HYBRID PERSONALIZED RECOMMENDATION APPROACH FOR IMPROVING MOBILE E-COMMERCE

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Abstract: In recent years, the massive influx of information onto internet has facilitated user, not only retrieving information, but also discovering facts. However, web users usually suffer from the information overload problem due to the fact of significantly increasing and rapidly expanding growth in amount of information on the mobile web. Web personalization and recommendation is one of the promising technique to tackle this problem by adapting the content and structure of mobile websites to the requirements of the users by taking benefit of the facts acquired from the analysis of the users' access behaviors web is another important area which is consists of much more complex structures and huge collection of ambiguous data. The mobile web portion of the web is also quite different from the traditional web. The information contained in the mobile web is often more concise, more location-specific, and time-critical. The multiplicity of mobile web application among assortment of recommendation aim and technique involve that to gather more and more global recommendation requirements, it reasonably significant to implement hybrid recommendations for M- commerce. In this research, we proposed hybrid recommendation systems in m-commerce base on innovative K-means Clustering (IKMC) and Distributed Association Rules together to improve recommendation performance.

Keywords: hybrid personalized, distributed association rules, ikmc, m- commerce

I INTRODUCTION:

In the last decade, due to improvement of mobile terminal capability and increase of bandwidth, wireless and mobile networks are experiencing exponential growth. A new e-commerce mode named "mobile commerce" emerged and was considered as significant supplement and potential substitute of traditional e-commerce. Even though mobile commerce relies on the same core information technologies as e-commerce, there are extra diverse in underlying infrastructure components. This is because typical mobile commerce clients such as mobile phones or personal digital assistants (PDAs) are certainly limited in terms of computational power, input/output facilities and memory. A well designed going to places of interest information system should provide mobile service for recommendation using mobile terminals. Moreover, information and service should be personalized for each visitor to make good use of the limited resources and to improve customer satisfaction.

Any Information system should meet the following requirements:

1) Provide personalized service;

2) serve customers at anytime and at anywhere;

3) Improve quality of service continuously.

For example, the supermarket may equip Mobile phone with writable tag could download selective information from service providers under various circumstances. On the other hand, personalized recommendation is one of the key techniques to support personalized service, which can recommend certain products to specific user. Amazon, CDNow, eBay, MovieLens, flipcard homeshop18, starCJ and MovieFinder are representative recommender systems. Although existing recommendation algorithms made achievements in traditional e-commerce, they cannot be applied to mobile commerce without any modification.

Algorithms in mobile commerce should reduce their complexity and traffic, improve capabilities of anti-interference and error correcting to meet wireless network requirements in terms of high bit error rate and

bandwidth limitation and fluctuation, as well as mobile terminal requirements in terms of limited computational and storage capabilities and limited screen size. In this paper, , we proposed hybrid recommendation systems in m-commerce base on two way innovative K-means Clustering(IKMC) and distributed Association Rules together to improve recommendation performance. tags are embedded into mobile terminals, providing user identification so that recommender algorithm could find corresponding user profile and purchase records Recommendation is based on implicit feedbacks which involve user's implicit operations on short messages and web pages, and user's location and purchase record. All these feedbacks reflect user's interest in certain recommendation and can be used to update user profile or refine recommendation.

The rest of this paper is organized as follows: Firstly, related work of tourism personalized information system in mobile environments is introduced in section 2.presents review of related literature Section 3 presents an overview of the system, Recommendation based on group profiles., working procedures and Section 4 describes some considerations Approach for group profile conception in conclusion, in section 7 we conclude the paper.

II REVIEW OF RELATED LITERATURE

Xueying Li in at [1] they was searched some typical optimizing strategies for association rule mining and discuss the feasibility of applying them to behavior pattern mining since the two problems are similar in many aspects. Moreover, they proposed a novel and efficient algorithm named BP-Growth for behavior pattern mining by combining two promising strategies. The extensive experiments in a practical mobile computing environment clearly show that BP-Growth and its optimization significantly outperform GCPM and other two baselines which adopt one of the two promising strategies in terms of both running time and memory cost.

Yu Zhang in at al [2] an approach is proposed in which ontology and FCA is used together for semantic association rules mining between preferences and situations. The proposed QFML structure reduces needed node number. It is propitious to extract different rules along respective routes and to calculate relevant parameters. The priority of rules is designed and discussed. In preprocessing procedure, the method of context reduction is different from the reduction methods based on attribute dependency in related works.

Daniel Gallego in at al [3] they were present the model and architecture of a context-aware mobile system which uses banking data to generate personalized recommendations to bank customers. This research project was carried out through the collaboration between our research group and one of the most important Spanish banks (its identity is not revealed in these lines in order to comply with bank's policies). This banking entity has provided us with more than 2.5 million credit card transactions made during the year 2010 and information about the 222,000 places and 34,000 anonymous customers' profiles related to the previous transactions.

Daniel Gallego in at al[4] aspire at the special sparsity of user rating data in Mobile Electronic Business, they was use the Item Rating Prediction-based Collaborative Filtering Algorithm, to preliminarily predict customer ratings to unrated items by computing similarity between items and then compute the nearest neighbor adopting a new similarity measuring method. Of course, the method is still immature in some aspects, needing for continuous improvement and perfection in practical application.

Biuk-Aghai ET [9] developed a recommender system for visiting tourist attractions in Macau. The recommender system aims to provide a suggested travel itinerary to a tourist based on input about the tourist's preferences, official rating of each tourist spot, and all user feedback for each spot. Firstly, mobile device is used by tourist to indicate his preferences for different types of scenic spots as well as his desired begin and end time and place. Secondly, these requirements are transmitted to a recommender server which a suitable travel itinerary will be generated. Thirdly, a genetic algorithm and a fuzzy logic module are used to determine the itinerary and to calculate suitable stay time of each spot based on the user's preferences. Finally, a schedule is completed for the itinerary and sent to mobile device.

III RECOMMENDATION BASED ON GROUP PROFILES

Individual customer profiles have the capability to provide additional personalized recommendations as every individual's preferences are taken into contemplation. Though, a foremost weakness when creation recommendations to a customer based on his individual profile is that a customer may not be recommended distinctive items, which are comparable to his search. This can ensue because a customer may not have searched such items on his own. Consequently, to create the recommender more efficient, group profiles can be worn to recommend comparable items. The other benefit of using group profiles for creation recommendations is that creating individual user profiles is expensive. Recommending items based on group profiles is an assisting, method of improving recommendations.

Previously the group profiles have been created, any associations connecting the searches of users and the same clusters can be resolute. Distinctive rules, based on that association, consisting of searched items can be saved in the group profiles of customer. The subsequently step is construction recommendations to customer in a cluster.

Every one top rules that have the elevated confidence values are in use. Here is selected so that the quantity of unique rules that can be derivative from dispersed associations is at slightest equal to distributed association rules per cluster. Merely the top rules are selected for recommendations since a higher number of recommendations decrease the quality of recommendations [3]. The other negative aspect of giving too many

recommendations is that a customer looses interest in recommendations if large numbers of items are specified as recommendations. The technique behind recommendations based on a group profile is similar to recommendations based on individual profiles, except that in the case of the group profiles, recommendations are made based on frequent search interests of users in a group, dissimilar individual profile technique, where recommendations are made based on the individual interests of a user. The other difference is that unlike individual profiles, group profiles also cater to information needs of an anonymous customer. For customers with no profile, rating or search data, it becomes complex to recommend items. To avoid this cold-start problem, in case of unidentified customers, his searches are matched with a group profile and comparable searches from a group which matches his interests are recommended. The algorithm uses a RetrieveC_j^{θ}) j Retrieve (θ function that helps in retrieving the top θ results from the group user profile and gives such results as recommendations to the users. The other function that the algorithm performs is a j exhibit C_j^{θ} , function that displays top θ recommendations to users. The whole recommender process is explained in the flow chart of figure 4.

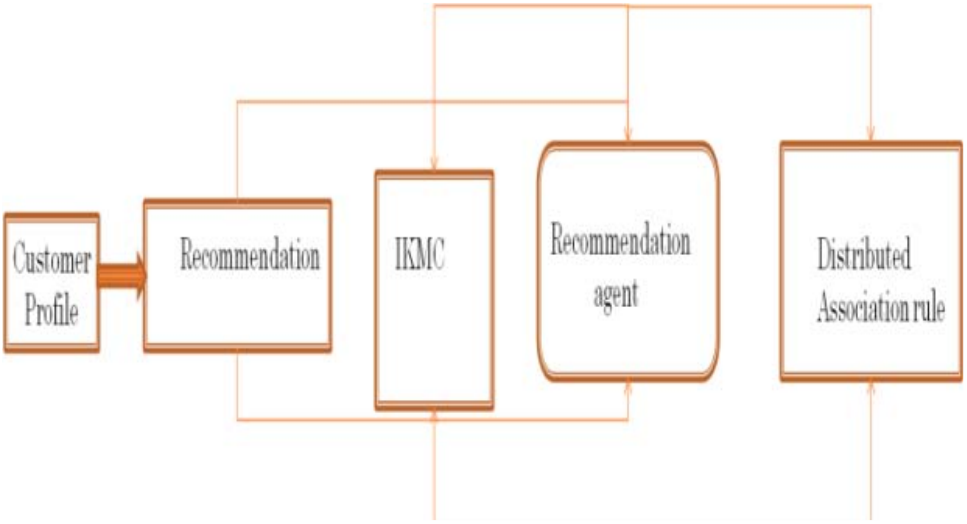

Figure 1: Created profiling and generate Recommendation

IV APPROACH FOR GROUP PROFILE CONCEPTION

Grouping profiles consist of the highest interests of a group of customers, where the uppermost group interests are scored based on the attractiveness of the items as searched inside the taken as a whole group. Dissimilar individual user profiling, group profiling is a CF-based approach where similar users are clustered based on items they have searched or ranked. Group profiling is a popular approach for making cost effective recommendations.

For making recommendations to users in a group, some of the popularly used methods are a) recommending top θ items as searched by users in a group; b) detect associations of items as searched by a group; 3) detect top ranked items as ranked by a lot of users in a group. Though, as discussed previous, detect any similarity among users-items is a composite process. It occupies analyzing high-dimensional data with a lot of searches made by users, and every search may be dissimilar from the other.

Consequently, to build group profiles for construction efficient recommendations, this research has used distributed associations based models coupled with extraction of unique rules from the associations in a group.

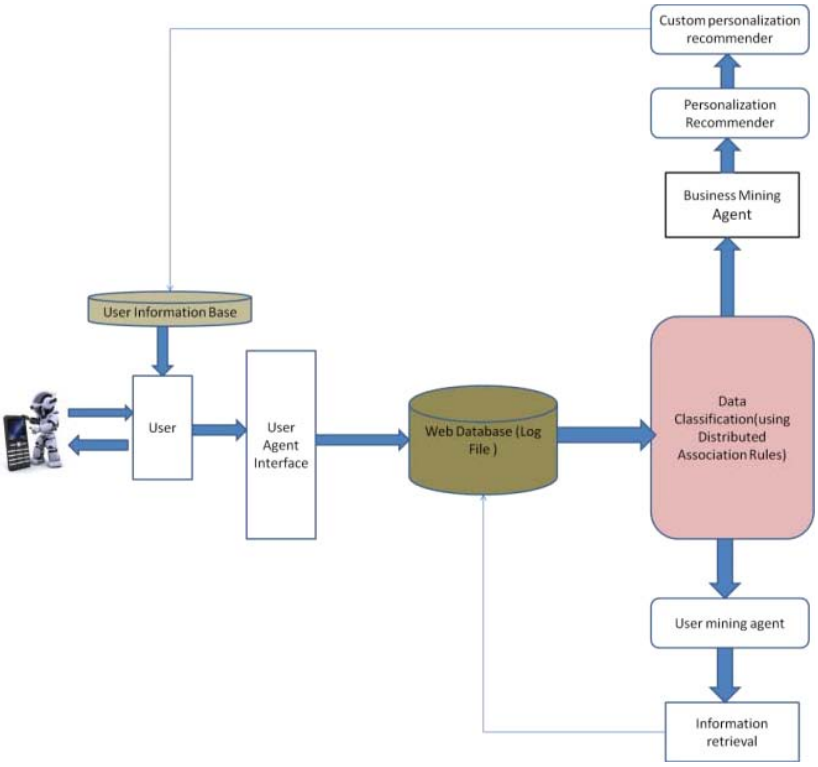

Figure 2: personalized recommendation technique for mobile e-commerce

Group profiles based on vector and matrix technique: To make group user profile, the quantity of independent searches made by all users in the similar group is utilized. Every one unique searches made by users in a group are identified. All searched parameters are identified. Frequency of all comparable searches of each user is originated. A comparable search is a search where everyone queried mechanism is the similar even if a user may have searched the same mechanism in different investigate sessions. The most important dissimilarity among an individual user profile using vector-based methods and group profiles using vector-based methods is that, in a group user profile, each row represent a user and each dissimilar column characterize a searched component as searched by the user. The matrix contains searches of all users, represented as row vectors. On the other hand for an individual user, the search matrix so formed, contains searches of a single user. Two techniques are then used to create group profiles. In the initial technique, matrix-based methods are employed to create group user profiles. Top rated searched objects are recognized in every cluster using popular two dimensional reduction techniques such as DAR, SVD, PCA and NNMF. Such highest top θ values are then saved in the user profiles. In the next technique, vectors of searches for every user are produced. These vectors are then clustered to discover comparable users. The searches completed by comparable users are then used to discover associations. Item features which can differentiate between two searches are then recognized by these associations. For example in the mobile website famous features like create and model are taken for make associations, where associations of length two are only measured, as associations of length one are corresponding to frequency based assessment technique and for associations superior then length two, the quantity of rules formed develop into less. The motivation behind this is that there might be users who have complete few searches and discovery appropriate association rules in such searches is complicated and is not efficient. Once associations among groups of users are ascertained; only rules with high confidence values are taken. From these rules, unique rules for each cluster of users are derived for a cluster k C, two rules.

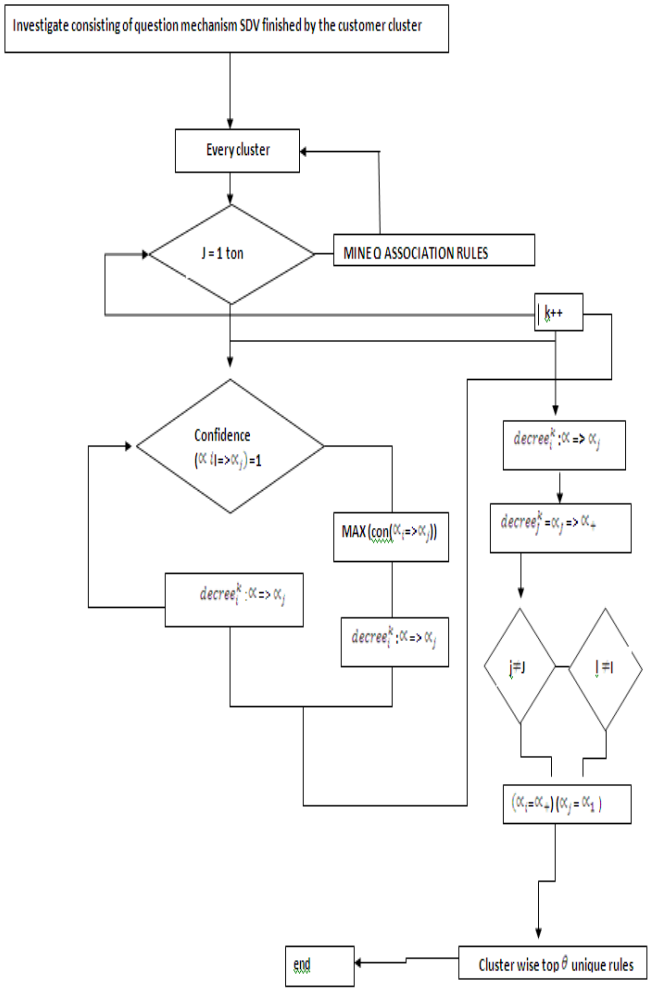

Figure 3: IKMC Algorithm

Group profiles based on Distributed association rules: Once, after decomposing the group users DAR algorithm, clustering is execute to discover similar users based on their searches. The subsequently significant task is to discover interesting patterns inside such a group of similar users. Inside each group of users, associations between their searches are originate out. These associations are further mined to obtain unique rules and lastly saved as top θ interests of group users in their relevant profile. To accomplish this, the following three steps are performed.

a) Discovery Distributed association rules among users in a group.

b) Discovery unique rules from such users-users associations in a group.

c). Saving rules, cluster information, user information and items information as a profile.

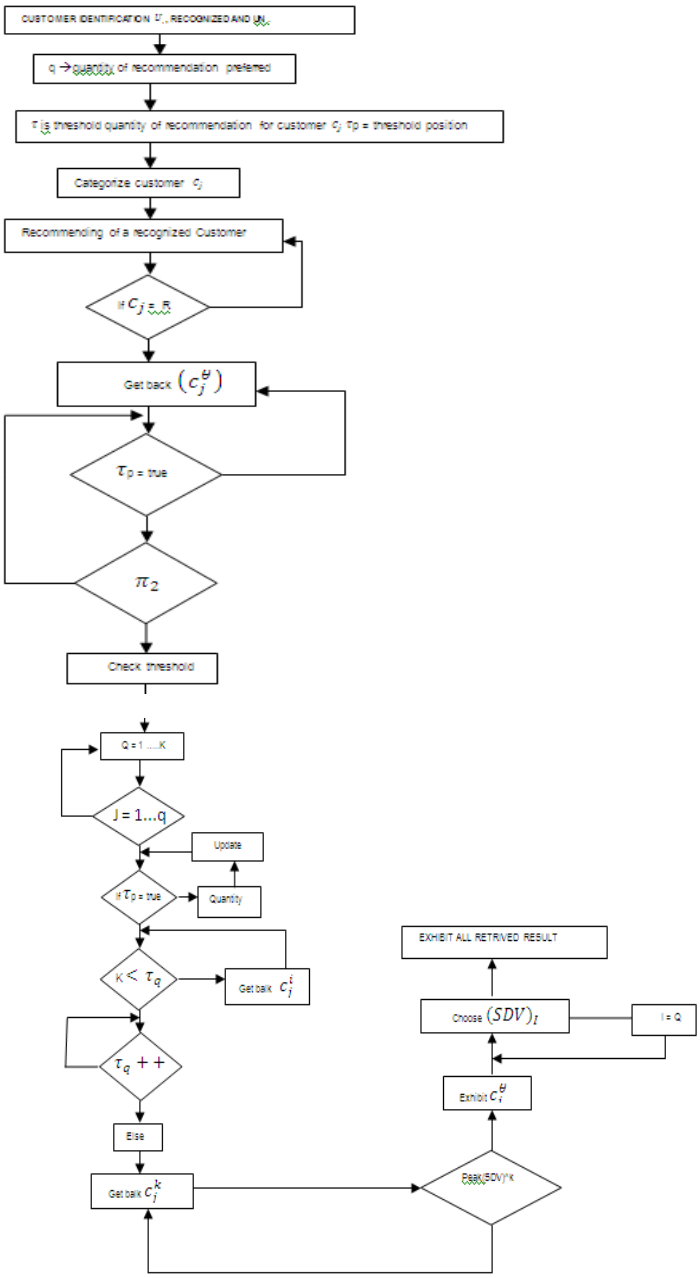

Figure 4: flowchart for mobile web recommendation algorithm n Distributed based association rules

Every above phases talk about below in aspect: Classification of Associations in collection of Clustered Users: every searches through by the users in a cluster are composed and the frequent associations based on preferred query mechanism (reminiscent of create model in case of a mobile website) are mined. The mechanism selected for creation such rules should be capable to obviously recognize item instances in the database. In our case, make and model of a mobile are taken, since these two search mechanism can clearly identify items. Thus, every cluster contains the searched parameters that are searched by the users of the individual cluster.

Distributed Association rules are mined for every individual cluster. Every one searches through by group associate, consisting of mobile create and model are conceded as input for mining association rules. Every one distributed association rules with high confidence values are measured. This research has considered associations of length two, as the occurrence of associations of length better than 2 was extremely rare, particularly when the quantity of users in a cluster was small. In cases where the length of association is 1, such rules were correspondent to the frequency based technique. Unique Rules classification: Once association rules are extracting from a cluster of comparable users, unique rules are determine beginning these associations. Unique rules require to be extracted since association of item sets may be redundant. Comparable searched item

sets might be make with dissimilar categorize of item sets by association rules, still although the searched item standards are same.

For a cluster k C, two rules From the association rules of each cluster, the number of unique rules that can be get back depends on the require of the website or service provider. If the quantity of recommendations to be made is high, then large numbers of rules have to be generated. In all the experiments conducted association rules that can generate 3, 5, 10, and 15 unique rules for each cluster of users are taken. All unique rules with high confidence score are considered. These rules along with the scores are then saved in the group user profiles as top θ rules for the respective cluster. Such top θ rules can then be given as recommendations to each of the users belonging to a same cluster. The complete methodology for finding association and unique rules from a group of users is explained in the algorithm presented in Figure 4. Investigate Consisting of query mechanism qn finished by the users in a cluster

CONCLUSION

In this survey paper we proposed mobile web recommendation algorithm based on Distributed association rules and innovative K-means Clustering our work applicable to many fields like m-Business, m-Education, and m-learning E-learning area for Downloadable Content such as news, classified ads, restaurants and entertainment listings. The most important applications of discovered navigation patterns are to improve the web sites / pages by reorganizing them. Electronic commerce vendors use recommender systems for suggesting products to their customers. Web personalization (re)organizes web sites / pages based on the individual users need.

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