

# INTERNATIONAL JOURNAL FOR ADVANCE RESEARCH IN ENGINEERING AND TECHNOLOGY

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## MINING SOCIAL NETWORK FOR MARKETING

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**Abstract:** The development of online social networks in the region of the world has formed a new place of relations and communication among different ages of people. Those can allocate their awareness, estimation, and occurrence with one other caused by the online social networks offer features and may have an force on people's behavior in terms of communication and purchasing. The main aim of this study is to blow of online shopping in social networks is the process whereby user directly buys and as well as sell a goods or items. From a seller interactively in real-time without an intermediately service over the social media. This provide facilities for users to interact with one another, accessing to in order, remarks, assessment, and tariff that can help them for purchasing decisions in diverse ways.

**Keywords:** Social network, Marketing, Purchasing, Communicating

### 1. INTRODUCTION

The base of any business is the customers. Social networking represents an opportunity to build even closer and more profitable relationships with customers. So the user must respond to this change. In fact, users can gain benefits through using social network in their marketing; they can achieve a better understanding of the one user needs and can build better relationships with other users. For user to achieve the measurable commercial benefits, they must plan their activities in social networks for better control and measurement. Whenever the coordination between the social networking and marketing is achieved, users can more easily follow their clients, achieve their requirements, control and measure their activities. In this paper is the process of buying goods and services from seller on the social media. Since the emergence of the World Wide Web, user has wanted to sell their products to people. Shoppers can visit web stores from the comfort of their homes and shop as they sit in front of the computer by the use of social media. Client buys a variety of items from online social network. In fact, people can purchase just about anything from companies that provide their products online. Books, clothing, household appliances etc., are just some of the hundreds of products users can buy from a social network. Many people choose to conduct shopping online social network because of the convenience.

The main aim of this paper is all about the marketing User registered our profile page then authorized user can sharing interest, thoughts views, photos, ideas to friends, relatives, colleagues and can get new friends and gain experiences through the social network in and around the world and also to upload a selling

product or item details such as image of item, prize, usage etc. this may help to sold out the product as well as any product to buy the same network. This network enables to view all the valid information about the product based upon the criteria mentioned. Simply user can buy or sell the products online around the social media. It is adding product to database and it can also edit or delete the products from the database. Users can write feedback for the product or services. It can see daily sell and feedback given by user and adding the delivery report to the database.

### 2. DATA MINING

Data mining (DM), also called Knowledge-Discovery and Data Mining, is one of the hot topic in the field of knowledge extraction from database. Data mining is used to automatically learn patterns from large quantities of data..Data mining is disciplines works to finds the major relations between collections of data and enables to discover a new and anomalies behavior.[1]

### 3. SOCIAL NETWORK IN MARKETING

Social Network marketing tries to enhance access to care and improve the continuity and efficiency of services. It is an easy to maintain, ready to run, scalable, affordable and reliable cost saving tool from social media suited for small, medium, and large shopping complex and shopping malls. The features are to shop in the comfort of own home, without

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having to step out of the door and sell at lower rate due to less overhead.

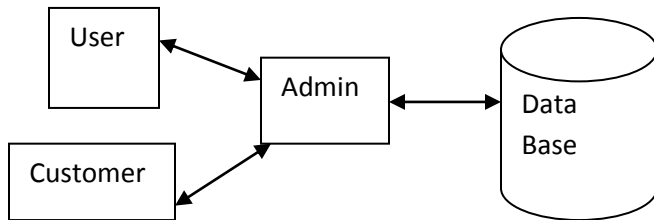


Figure 1: General Structure of network

Social media has changed the way organizations do business online over the past few years, and, as a consequence, social media marketing has created its own niche in the business world. Organizations are hiring community managers and social media analysts, and they are forming their own departments, separate from those of the traditional marketing and advertising sectors.[2].

Figure 2. illustrate process of social network marketing here it use six sector name as Product table, Category table, Selling table, Feedback table, User table , Login table .Product table to provide the list of products and also helps us to add and delete the product. Selling table to show the sales item. Feedback helps us to customer feedback based upon the mentioned product, User table holds User's Name, Age, Date of birth, Contact Address, Gender, Educational Qualification, Whether working or not ,phone number ,mail\_id, School or College they studied, Profession can be accessed. Login table helps us to allow the authorized user.

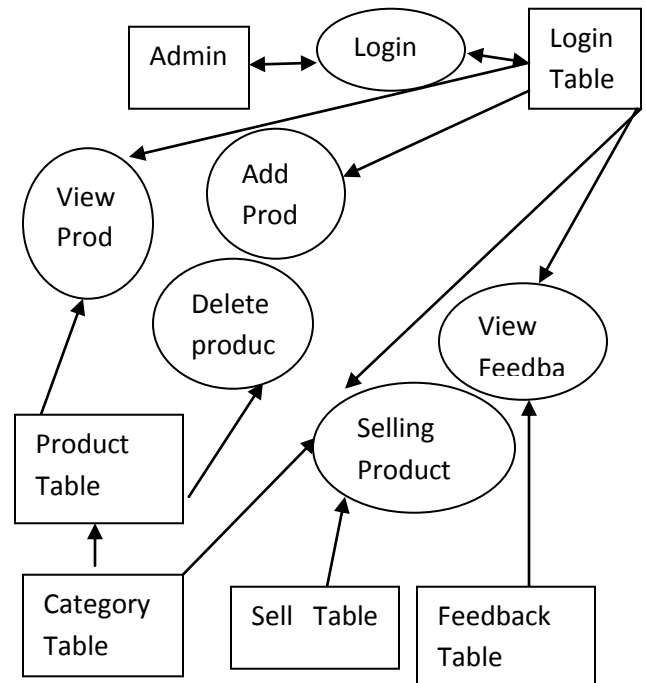


Figure 2: Process of Social Network Marketing

The most well-known social software applications are weblogs, wikis, social networking sites and instant messaging. Social networking at a high level is described as the convergence of technologies that make it possible for individuals to easily communicate, share information, and form new communities online.. Through the social networks the way, which the company uses in its marketing, is changed. One of the most important advantages of Internet based application is creating an interactive contact between stakeholders that enable businesses to get feedback directly from their customers.[3]

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**Table 1:** User Data Set

uname	uage	educat	gendr	hchild	Brw loc	Cntry	email	medical problem	legal problem
Abinaya	35-44	Others	Female	Yes	Work Place	India	abinaya@gmail.com	No	Yes
Ajithkumar	25-34	College	Male	No	School	India	ajithkumar@gmail.com	Yes	No
Akash	25-34	Employee	Male	No	Work Place	India	akash123_sit@yahoo.com	No	Yes
Akashraj	35-44	Employee	Male	Yes	Work Place	Germany	akashraj@yahoo.com	Yes	No
Alavudeen	55-64	Employee	Male	Yes	Home	Iraq	alavu91@ymail.com	No	Yes
Aravind	55-64	Others	Male	Yes	Work Place	Italy	ara456@gmail.com	No	Yes
Arokiyaraj	45-54	Employee	Male	Yes	Work Place	Austria	arokiya@gmail.com	No	Yes
Banuasha	18-24	College	Female	No	College	India	asha85698@yahoo.com	Yes	No
Aysha banu	18-24	College	Female	No	College	India	ashamw25@gmail.com	Yes	No
M.Balasubramanian	18-24	College	Male	No	Home	India	bala291@yahoo.com	Yes	No
Banu	18-24	College	Female	No	College	India	banu10012@gmil.com	Yes	No
Barveen	45-54	Employee	Female	Yes	College	Pakistan	barveensuji@rocketmail.com	Yes	No
BENAZIR BANU	18-24	College	Female	No	College	India	bbena@gmail.com	No	No
Benazir	18-24	College	Female	No	College	India	bbenazir@rocketmail.com	Yes	No
Deepa	25-34	Others	Female	Yes	Work Place	India	deeps70@google.com	No	Yes
divya	25-34	College	Female	Yes	Home	India	divyaganio@gmail.com	No	Yes
Durairaj	45-54	Employee	Male	Yes	Work Place	India	durairaj@gmail.com	Yes	No
grajeskumar	25-34	Employee	Male	No	Work Place	India	grajessvga@gmail.com	Yes	No
James	35-44	Employee	Male	Yes	Work Place	Australia	james12@gmail.com	No	Yes
Joseph	65+	Others	Male	Yes	Home	Germany	joseph64@yahoo.com	No	Yes
K.Muthu	45-54	Others	Male	Yes	Work Place	Sri Lanka	K.muthurani@gmail.com	Yes	No
b.ranjani	25-34	Others	Female	No	Home	India	m.kalaiPriya123@gmail.com	Yes	No
A.Priya	18-24	College	Female	No	College	India	m.kalaiPriya123@gmail.com	Yes	No

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**Table 2** Category Dataset

Cat_id	Cat_name
1001	Home appliance
1002	Furniture
1003	Vehicles
1004	Books
1005	Pet

**Table 3** Sales Product Dataset

Prod_id	Cat_id	Prod_name	Prize	Available	Add date	Image
5001	1003	Yamaha Bike	20,000	1	2-3-2014	
5002	1001	Fridge	8,500	1	4-5-2014	
5003	1002	Table	1500	3	1-8-2013	
5004	1003	Splender	18,000	2	3-4-2012	
5005	1003	Nano Car	75,000	1	12-12-12	
5006	1004	Parthiban story	350	5	2-7-2013	
5007	1005	Dog	2500	2	3-4-2012	
5008	1001	Grinder	3000	1	4-5-2013	
5009	1001	Fridge	12,000	1	2-3-2014	
5010	1004	Kalki kavithai	487	7	4-5-2014	
5011	1002	Cot	12,000	2	1-8-2013	
5012	1005	Parrot	285	5	3-4-2012	
5013	1001	Washingmachine	12,000	1	12-12-12	
5014	1003	Car	2,00,000	1	2-7-2013	
5015	1004	Bharathiyar story	125	10	3-4-2012	
5016	1001	Laptop	25,000	2	4-5-2013	
5017	1003	Appachi	50,000	1	1-8-2013	
5018	1001	Fridge	8500	4	2-3-2014	
5019	1001	Lcd Tv	15,000	6	4-5-2014	
5020	1003	Lady Bird	500	25	1-8-2013	
5021	1004	Thirukural book	100	15	3-4-2012	
5022	1005	cat	550	3	12-12-12	
5023	1001	Mixie	2800	1	2-7-2013	
5024	1002	Sofa Set	7500	2	3-4-2012	
5025	1004	OS Book	430	2	4-5-2013	

**Table 4** Buying product Dataset

Prod_id	Prod_name	Prize	Items	User_id	Pur_Date	Order no
5011	Cot	12,000	1	abinaya	1-8-2013	1201
5013	Washingmachine	12,000	2	Ashok	12-12-12	3450
5014	Car	2,00,000	1	Kanga	2-7-2013	4432
5015	Bharathiyar story	125	4	Radha	3-4-2012	6867
5018	Fridge	8500	1	Suresh	2-3-2014	8987
5019	Lcd Tv	15,000	1	Madavan	4-5-2014	2345

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The experimental results with the Marketing social network based on The above table Table 1, Table 2, Table 3, Table 4 are data set for user login , selling, buying, category list. These are used experimental test.

## 4. EXPERIMENTAL RESULTS

This section presents the experimental results with the Marketing social network based on the dataset classification. The results focus to view all the valid information about the client based upon the criteria mentioned and it connects to buying and selling webpage to get product. It also makes possible for the user to feedback the item.

**Figure 3: Registration Page**

Step 1

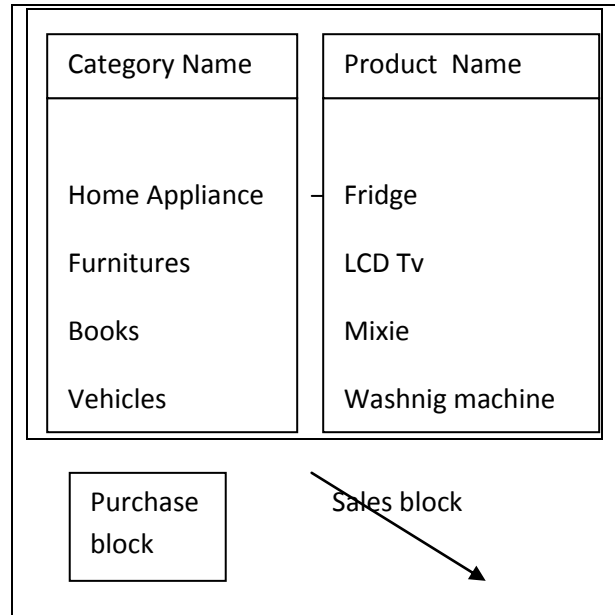
On login page to enter user-id and password and then click sign\_in button. Otherwise new user click sign\_up button and then fill registration form.

Step 2

Figure 3, to show registration form if new user first registered this form after that to enter the home page.

Step 3

Figure 4 shows Marketing page, user first select Category from category table then to view list of product name in Product block. Next, to click the item whatever in product block . Finally to Press the button for purchase or sales based upon the user's request.



**Figure 4: Marketing Page**

Step 4

**Figure 5: Selling Block**

Step 5

**Figure 6: Purchasing Block**

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Figure 6 shows selling block ,user upload the item in this page and Figure 7 shows Purchasing block, user buying the product by the use of this page. The experimental result to show that by using data mining techniques become easier hence verification also be tested.

## 5. CONCLUSIONS

The Proposed article mining information to the users of Marketing in social network . It is implemented with the support of product dataset and selling dataset to give response to the mining process of users. A sample dataset is used for experimentation for testing purpose. It concluded that the development of such a system helps user to get easy direction for buying and selling their products.

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