

A Review on Different E-commerce Sites with Outfit Composition

¹Aparna Mote,²Nikhil Ramane, ³Ankita Konde, ⁴Nilam Shitole, ⁵Chandrika Landge

Computer Engineering Department,
¹ZCOER, Pune, India

Abstract: The fashion industry has evolved in many fields and its growing and making an enormous promote in article of clothing company and e-commerce entity. The challenging task for IT industry in fashion is to model a predictive system with the domain of data mining. E-commerce uses electronic communication as well as information technology in many transactions for creating, transforming or for redefining the relationships between individuals and organizations. It simply means buying of products, services and information and selling them through computer network. It is totally changing the traditional approach of business. The main change in business is noticeable growth and it has many significant effects on environment as well. This is the reason why it is so preferred in business nowadays. The objective of this paper is to review the present status and trends of E-Commerce websites for outfit composition.

Keywords: Convolutional neural Network, outfit product images, data mining

1. INTRODUCTION:

E-commerce uses electronic communication as well as information technology in many transactions for creating, transforming or for redefining the relationships between individuals and organizations. It simply means buying of products, services and information and selling them through computer network. E-commerce uses electronic communication as well as information technology in many transactions for creating, transforming or for redefining the relationships between individuals and organizations[10]. It simply means buying of products, services and information and selling them through computer network. It is totally changing the traditional approach of business. The main change in business is noticeable growth and it has many significant effects on environment as well. This is the reason why it is so preferred in business nowadays.

E-commerce websites is an important cluster composition for finding a good collection composition of almost everything. Composing E-commerce websites involve bottomless thoughtful of e-commerce principles while incorporate resourcefulness for choosing several e-commerce objects (e.g. clothing, mobile, shoes).

1.1 Important Factors of E commerce

The important factors responsible for the growth of E-commerce are

- Global Customers – customers available worldwide
- Global Products – Foreign product demands
- Global Operations – Availability of Transnational and Multinational Corporations
- Global Resources – Foreign raw material usage

1.2 Factors Affecting E-commerce:

The important factors affecting the E-commerce are categorized as follows:

1.2.1. Technical Factors:

- Infrastructure of Telecommunication
- New technical developments and their access
- Availability of bandwidth
- Rates of internet

1.2.2. Political Involvement:

- The initiatives by government to support the implementation of new technology
- Demoralizing regulations of government
- The interest of government for adopting the new technologies

1.2.3. Social Factors:

- Count of literate people
- Internet user's count
- Interest of people to learn new technology

1.2.4. Economic Factors:

- Economical progress of country
- The average income of individuals
- Hardware and software cost[11]
- Telecommunication infrastructure usage charges.

2. RELATED WORK:**2.1 Clothing Style and Heterogeneous Co-occurrences**

A. Veit et al. [1] proposed a framework which was able to recover a space of style for cloths with the help of information of number of occurrences and category labels. The framework designed understands compatibility between various items of different categories so it extends the traditional way of metric with Siamese networks which concentrate on recovering correspondences. This paper also explained a retrieval method with nearest neighbor with greater label noise [1], [5]. By combining the proposed framework and nearest neighbor retrieval, outfits are generated from various categories[12]. But this system was not able to incorporate the preferences of users.

2.2 Matching Street Clothing Photos:

M. H. Kiapour et al. [2], proposed a new system street to shop with the goal of matching a garment item to online shop. Used dataset is new. Using that dataset they proposed three different methods considering the approaches of learning similarity measures [5] between the two. These methods provided beginning step for accurate retrieval from online retailers. But the retrieval performance was low.

2.3. Similar styles retrieval:

K. Yamaguchi et al. [3], proposed parsing method which considers fashion image retrieval. This system combined three models namely global parse, nearest neighbors and transferred parse predictions. The proposed method used similarity based retrieval technique [5]. Experimental results obtained were beneficial in finding the scenario. But this paper did not consider the mixed fashion tradition[11].

2.4. Cross-Scenario Clothing Retrieval:

S. Liu et al. in [4], addressed a practical problem in cross scenario if considered retrieval in clothing. This system proposed two step calculation methods for obtaining one to many similarities between query daily photo and all online shopping photos. This paper did not consider the mixed fashion tradition like our does. the auxiliary set are derived by direct sparse reconstruction; and 2) by a cross-scenario many-to-many similarity transfer matrix inferred offline from an extra auxiliary set and the online shopping set[13], the reliable cross-scenario one-to-many similarities between the query daily photo and all online shopping photos are obtained.

2.5. Magic Closet:

T. Zhang et al. in [6] proposed a magic closet system which suggests the suitable pairing system provided user specifies the occasion. This paper used SVM based recommendation model for incorporating the matching rules[11]. For implementing this model, they have used large clothing of clothing with full attributes. But this was limited by the current performance of human detector[12][13], some clothing in the user's clothing photo album may be misdirected.

3. Features of E commerce:

Following are the features of E commerce:

1. Ubiquity – It is everywhere i.e. e-commerce is not restricted to a physical place.
2. Global reach – It is possible to conduct business transactions worldwide.
3. Universal Standards – E-commerce makes use of Internet and World Wide Web to reach customers which has the same technical standards worldwide.
4. Richness – E-commerce provides rich content in form of interactive graphics, videos, animations etc.
5. Interactive –A two way communication between business and customers is possible.

4. Advantages of E commerce**4.1 Advantages to business –**

1. Increased potential market share and global reach
2. It is easy to expand market with minimal capital outlay
3. It enables a business to procure material and services from other companies
4. It enables customization of products

5. Low cost advertising cost and entry barriers
6. No 24 hour time constraint
7. It is easier to launch a new product online

4.2 Advantages to Consumers –

1. It enables 24/7 access
2. It saves time, money and effort
3. It provides more choices i.e. wide range of products and services
4. Price and Product comparisons are available online
5. Improved buying experience and delivery processing

Conclusion:

E-commerce uses electronic communication as well as information technology in many transactions for creating, transforming or for redefining the relationships between individuals and organizations. This paper explains various factors influencing E-commerce. Also overviews various E-commerce Sites with Outfit Composition.

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