Buyer Interface System for Electronic Shopping Assistant

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Abstract

Most of the electronic stores have a problem when interacting with their customer to sell the goods. They have to make a lot of conversation with customer, discussing the requirement of the customer and the availability of products. Failure of the explanation may make the customer to give up purchasing anything, thinking that there is no such item that they desire to purchase. System solves this by questioning and answering with the customer behalf of salesperson. We use the inferencing , such as forward changing and backward changing. By fuzzy concept, it gives the suggestions of items to purchase in the system preferred order. General properties of the items are defined with fuzzy set and the rest type specific attributes are defined membership value with the number of their appearance on user's answer set. And the fuzzy operation takes on these fuzzy values by minimum averaging.