

E-COMMERCE WITH PRICE COMPARISON, PRICE ALERT

E. Babu¹, Nallamothu Sai Kiran², Katta Vijay², Karumuri Yogasree², Govindu Rakesh²,
Balaram²

¹Assistant Professor, ²UG Scholar, ^{1,2}Department of Computer Science Engineering

^{1,2}Malla Reddy Engineering College and Management Sciences, Medchal, Hyderabad

ABSTRACT

Acquiring sensitive information from the user in some malicious sites that appears just like the legitimate webpage which they are doing a form of criminal activity that is named as phishing among the electronic world. Academic degree offender can use this kind of phishing or fraud by exploitation such websites, that might be a severe risk to net users for his or her personal and wind. So, among the sphere of e-banking and e-commerce, this act makes a threat for all webpage users. Throughout this paper within the main discerning the varied choices of legitimate, suspicious and phishing websites. These choices are fed to the machine learning algorithms that are constitutional thus are used for comparison and to establish the accuracy of the rule. Algorithms used during this comparison are J48, Naïve Bayes, random forest and provide Model Tree (LMT) are used and them accurately to predict the net website legitimacy is calculated. Also, the foremost effective rule among utterly completely different algorithms are elect. Throughout this paper, we'll compare the finally ends up within the two ways in which. Firstly, we tend to discover the simplest rule by practice the comparison of the assorted attributes like properly Classified Instances, Incorrectly Classified Instances, Mean absolute error and letter of the alphabet statistics. Secondly, the accuracy of these algorithms will analyse with utterly completely different parameters like TP Rate, FP Rate, Precision, Recall, F-Measure, MCC, monster house and People's Republic of China house that is pictured at intervals the chart. The chosen algorithmic rule makes the net website analysing technique machine-controlled. Before making payment on any e-commerce data processor, this prediction model will be used for determinative the legitimacy of that data processor.

Keywords: E-Commerce, Price Alert, Price alert, Product Comparison.

1. INTRODUCTION

These phishing websites were made by some evil people and are fake sites that seem to be the same as authentic websites. These fake online materials are designed to deceive their victims by having striking visual resemblance to actual ones. Additionally, a lot of the fake web content has the same appearance as genuine web stuff. Many irresponsible internet users were merely duped by these kinds of fake websites. These fake websites have the ability to obtain the personal information of its victims. This information includes their checking account password, master card number, and other important yet very sensitive data. Phishing web content is looking for a new crime to replace the initial online crimes that writers encounter, such as viruses and hackers. These phishing websites are fraudulent, impersonating real websites, and were created by some wicked persons. These fraudulent internet resources are intended to trick their targets by bearing an uncanny visual similarity to real ones. Furthermore, a lot of the fraudulent online information seems just like real stuff. These sorts of phoney websites only fooled a lot of careless internet users. The victims' personal information might be obtained by these fraudulent websites. This data contains their master card number, checking account password, and other sensitive yet crucial information. Phishing material searches for a new cybercrime to supplant the first cybercrimes that authors come across, such as malware and hackers. Authors have observed in recent years that the number of phishing websites is rising quickly. Phishing is a form of social engineering in which victims' personal information is unlawfully obtained by surfing a fake website that appears to be authentic or real. The secretarial assistant may ask you to enter information, but they are unable to verify the legitimacy of the website or its accuracy. Once they enter their

information on the fake website, the attacker can take advantage of them and their family, causing them to suffer financial losses, the loss of other valuable assets, and the terrible loss of private and sensitive information. Authors will soon claim that online phishing is a haphazardly initiated social engineering attack that causes several significant issues with modern online banking and e-commerce. The word "phishing" comes from the website "phishing," which is a play on the word "fishing." The idea behind the phishing website is the same: consumers see a fish that appears to be an attraction, and if they return and want to take advantage of this opportunity, they can make changes to the bait that the phishing website owner has placed there.

2. LITERATURE SURVEY

This paper [1] contributes a very distinctive approach for the automatic identification and extraction of product value info from capricious e-shop websites that freelance from the e-shops' language and additionally the merchandise domain. The approach uses tag path analysis and it exploits the common structure of product records within e-shop websites for characteristic product records and extracting their attributes. The approach was created freelance from a product domain or a language. The adequacy of the approach for the identification and extraction of product records from e-shop websites was shown in academic degree experiment where the attributes of the complete product of two altogether completely different e-shop websites square measure extracted.

This paper [2] proposes smartphone application named Virtual Cart for facilitating a simple and convenient technique for buying in wanting malls. The hybrid application Virtual Cart can even extend friendly client service for 24 hours daily with relevance locating, buying and shipping shopper needs. There square measure two blessings of it: first no got to exchange the queue for a drawn-out time in malls merely for scanning the item, second there will be no scope for the frauds that happen in mobile wanting. The transactions which will present itself oftentimes with the retailers cloud area unit progressing to be created secure.

The aim of the paper [3] is to developed the 'modified SentiWordNet algorithm' that in the main is on machine learning is employed to urge the alternatives of the merchandise. These choices will then be keep and can be created out there for the users whereas they are finding out the merchandise. This approach offers the rating at the tip for every feature of the merchandise so recommends the patrons to travel with the one that has the foremost effective rated product terribly} terribly specific feature. Whenever the priority of the alternatives is chosen, then the merchandise that have highest positive scores during this choices would be supported for the user so helps in shopping for the merchandise in line with their wants. The system helps the makers of the merchandise to understand their feedback of the merchandise so helps them improve the actual decisions of the merchandise .

3. EXISTING METHDOLOGY

Product Image: In 100% of the 50 analysed e-shops the product image was found in the scr attribute of the Error! Filename not specified. Element within the product records which contains the image with the biggest file size. Thus, as shown in Algorithm 2 the approach analyses all Error! Filename not specified. elements within the product record, it loads the images from the URL given in the scr attributes of each Error! Filename not specified element and collects the image having the biggest file size.

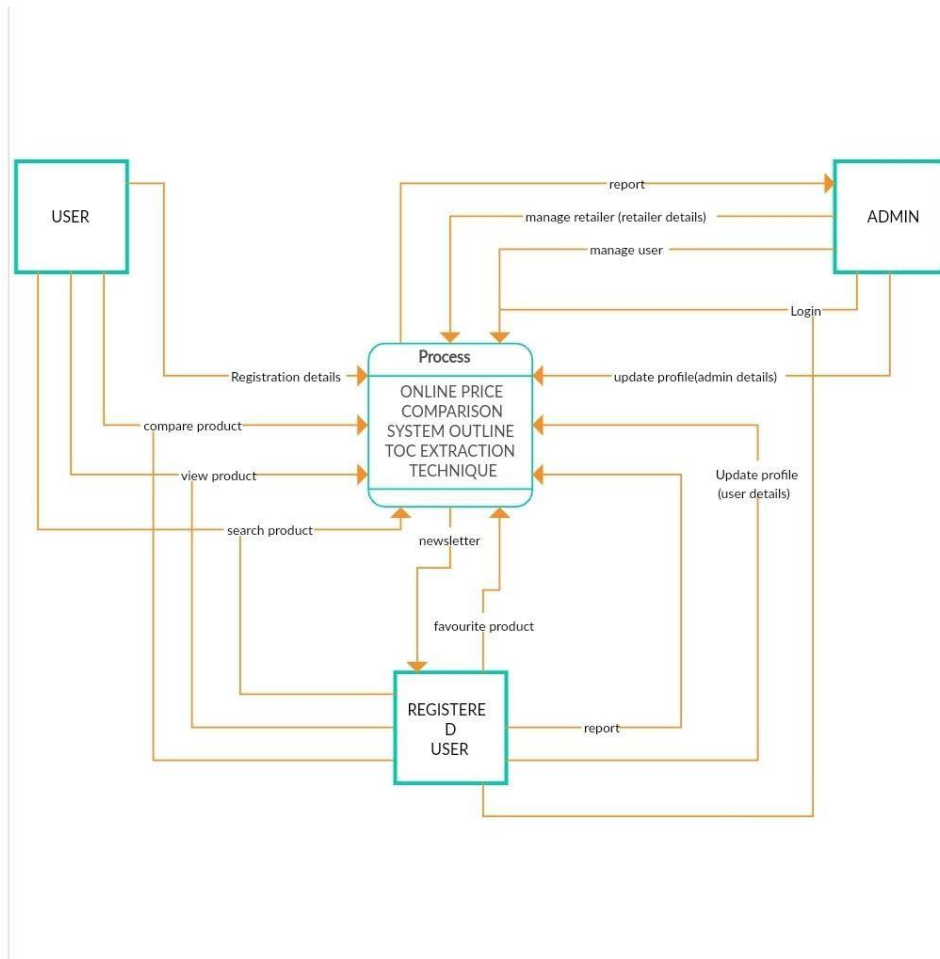


Fig. 1: architectural diagram

4. PROPOSED METHODOLOGY

The first part of the tag path depicts the path from root element of the Web page to the actual element, including the actual element. The second part of the tag path contains the tag paths of all child elements which are simply connected together to a single string. The asterisk in square brackets is used to separate the element path to the actual element and the following part of the path which includes the tag names of all child elements as well as for being able to distinguish different elements which otherwise would build the same path, e.g. and elements of the same table. Light Extraction assumes the majority of the product records of the analysed Web page in the cluster which contains the maximum number of elements. Light Extraction expects that not all product records within a Web page include exactly the same child nodes, since there are products including some additional information like an old product price or user reviews.

5. RESULTS

The proposed approach comprises all required steps and methods for identifying and extracting product records from arbitrary e- shop websites which are crawling the e-shop website,

identifying and extracting the product records within the e-shop pages and identifying and extracting the product attributes within the product records.

The approach was designed to be independent from a specific website language or a product domain and to be fast and easy configurable. Its functionality is described in the following subsections. For creating the approach we have analysed a set of 50 e- shops. These e-shops have different sizes from small e-shops over medium e-shops to very large eshops. The e-shops are a mixture of online shops from the United States of America (USA), Greece, Germany, Spain and the United Kingdom (UK)

having various product domains (e.g. clothes, home electronics or books). The approach takes the Uniform Resource Identifier (URI) of a special product or of any other page of the e-shop website as input and returns attribute-value pairs for pre-defined

product features of all products within the e-shop website as output.

For crawling the URIs of the e-shop websites we have analysed our set of e-shops for the occurrence of product lists within the different link levels of the websites. We could determine that no website provides product lists on a deeper level than level three. In this paper the levels of the e-shop websites are defined as follows:

- Level 0: Homepage of the e-shop website.
- Level 1: Web pages of the e-shop which can be directly accessed by a link on the Homepage.
- Level 2: Web pages of the e-shop which can be accessed by following two links from Homepage.
- Level 3: Web pages of the e-shop which can be accessed by following three links from Homepage.
- The analysis of the 50 e-shops revealed the following results: 76% of the analysed e-shop websites have product lists on level 0, 96% have product lists on level 1, 74% show lists of products on level 2 and 12% of the e-shops even have product lists on level
- 3. Level 0 mostly includes special offers of the e-shop which are on sale as well as the category links to the product pages available on level 1 where the product list of each category is presented. Level 2 pages include all product list pages from level 2, that means level 2 links in the most cases are page links on the first product page including the following product list pages

6. CONCLUSION

As the demand for the mobile looking is increasing the necessity for a lot of secure, safe and reliable dealing is of utmost demand. Smartphones, that became Associate in Nursing important a part of today's life, have reduced all the efforts that square measure needed for looking. There are 2 blessings of it: 1st no got to substitute the queue for a protracted time in malls only for scanning the item, second there'll be no scope for the frauds that happen in mobile shopping. The transactions which will ensue oftentimes with the retailer's cloud is going to be created secure. the trend of shopping online has come back to remain. Online shops are open twenty-four hours of the day and might be accessed from anyplace wherever there's a web affiliation. the benefit and convenience of shopping online can invariably lure a lot of customers thereto. However, consumers must be alert and responsive to the risks concerned and take additional care once looking on-line. Due to the openness and fight of the net market, most business invariably attempt to maintain the very best customary of security yet as a user centred web site to spice up their business.

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