

PRODUCT RECOMMENDATION FOR E- GROCERIES USING APRIORI ALGORITHM

A Project submitted to the Graduate School in partial fulfillment
of the requirements for the degree
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by

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ABSTRACT

(BAHASA MELAYU)

Kemunculan teknologi dunia tanpa sempadan iaitu Internet, telah membenarkan pelbagai kemungkinan berlaku. Pemasaran barang secara tidak langsung merupakan satu aspek utama dalam menyumbangkan keuntungan perniagaan. Kebiasaannya, peruncit konvensional terdahulu akan menggunakan susun atur secara fizikal dan kemungkinan pembelian yang terancang melalui paparan barang. Dalam e-runcit, idea tersebut telah dibangunkan berdasarkan cadangan barang. Kertas kajian ini akan membincangkan tentang rekabentuk dan pembangunan E-Groceries berdasarkan tujuan berkenaan.

ABSTRACT

(ENGLISH)

The emergence of Internet allows many possibilities; one of them is electronic groceries. Indirect marketing is one aspect that contributes to the business profit. Basically, conventional grocer will utilize physical layout and possible buying sequence using product display. In e-groceries, such idea can be implemented using product recommendation basis. This paper will discuss briefly the design and the development of E-Groceries for such purpose.

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CHAPTER 1

INTRODUCTION

The continuous growth in the size and use of the World Wide Web imposes new methods of design and development of online information services. Most Web structures are large and complicated and users often miss the goal of their inquiry, or receive ambiguous result when they try to navigate through them. On the other hand, the e-business sector is rapidly evolving and the need for web marketplaces that anticipate the needs of the customers is more evident then ever.

There is no exact definition of e-commerce. E-commerce is known as a method of buying and selling products, services and information electronically. The main methods of e-commerce are the Internet and WWW although e-mail, fax and telephone orders are also prevalent. According to Timmers (1999) e-commerce including electronic trading of physical goods and intangibles such as information. This encompasses all the trading steps such as online marketing, ordering, payment and support for delivery. E-commerce includes the electronic provision services, such as after-sales support or online legal advice. It also include electronic support for collaboration between

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