Abstract

The word-of-mouth has taken a new form as word-of-mouse which serves as an important parameter to publicize and recommend products or services of any company. E-commerce has now facilitated the online users with a provision to comment or rate the products and services of any company that sells online. These comments serve as valuable information that can be used to rate products, compare products, and give valuable suggestions to online customers. Various algorithms and approaches have been implemented to rate on users’ comment. This paper introduces a new approach to rate an individual product/service of a specific category, which is based on users’ comments. As a case study an online house portal has been developed that sells house on rent. The new comment based algorithm is used to rate a house based on tenants’ comment. This proposed algorithm is feasible and can be used for any website that sells single product/service and provides user with rating of the product/service based on customers’ comments.


6. Word-of-Mouse vs. Word-of-Mouth Advertising
Available:https://isenbergmarketing.wordpress.com/2015/01/04/word-of-mouse-vs-word-of-mouth-advertising/

Index Terms

Computer Science  Algorithms

Keywords

Comment Based Rating Algorithm, Review Based Rating Algorithm, E-Commerce.