A Study on Applying On-Line Consumer Product Knowledge and Browser Behavior for Personalized Product Recommendation

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ABSTRACT

Today numerous on-line recommendation systems use data mining tools to find the relation between consumers' characteristics and product purchase to deal for product recommendation, but data mining needs huge history data on right recommending. Besides, having the same characteristic consumers may having the different e interests. Because consumer product knowledge have great influence upon buying strategic. So this study combine consumer product knowledge and browsing behavior to build product preference index of web browser(PPIWB) as a basis on browser's personalized product recommendation system. Through the feedback result of website surrey to modify weights of browser behavior items, expect to improve the accuracy of PPIWB. To use as 3G phones to build test system to try out accuracy of product recommending and browser satisfied degrees. Through 250 browsers to test system, the result shows that system success fit in with browsers favor of product reach 60.8%. Through increasing number of browsers to decrease PPIWB the gap of browser satisfaction from 0.7085 reduce to 0.49. The results shows analysis model had effective forecast the product preference of browser. We hope the analysis model of this study can be used as consultation for shopping web business for building product recommendation system. Key Words recommendation system, browser behavior, product knowledge, data mining

Keywords : product recommendation system ; browser behavior ; product knowledge ; browsing behavior analysis model

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