Fake Product Review Monitoring and Removal for Genuine Product Reviews Using Opinion Mining PHP

ABSTRACT

As most of the people require review about a product before spending their money on the product. So people come across various reviews in the website but these reviews are genuine or fake is not identified by the user. In some review websites some good reviews are added by the product company people itself in order to make product famous this people belong to Social Media Optimization team. They give good reviews for many different products manufactured by their own firm. User will not be able to find out whether the review is genuine or fake. To find out fake review in the website this "Fake Product Review Monitoring and Removal for Genuine Online Product Reviews Using Opinion Mining" system is introduced.

EXISTING SYSTEM

When performing any type of internet shopping, many of the users will spend their quality time into reading other user reviews if they are available. A survey performed by Yelp.com has shown that:

➢ More than 80% of users and shoppers do check and rely on reviews of the people.

➢ 50% rely on ratings of the online product they want to buy.

➢ 30% of the users compare the product's reviews with others product's reviews to get a reliable and trustworthy thing.

Clearly consumers value the feedback given by other users as do the companies that sell such products. Blogs, websites, discussion boards etc. are a repository of customer suggestions which are valuable and important sources of textual data. Therefore, today's individuals and older ones extensively rely on reviews available on line. It means that people make their decisions of

whether to purchase the products or not by analyzing and reflecting the existing opinions on those products.

DRAWBACKS

- ➢ If the social media optimization team uses different IP address to send the review, system will fail to track the fake review.

PROPOSED SYSTEM

This system will find out fake reviews made by the social media optimization team by identifying the IP address. User will login to the system using his user id and password and will view various products and will give review about the product. To find out the review is fake or genuine, system will find out the IP address of the user if the system observe fake review send by the same IP Address many at times it will inform the admin to remove that review from the system. This system uses data mining methodology. This system helps the user to find out correct review of the product.

ADVANTAGES

- ➢ User gets genuine reviews about the product.
- ➢ User can post their own review about the product.
- ➢ User can spend money on valuable products.

Modules:

The system comprises of 2 major modules with their sub-modules as follows:

- ➢ Admin login
- ➢ User Login

System Requirements:

Software Components:

- ➢ Operating System   :   Windows 7 or Higher.
- ➢ Server   :   WAMP Server.
- ➢ IDE   :   Notepad++.
- ➢ Database   :   My SQL 5.6

Hardware Components:

- ➢ Processer   :   Pentium – III
- ➢ RAM   :   1GB
- ➢ Hard Disk   :   50GB
- ➢ Monitor
- ➢ Internet Connection