FILTERING FAKE PRODUCT REVIEWS BY USING n GRAM APPROACH

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Abstract--- As the trend to shop online is increasing day by day and more people are interested in buying the products of their needs from the online stores. This type of shopping reduces the shopping time and travelling time of the customers. Customers go to online store, search the item of their need and place the order. But, the thing by which people face difficulty in buying the products from online store leads to bad quality of the product. Customer place the order only by looking at the rating and by reading the reviews related to the particular product. Such comments of other people are the source of satisfaction for the new product buyer. Here, it may be possible that the single negative review changes the angle of the customer not to buy that product. In this situation, it might possible that this one fake review makes the loss and business. So, in order to remove this type of fake reviews and provide the users with the original reviews and rating related to the products, we proposed a Fake Product Review Monitoring and Removal System (FaRMS) which is an Intelligent Interface and takes the Uniform Resource Locator (URL) related to products of Amazon, Flipkart and Daraz and analyzes the reviews, and provides the customer with the original rating. It is a unique quality of the proposed system that it works with the three e-commerce Websites and not only analyzes the reviews in English but also the reviews written in Tamil and Hindi. The proposed work achieved the accuracy of 87% in detecting fake reviews, of written in English by using intelligent learning techniques which is greater than the accuracy of the previous systems.