Recommendation systems have become an essential component of online marketing. Group recommendation is a challenging issue due to the diversity and dynamics involved in the groups. The existing works in group recommendation mainly focused on content interest of group members ignoring other characteristic useful for improving the recommendations. In this paper, a group-coupon recommendation system has been proposed. It recommends location sensitive products to customers and helps them to form groups in order to avail the discount provided by the sellers in a group purchase. As the usage of smart phones has increased, a mobile application called promoterApp has been developed based on the proposed recommendation approach. Experiments were conducted for WhatsApp users to recommend group discounts.

References

consideration of interactions among group members. Expert systems with applications, 34(3), pp.2082-2090


Index Terms

Computer Science

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Recommendation System, Group Purchase, Location Sensitive Service.