

Time Factor in Mining Purchase Patterns in E-Commerce site

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Abstract

In this work we establish the fact that amount of time a user spends on each page combined with path he takes to traverse through the site determines whether the consumer is purchase oriented or just a surfer. This would help us determine the customer's motives at a very early stage there by increasing the purchase convergence. We also propose a XML bases hypermedia model that would enable an online store to change a webpage on the fly according to the user so as to make the site more purchase oriented.