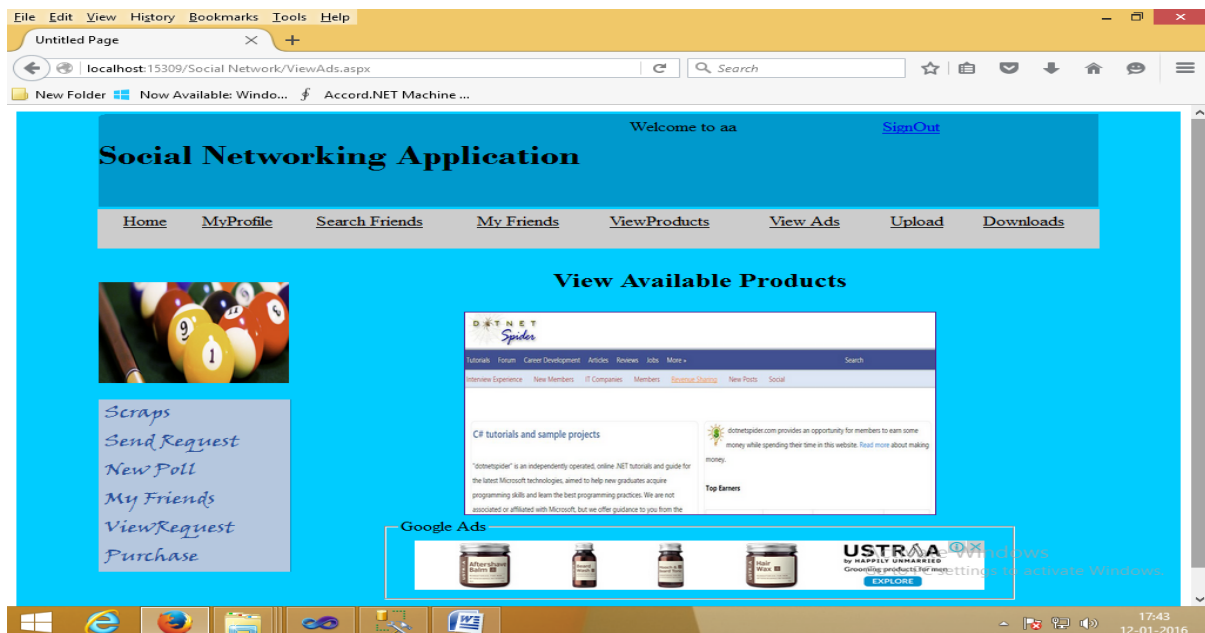


Fig.8. Product Advertisement Page

The above mentioned Figure 8 is presenting the product advertisement details. The product advertisement page contains complete description of product and specification. The customers are looking to the product description and other specification before purchasing any product.

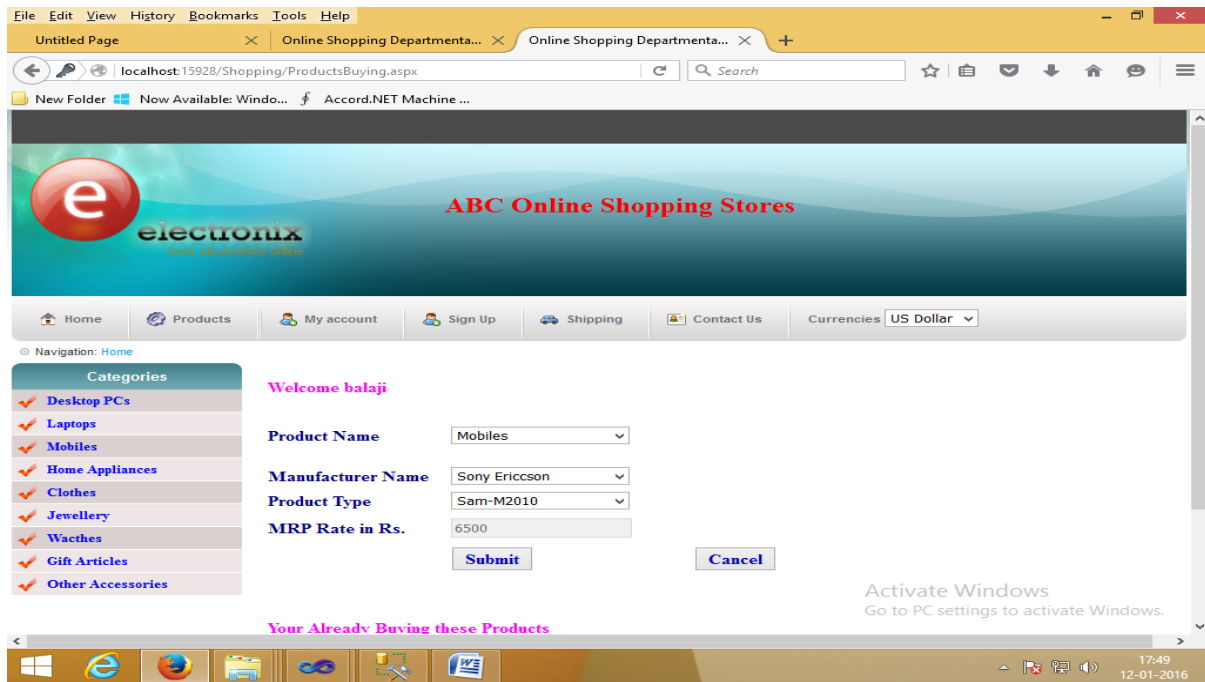


Fig.9. Purchasing Product

The above mentioned Figure 9 is presenting purchasing product’s details and validating the purchase authority of the product with price, discount and other metrics.

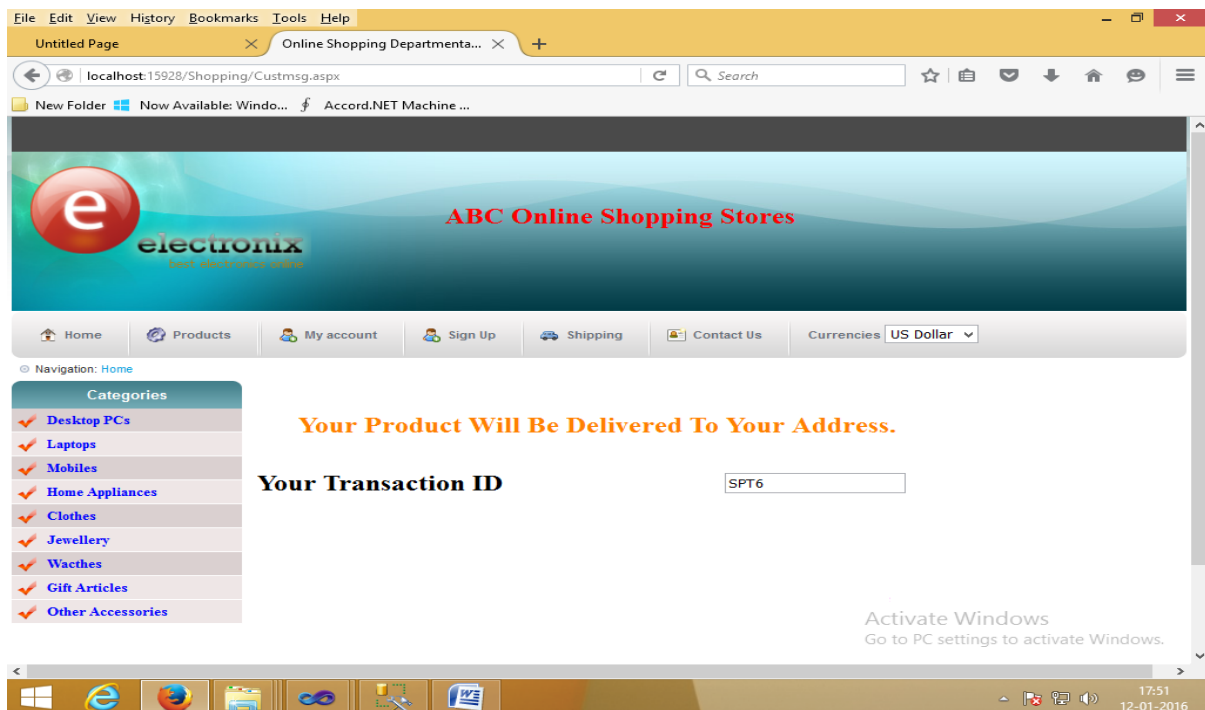


Fig.10. Transaction ID Generation

The above mentioned Figure 10 is presenting the transaction procedure for placing the confirm order of the specific product. The transaction ID is being produced after making a successful payment.

4.2 Admin Site Page

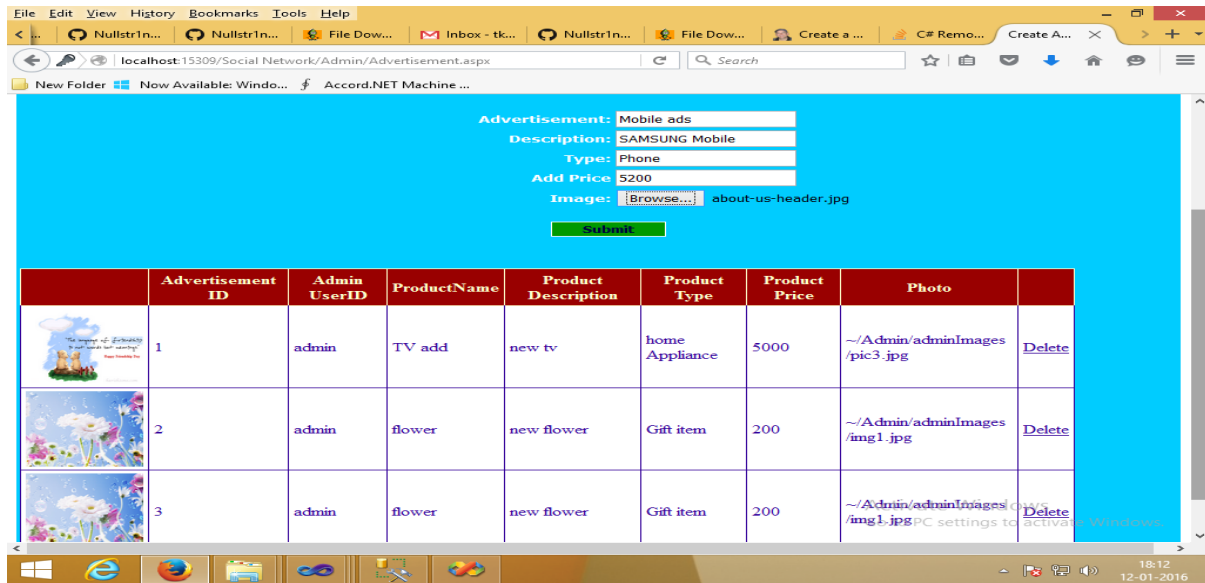


Fig.11. Editing of Advertisement details

The above mentioned Figure is presenting the advertisement editing and producing the updated advertisement to the users.

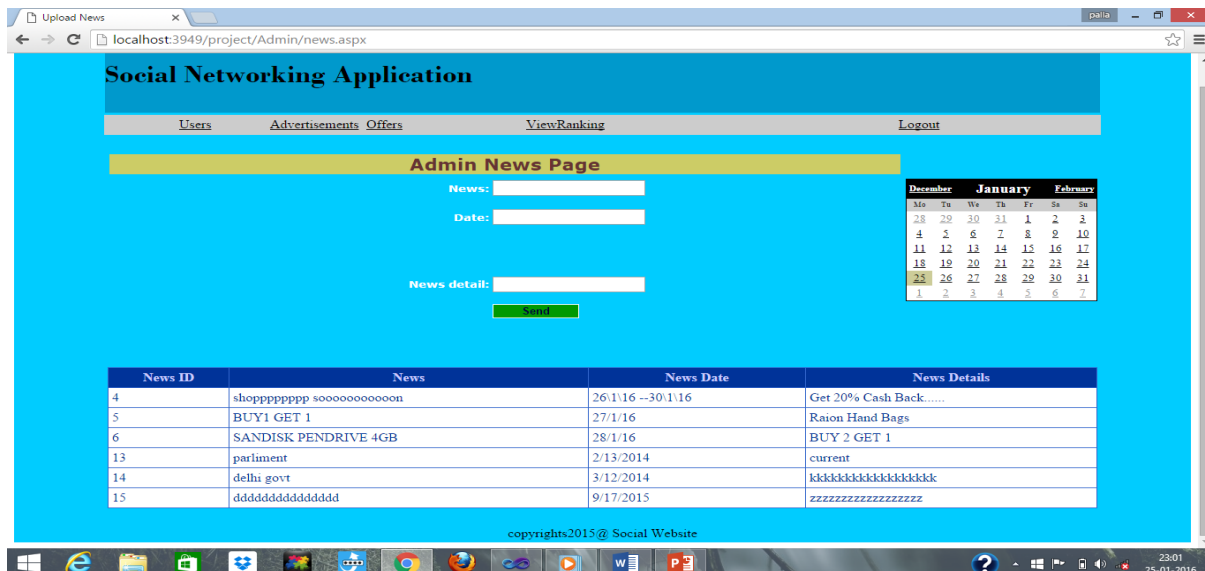


Fig.12 .Details of Offer

The above mentioned Figure 12 is producing the offers details to users for attracting with the particular products.

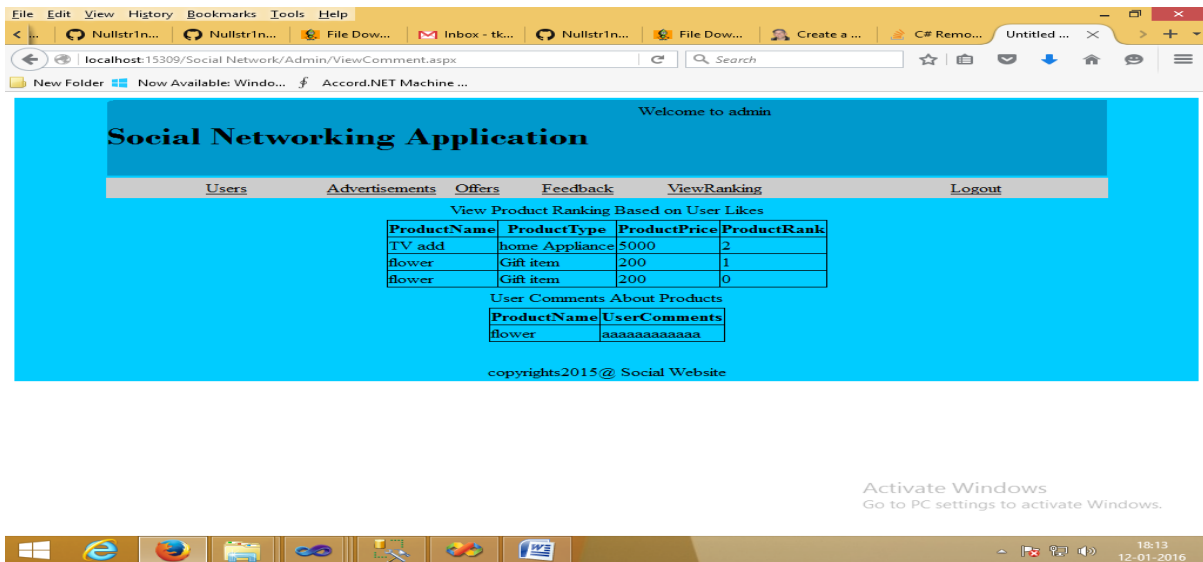


Fig.13 Product Rating

The above mentioned Figure 13 is displaying the product rating by user. The rating is containing several of users comment and review of every particular product. The rating of product is helping the user to decide the quality of the product.

4.3 Review Clustering

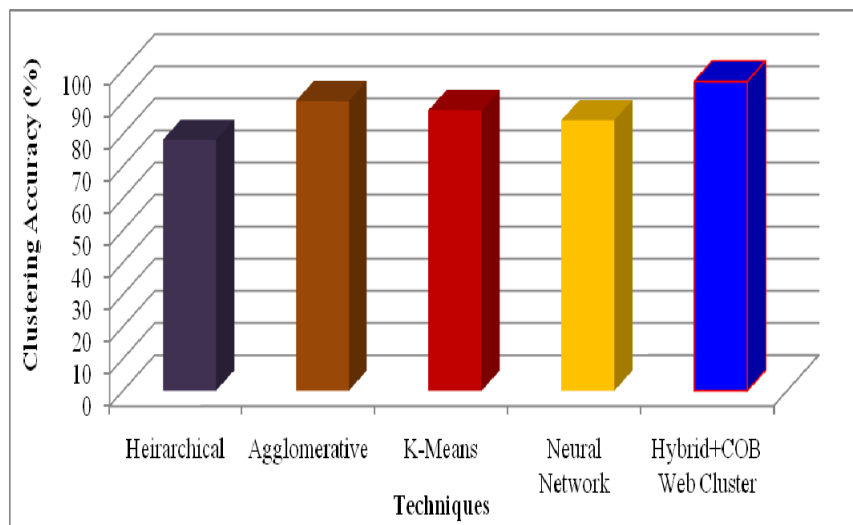


Fig.14 Review Clustering Accuracy

The above mentioned figure 14 is presenting the review clustering accuracy based on the tweet, like, comment or other poll method. The proposed technique Hybrid and COB Web Clustering provide better result combined.

4.3.1 Overall Performance Accuracy

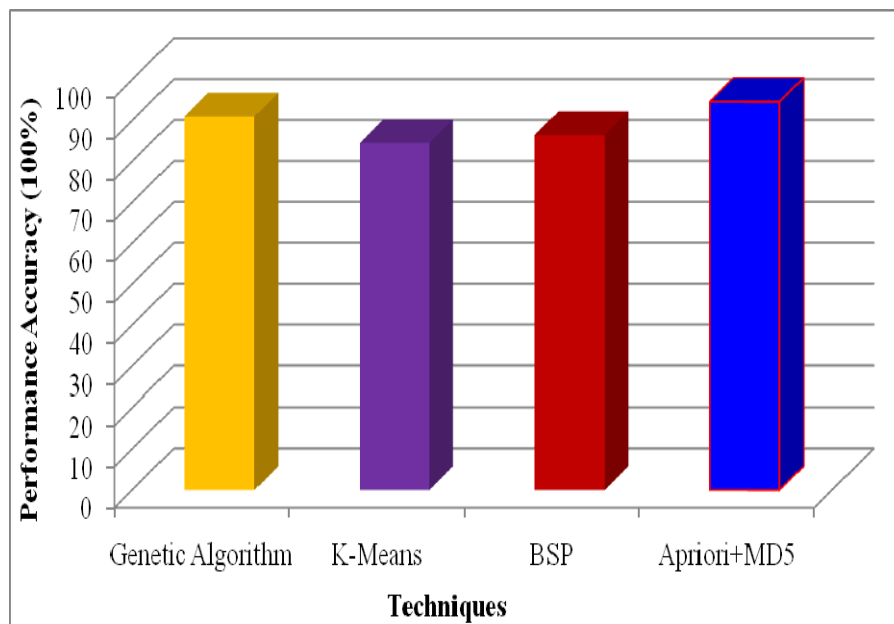


Fig.15 Overall Performance Accuracy

The above mentioned figure 15 is presenting the overall performance accuracy of the complete approach. The comparisons of proposed technique with several existing techniques are producing better result. The Apriori and MD5 algorithm are producing better output over the transaction of OTP and product purchasing event.

5. CONCLUSION

Finally, the user purchase a product based on the user profile by using MD5 algorithm and Apriori algorithm with hybrid cluster algorithm. At first the user registers within the required details to server and look for the products based on their requirement. Several users can easily view the most liked product list and most ranked product list in online shopping by using COB web cluster technique. If the user purchases the product, it will analyse ranking and status of that product and update to the database. Promising item and unpromising items can find the minimum utility of value. The high ranked items are shown by the hybrid clustering technique. Finally the users are purchasing the liked product and in our paper it's improve the user profile and security mechanism for fake ranking problems.

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AUTHOR PROFILE

Palla Jyothisna received her B.Tech degree in Information Technology from Madanapalle Institute of Technology and Science, Madanapalle. She is currently a student perceiving M.Tech in Information Technology at Sathyabama University, Chennai.

S.igni Sabasti Prabu received his M.E in Computer science from Sathyabama University, Chennai and B.Tech from Manonmaniam Sundaranar University, Tirunelveli. He is currently an Assistant Professor in the Department of Information Technology, Sathyabama University, Chennai, Tamil Nadu, India.