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Authors:

Raju B N

Rajahmad Jumnal

Santosh Pawar

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Abstract

In the digitized world today internet is one of the main sources of the information. There are several e-commerce websites where people/customers discuss different aspects/issues of the product. All such website provides a platform for the consumers to discuss and provide their opinion about the product, its features and their services. These opinions and reviews of the consumers provide very rich information both for other users as well as firms. But the issue with

this information is that the information is mostly unorganized and therefore it is difficult to create a knowledge base out of it. What this paper propose is a product facet ranking framework which automatically determines the important facets of the product from the online comments/reviews, aiming to improve the usability of the consumer reviews. The facets are identified by the following observations; 1) The important facets of a product are usually given by several consumers in the review. 2) The review/opinion of the consumer on important facet of the product influences the overall opinion or view of the consumer on the product. But identifying the most important facets will increase the usefulness of the innumerable reviews/opinions and is useful to both users and the firms itself. It is practically difficult for the people to manually identify the important facets of the products from the consumer reviews/opinions. Consumer can easily make purchasing decision by focusing more on the important features, while the firms can concentrate on improving the quality of the features or facets of the product.

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Keywords

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