Abstract

As internet is spreading out its bound, the demand of online transaction is also getting considerably increased. Now everyone wants fast and direct to home service without tacking any efforts. Online shopping is a way of effective transaction between money and goods which is done by end user without spending a large time span. Every product on online shopping website is associated with reviews which represents quality of that particular product. Every time the consumers are purchasing the product online by reading the product review. But reading all these reviews before buying product, consumes more time. Hence there is need of some systematic analysis of product reviews which helps to the consumer to find effective product among millions of the products. Here we have proposed a novel approach to rank the product efficiently by mining the genuine reviews of the product. But major problem arises when there is assignment of fake review given by anonymous user. So this system will provide methodology which will allow only those users to give review who have purchased product from that website. Other users are not allowed to give review. This will reduce the wrong reviewing of product and customer will get reliable product.
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Index Terms

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