

A Framework of Product Information Service System Using Mobile Image Retrieval and Text Mining Techniques

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Abstract : The online shoppers nowadays often search the product information on the Internet using some keywords of products. To use this kind of information searching model, shoppers should have a preliminary understanding about their interesting products and choose the correct keywords. However, if the products are first contact (for example, the worn clothes or backpack of passengers which you do not have any idea about the brands), these products cannot be retrieved due to insufficient information. In this paper, we discuss and study the applications in E-commerce using image retrieval and text mining techniques. We design a reasonable E-commerce application system containing three layers in the architecture to provide users product information. The system can automatically search and retrieval similar images and corresponding web pages on Internet according to the target pictures which taken by users. Then text mining techniques are applied to extract important keywords from these retrieval web pages and search the prices on different online shopping stores with these keywords using a web crawler. Finally, the users can obtain the product information including photos and prices of their favorite products. The experiments shows the efficiency of proposed system.

Keywords : mobile image retrieval, text mining, product information service system, online marketing

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