

# Innovation of E-commerce Fresh Agricultural Products Marketing Based on Big Internet Data Platform

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**Abstract-** E-commerce is proposed for enhancing the capability. Covered by electronic commerce environment, facing so voluminous new old business model, it is mandatory to conduct the research to the electronic commerce pattern analysis process and like this is helpful in us uncover the new electronic commerce pattern as give the approach for electronic commerce pattern modernization to be also helpful in the enterprise define the specific electronic commerce strategy and the implementation step. Initiated from this encouragement, in this paper proposes the innovative concept of the E-commerce fresh agricultural product marketing based on the big Internet data platform later the rapid development of rebuilding and opening up, China's agriculture has entered a new historical stage of development. Evaluate the growth mechanism of agricultural production enterprises from the perspective of resource dynamic supply. In the e-commerce environment, the enterprise data and economic information are relatively concentrated, so the economical accounting system can instantly grasp the current activities of the economical data, and quickly generate economical information

**Index Terms -E-commerce, Products Marketing, Big Internet Data, Resource dynamic supply**

## I. INTRODUCTION

The speedy development of the net development, several businesses have organized their own e-commerce system. Meet with such a giant amendment within the ancient management theory and therefore the management ways are problematic to satisfy the necessities within the generation of e-commerce, several new issues should be from theory to follow, to explore and solve, e-commerce system analysis is one in every of them[1][2] electrical power enterprises face increasing competitive power, so as to boost the aggressiveness of the enterprises themselves and therefore the strength of the brand; the institution of a contemporary enterprise system of clear property rights, clear responsibilities has become necessary for the reform of the electrical power enterprise alternative in china.

The two vital aspects of recent enterprise system area unit control and company governance mechanism. The structure of the interior system and company governance mechanism is cheap and economical to reinforce power enterprise aggressiveness and also electrical power trade, the essential requirement to enhance the in operation results of the particularly the scientific and effective control system, to reinforce the enterprise core strength, enhance the market aggressiveness of enterprises, guarantee the enterprise core interests is a crucial guarantee for enterprises to appreciate the informationization and modernization. within the basic type, the agricultural industry is that the vertical extension and horizontal growth of the agricultural trade chain, forming the integrated operation pattern of the assembly, process and sale of agricultural and sideline product. One main goal of extracting product aspects from on-line reviews mechanically is to get an inventory of the foremost representative aspects of a product that are mentioned on-line within the customers' feedback. The generated list of necessary product aspects is taken into account as steering for the potential customers to discriminate the assorted forms of product. Several sentiment analysis approaches are planned to analyze on-line reviews so as to accomplish 2 main tasks [3]; 1st to extract aspects (or attributes) associated with the merchandise (e.g. battery life, size) [4], called facet extraction, whereas the second task is to see the sentiment orientation of those aspects.

The Competition of contemporary enterprise isn't solely involved with the come of investment, the management of target market and steady client relationship. to long-run development, we tend to should have economical operation of the monetary model, that may be a comprehensive manifestation of the potential development of enterprises. the selection or formulation of the monetary operation model not solely determines the direction of the enterprise's monetary resources allocation, however additionally affects the potency and effectiveness of its investment activities. With a sound national economy and a viable investment and funding strategy, the long-run development of the enterprise are often accomplished swimmingly.

## II. LITERATURE SURVEY

In this project, Authors [1] **Barnaghi, P., Sheth, A., & Henson, C. (2013)**. within the ancient e-commerce recommendation system, the input has the 2 main modules: user interest module and resource data module whereas {the data|the knowledge|the data} springs from the historical information. the advice system deduces the resource data and also the degree of conformity of the user's interest in step with the counseled technique, and recommends that the item of the interest to the user, that is, the output. alongside the Web2.0 development, within the social network label knowledge area unit additional and additional several. On the one hand the social label system permission user will increase freely to the network resources from defines the label, carries on to the network resources from the organization, the classification and with people sharing whereas on the opposite hand within the social network label knowledge occupies the non-control condition, within the huge label knowledge existence redundancy and also the idea opaqueness that doesn't favor the label system the additional application. Beneath electronic commerce setting, facing therefore numberless new previous business model, it's necessary to conduct the analysis to the electronic commerce pattern analysis method and like this can be useful in North American Nation excavates the new electronic commerce pattern as provides the approach for the electronic commerce pattern innovation to be conjointly useful within the enterprise formulates the particular electronic commerce strategy and also the implementation step

In this paper, Authors [2] **Hu M, Liu B (2004a) Bafna and Toshniwal (2013)** have surveyed different aspects available for the extraction of on-line reviews. It is difficult to extract from free text in Storm Troops. Hu and Liu (2004b) have known different 2 forms of aspects i.e. implicit and specific . Specific aspects area grouped those aspects that employed by users with specific words e.g. within the review. For example “It’s lightweight enough to require with you everywhere, however powerful enough to induce outstanding pix”, the facet weight has been clearly. On the other hand, in review: “It is slight Suitable to hold all day while not distress”, user is once more expressing regarding the load aspects however this point no explicit word has been went to specific this aspects. The abstraction of explicit aspects is vast studied by the researchers and a few other different path are anticipated. However, slight or no work has intend on thedescription of implicit aspects due the quality of tracing them from reviews. Therefore, on one aspect we've got advice the comparison and reasoning of accuracy of techniques for specific feature extraction, however on the opposite hand we've got mentioned completely different approaches prepared for the identification of implicit aspects. Hu and Liu (2004a) prepared extension in their previous work (Hu and Liu 2004b) by adding 2 additional steps along side feature and opinion extraction. beginning is to search out the action of the opinion words and also the second step to abstract the results and representing reviews as positive or negative. the primary step involves finding direction of opinion words and arrange them as positive, negative or neutral. Senti-Word internet was handle to spot sentiment direction of opinion words. the eventual step was to get a summarized detail of the reviews. They place sentences into positive correlate negative classes and consult a outline that what percentage users have declare their positive reviews and the way have declare their negative reviews and giving an comprehensive image of the review on completely different aspects. Hu and Liu’s approach was additional improved by Bafna and Toshniwal (2013) integration probabilistic approach. The extraction of aspects was allocate by association rule mining.

All the frequent nouns, as nouns represent aspects in most of the cases, were derived. However, not all the nouns represent as potential aspects, so that they have used probabilistic power equation to get clear of all such nouns that don't represent aspects though they're frequent. As all the facet words obtained and sorted along, ensuing step was to extract opinion words and for this the closest adjective was extracted as potential opinion word for any obtained feature.

In this project, Authors [3] **Hai et al. (2011)**, **Zeng and Li (2013)**, **Fei et al. (2012)**, **Zhang and Zhu (2013)**, **Wang et al. (2013b)**, prepared association rule mining approach to spot implicit aspects from Chinese reviews. They generate the association rules among clear aspects and their opinion words that turn out a co-occurrence matrix. Within the second part they round up the specific aspects and generate a lot of powerful rules. If in any sentence, they establish opinion word however no clear aspects, then they use these powerful rules to spot the foremost applicable match with the best frequency. Zeng and Li (2013) prepared a rule-based approach to extract express aspects and to spot implicit aspects; classification-based path was planned. These clear aspects at the side of their opinion words were then round up in applicable categories. Finally, they used a collection of opinion words and map them to clusters of clear feature and opinion words to spot the implicit aspects. Fei et al. (2012) planned a dictionary-based path, that tries to spot those nouns that area unit indicated by adjective opinion. Zhang and Zhu (2013) planned a completely unique co-occurrence association primarily based technique to spot implicit aspects from client reviews. They execute the task in four steps: initial they calculated the co-occurrence frequency for all the words within the bulk; determined the Modification matrix victimization double-propagation approach that records the modification relationship among facets and opinions; then they known all the opinion words and preferred all the aspects that may well be changed by these opinion words; and within the last they decide for the simplest implicit aspect not supported completely opinion word however upon all the words allowance within the sentence.

In this project, Authors [4] **Xu et al. (2015)**, **Sun et al. (2014)**, **Sun et al. (2014)**, **Schouten and Frasinca (2014)**, **Wang et al. (2013b)** conjointly planned association rule-based hybrid approach to extract implicit aspects. They more extend these associated rules by adding substring, dependency and unnatural topic model rules. Wang et al. (2013a) used topic modeling at the side of SVM to spot implicit aspects. Xu et al. (2015) used LDA to construct express topic model so incorporating must-link, cannot-link and relevance-based previous data with express topic model to extract implicit aspects.

Sun et al. (2014) planned a context-based technique to extract implicit aspects from Chinese product reviews. They performed the task in 3 stages, in initial stage they known the connection among facet and opinion words, in second step they probe for any implicit facet and if found then generate the candidate set and in last step they used this candidate set to spot implicit aspects by hard score between opinion words and implicit aspect's context info. Schouten and Frasinca (2014) planned a supervised technique to spot implicit aspects from product and eating place reviews. The rule they planned initial generates the list of implicit aspects on the bases of trained dataset, list of distinctive lemmas and their frequencies. As these lists were generated, the rule computes a score for every implicit facet that is that the magnitude relation among co-occurrence of every word and frequency of the word. because the range of sentences containing implicit aspects is incredibly low, there for they outlined a threshold to spot implicit aspects. solely those aspects are known that have the score larger than the given threshold.

In this project, Authors [5] **Feldman (2013), Miller and Fellbaum 1998, Blei et al. 2003 As rumored by Feldman (2013)**, over 7000 articles are written on completely different areas of Storm Troops. Therefore, we've enclosed the foremost recent or progressive papers during this survey. Although, we've not enclosed topic modeling techniques (e.g. Latent Dirichlet Allocation (LDA)) for facet extraction during this study, as a result of the comparison of topic modeling approaches with the techniques conferred during this review is not conceivable, because of the inaccessibility of precise results. over fifty techniques were summarized for the extraction of express aspects. except for implicit aspects, we've found solely eleven studies that centered on the extraction of implicit aspects, whereas some studies centered on each implicit and express aspects. because of the big range of analysis papers for express aspects, we've divided the approaches into 3 main classes i.e. unsupervised, semi-supervised and supervised, as illustrated. The task of facet extraction and categorization has 2 components, initial to extract all aspects and second to classify similar aspects into clusters. The aspects area unit classified into 2 sorts i.e. express and implicit and more express aspects area unit classified per the character of the adopted approach. For facet categorization half, most of the researchers planned lexicon [WorNet (Miller and Fellbaum 1998)] or corpus-based approaches. Despite of dictionary-based approaches, some researchers have used LDA (Blei et al. 2003) to cluster similar aspects. during this paper, we've centered solely facetextraction part and therefore, facet categorization isn't mentioned.

### III.CONCLUSION

With the fast development of the web exploitation, several businesses have originated their own ecommerce system. two-faced with such a giant amendment within the ancient management theory and also the management strategies are tough to satisfy the necessities within the era of e-commerce, several new issues should be from theory to observe. Electronic commerce might the agricultural production pre-natal, produce, the post-natal varied links unifies organically the answer agricultural production and also the market info not asymmetrical question that change the agricultural producer to grasp promptly the market info and produces in step with the market demand state of affairs affordable organization that avoids the price huge undulation that as a result of the output creates and reduces the agricultural production risk. Our projected model will solve the prevailing challenges and supply the community of the novel contemporary agricultural product selling state of affairs To construct the interior system of electrical power firms to boost, got to improve the management structure and organization of the corporate, to make sure that the interior management from the system construction and implementation of the most clear, powerful, conjointly would like from the management philosophy and company culture, improve the corporate itself and also the quality of the workers, for all the facility associate degreed to ensure the interior operation of an example effective management. we tend to projected a product facet ranking framework during this work that aims to support the client with a graded list of the foremost representative product aspects that are known in on-line reviews mistreatment sentiment analysis and TOPSIS. The projected work has been rotten into 2 stages: facet extraction and facet ranking. Aspect extraction stage extracts 3 lists of the candidate product aspects supported 3 main criteria: frequent primarily based extraction, opinionative aspects extraction, and domain-specific aspects extraction severally.

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