

Effective Product Marketing Through Early Reviews

Mohini Akhare^{#1}, Prajakta Kunjir^{#2}, Fareen Shaikh^{#3}, Monika Shinde^{#4}

Prof.K.B.Naik

Abstract:

In today's world, everyone tends towards the internet. The usage of the internet is increasing day by day. Online shopping trend increases as internet usage increases. Online consumer reviews influence consumer decision-making. End-user has seen the reviews of the product of the previous user and decides about good things and bad things. The Web provides an extensive source of consumer reviews, but one can hardly read all reviews to obtain a fair evaluation of a product or service. Based on

this previous theory the process of computationally identifying and categorizing opinions expressed in a piece of text, especially to determine whether the writer's attitude towards a particular topic, product, etc. is positive, negative, or neutral. So, in this paper, we are working on the sentiment analysis of that particular review and gives a proper recommendation to the end-user. We are work on supervised and unsupervised methodology. This system uses the real-time dataset of the review of the product.

Keywords: Machine learning, Opinion mining, Statistical measures, early reviewer, Early review. Browsing History.

Introduction:

Nowadays if we want to purchase something, we go online and search for products and look for their reviews. A user has to go through every review for Getting information regarding every aspect of the

product. Some of these reviews contain a large amount of text and detailed information about the product and its aspects. A user may have to go through all of these reviews for help in decision making. Some of these products can have a large number of reviews and can contain information about its aspects in the form of large text corpora. A user might get irritated while reading all of this review and learn about the product. To avoid this, a system is needed that can analyze these reviews and detect the sentiments from these reviews for every aspect. Existing approaches fail to cover the fact if two reviews are mentioning the same aspect with two different words. Existing systems consider those two different aspects. Also, the aspect wise information is not preserved by these systems as they rely mostly on a rating that is provided by different users for showing the quality or overall rating. The paper proposes a system that can use this information from reviews to evaluate the quality of these products' aspects. Also, the proposed system categorizes these aspects so that the problem with different words for the same aspects can be resolved. These aspects are identified using supervised and unsupervised techniques. Then these identified aspects are categorized in categories. The sentiments or opinions the

user provided for a particular aspect are assigned to the category of that aspect. Using natural language processing techniques, the opinions are rated on a scale of 1 to 5. These ratings are used to evaluate the quality of the products.

Related Work:

Opinion Mining and Sentiment Analysis: Opinion mining is a type of natural language processing for tracking the mood of the public about a particular product. The paper focuses on designing and developing a movie-rating and review-summarization system in a mobile environment. This research examines the influence of recommendations on consumer decision making during online shopping experiences. The recommender system recommends the products to users and to what extent these recommendations affect consumer decisions about buying products is analyzed in this paper. Comparison with the state-of-the-art for opinion mining is done by Horacio Saggion, et.al,2009, Ana-Maria Popescu and Oren Etzioni introduces an unsupervised information extraction system which mines reviews in order to build a model of important product features, their valuation by

reviewers, and their relative quality across products(Oren et. al., 2005).

Motivation:

We all use user reviews for evaluating the quality of the product which we wish to purchase online. While looking for a particular feature of a product, the user might look for one particular feature of that product. (Ex. Camera in phones) The products having good quality for that feature should be preferred in results. For this, detailed information about features is needed. And a system that can fetch this information from user reviews is needed.

System Architecture:

In our system firstly users will search the product and review that product according to them and using sentimental analysis on that review for generating a rating system. If another user will view that product the review will help them.

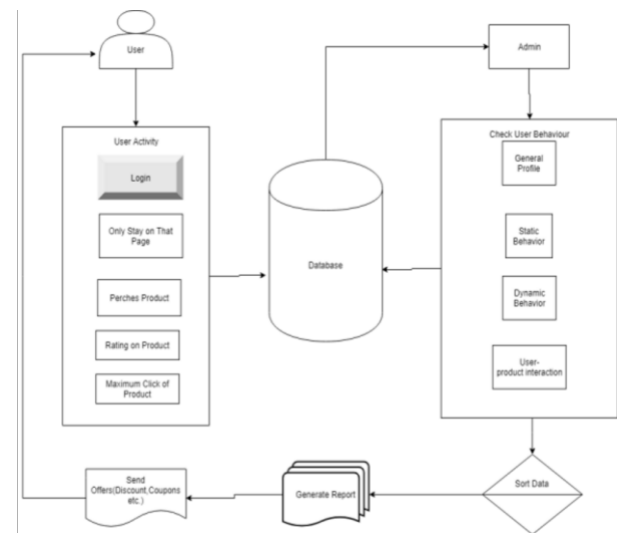


Fig 1 system overview

Conclusion:

A system with two methods for detecting aspect categories that are useful for online review summarization is proposed. This system contains spreading activation to identify categories accurately. The system also weighs the importance of aspects. The system can identify the sentiment for a given aspect.

Mathematical Model:

The mathematical model set theory $S = \{s, e, X, Y, \Phi\}$

S = Start of the program

1. Register/Login into the system

2. Provide User Review and User Activity. E

= End of the program

Identify the Product Rating

X= input of the program= {P, R, Q} P

= Review

R= Rating

Q = Aspect Identification based on User Review and Activity.

Y= Output of program = Early Review and Track Record Person Name.

First, Users provide

Let R be the set of rating

$R = \{R_1, R_2, R_3, \dots, R_n\}$ // Number of Review

Let A be the set of categories

therefore,

$A = \{A_1, A_2, A_3, \dots, A_m\}$ //number of Feedback

$E = \{E_1, E_2, E_3, \dots, E_m\}$ //Total number of review

Overall Feedback is evaluated with the help of this Aspect which represents the quality of the Product.

$Y = E_1 + E_2 + \dots + E_m / m$

Where m is several early reviews.

Reference:

[1] J. McAuley and A. Yang, "Addressing complex and subjective product-related queries with customer reviews," in WWW, 2016, pp. 625–635.

[2] N. V. Nielsen, "E-commerce: Evolution or revolution in the fastmoving consumer goods world," nngroup. com, 2014.

[3] W. D. J. Salganik M J, Dodds P S, "Experimental study of inequality and unpredictability in an artificial cultural market," in ASONAM, 2016, pp. 529–532.

[4] R. Peres, E. Muller, and V. Mahajan, "Innovation diffusion and new product growth models: A critical review and research directions," International Journal of Research in Marketing, vol. 27, no. 2, pp. 91 – 106, 2010.

[5] L. A. Fourt and J. W. Woodlock, "Early prediction of market success for new grocery

products.” *Journal of Marketing*, vol. 25, no. 2, pp. 31 – 38, 1960.

[6] B. W. O, “Reference group influence on product and brand purchase decisions,” *Journal of Consumer Research*, vol. 9, pp. 183–194, 1982.

[7] J. J. McAuley, C. Targett, Q. Shi, and A. van den Hengel, “Imagebased recommendations on styles and substitutes,” in *SIGIR*, 2015, pp. 43–52.

[8] E. M. Rogers, *Diffusion of Innovations*. New York: The Rise of High- Technology Culture, 1983.

[9] K. Sarkar and H. Sundaram, “How do we find early adopters who will guide a resource constrained network towards a desired distribution of behaviors?” in *CoRR*, 2013, p. 1303.

[10] D. Imamori and K. Tajima, “Predicting popularity of twitter accounts through the

discovery of link-propagating early adopters,” in *CoRR*, 2015, p. 1512.

[11] X. Rong and Q. Mei, “Diffusion of innovations revisited: from social network to innovation network,” in *CIKM*, 2013, pp. 499– 508.

[12] I. Mele, F. Bonchi, and A. Gionis, “The early-adopter graph and its application to web-page recommendation,” in *CIKM*, 2012, pp. 1682–1686.

[13] Y.-F. Chen, “Herd behavior in purchasing books online,” *Computers in Human Behavior*, vol. 24(5), pp. 1977–1992, 2008.

[14] Banerjee, “A simple model of herd behavior,” *Quarterly Journal of Economics*, vol. 107, pp. 797–817, 1992.

[15] A. S. E, “Studies of independence and conformity: I. a minority of one against a unanimous majority,” *Psychological monographs: General and applied*, vol. 70(9), p. 1, 1956.