

Blame Classification through N-Grams in E-Commerce Customer Reviews

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Abstract : E-commerce firms allow customers to evaluate and review the things they buy as a positive or bad experience. The e-commerce transaction processes are made up of a variety of diverse organizations and activities that operate independently but are connected together to complete the transaction (from placing an order to the goods reaching the client). After a negative shopping experience, clients frequently disregard the critical assessment of these businesses and submit their feedback on an all-over basis, which benefits certain enterprises but is tedious for others. In this article, we solely dealt with negative reviews and attempted to distinguish between negative reviews where the e-commerce firm is explicitly blamed by customers for a bad purchasing experience and other negative reviews.

Keywords : e-commerce, online shopping, customer reviews, customer behaviour, text analytics, n-grams classification

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