

## Deception & Caution of Auction

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**Abstract** - The internet is one of the best world market of information technology that has helped in making world a global village. Such that the auction system is a platform to selling and buying product efficiently. Instead of going to a starting bidding we set an initial amount which is none other than starting bidding price among the bidder capable buyers in auction bid with each other. When buying a product or a service through end user over the internet, some auction related fraud will occurred. To overcome of frauds cases we build the auction system will increases security level and decrease the rate of fraud cases in auction system. We use some strategy to avoid cases of fraud like user feedback is the first case to detect the fraud of seller or buyer and second case is fraud rating calculates and directly sends to the admin. The fraud user will be punished by the admin according to total threshold (fraud). Before purchasing and selling product the user verification process identify whether the user is fraud or not. We have taken some security techniques added in verification process like at the end user will safely sell and buy the product.

**Key Words:** Auction, Fraud detection, Security system, Blocking.

### 1. INTRODUCTION

To buy a product or a service over the internet, instead of going to a traditional procedure, it is called online shopping. An increasing number of users are buying over the Internet because it is more flexible way. Since the increasing usage of internet from pocket to pocket has grown at a large extent online shopping and online auctions gained more and more popularity while people are enjoying benefits from online trading. But now-a-days the fraud cases are increasing particularly for online shopping.

The Deception & Caution of Auction system holds the online auctions of various products on a website and serves sellers and bidders accordingly. The system is developed to allow the users to set up their products for auctions and bidders to register and bid for various available products. Online auction however is a different business model where the items are sold through price bidding. Usually bidding have start price and time period. Potential

buyers in auction and the winner is the one who bids the item for highest price.

But in some cases the seller fraud will be detected by bidder like wrong product description, Product are not distributed by sellers, buy back mislead, delay in product delivery. The bidder/customer fraud like delay in purchase, amount transaction. According to seller/bidder feedback and threshold rate the either seller or bidder will punished.

Many economic transactions are conducted through auctions. Art work, Antiques, Cars, and houses are sold by auctions. Government contracts are awarded by procurement actions, which are also used by firm to buy inputs or to subcontract work.

The Deception and Caution of Auction system is developed in three various phases/steps:

- Auction System
- Fraud Detection
- Caution

### 2. Literature survey/ related work

In [1], one of the simplest fraud detection systems is Feedback, which we can use it as the marking of the user to the system. In this system helps buyers to decide whether to purchase a product based on the feedback score. After the accomplishment of auction, both the seller and the buyer can put down their ratings and feedback comments on the other party. These comments and feedbacks create in the transaction history, of which the feedback score is one part. So it is easy to understand this type of system. It uses positive, negative, and neutral to denote the level of fulfillment for a trade. After analyzing the system capacity of identifying fraudulent comporment.

In [2], Multiple identities in online auction is the another common type fraud. In this type multiple identities are created by the fraudster first, then dividing them into two groups, fraudsters and legitimate. Then, the fraudsters use the legitimate to exaggeratedly increase their reputations by leaving positive ratings. In adding the positive rating, the negative feedback can be intolerant by fraudulent traders as well. By checking the history of buyer and seller they can be worthy of negative feedback ratings, intimidate the positive rating by leaving their trading partners, regardless of the

actual experience. Here we propose a method to increase the confidentiality of reputation system, by using the combination of statistical modeling and the automatic anomaly detection based reputation system, is the best way to improve the quality of reputation system.

In [3], Outlier detection is varies in accordance with different entities in different domains. Formulation of outlier type and distribution, availability of data and resource constraints introduced by application domain.

### 3. Proposed System

Whenever they cross there limit they will be worn or punished by the admin. Where system already set the limit of the fraud, if then again that user wanted to login or use the site that it will not allow to use it.

Threshold Score: The current system only supports linear models. Here frauds are detected by threshold score which is computed as the weighted sum of the feature values.

Selective Labeling: By taking a value of bench mark as in on fraud score, if fraud score is above certain threshold, the case will enter the queue which will be handled by admin. For further investigation Once it is checked, the final result will be taken as Boolean i.e. either fraud or trustable

User rating and complaint: The multiple user complaints and rating of fraud against any customer

The caution system of this project is depends on the fraud detection system .After fraud will detect the admin decides the punishment for that fraud user. If the fraud rate is less then admin has warning to that user. The fraud rate medium then block user to some time period the fraud rate is high then admin detects that user account in auction system.

Our project is developing as per the below figures. In the below figure (a), This project is use for fraud detection in online auctioning, designation of system is that user register first then enter in auction system to buy a product effectively and effortlessly.

Admin has all authority to handle all the user and product related work such as update, remove, add, and manage history, etc.

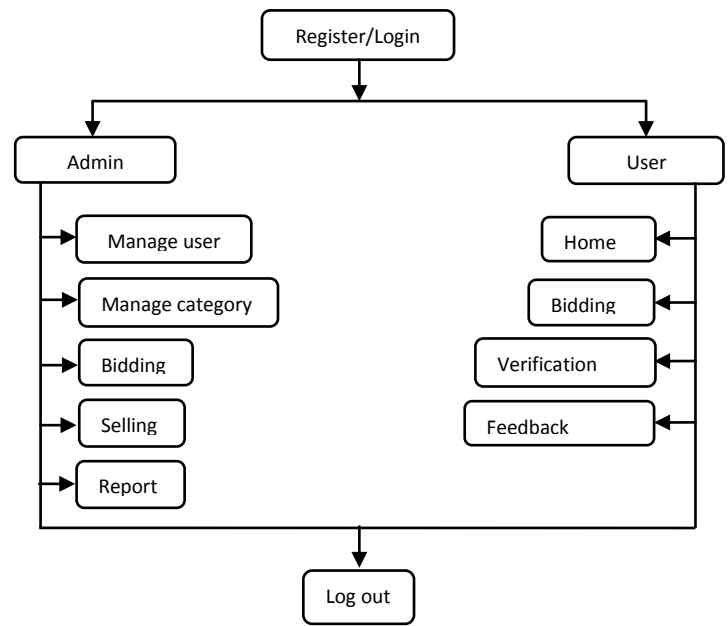


Fig.(a): Auction System.

In this we design auction system as shown in figure (b), to reduce the number of fraud cases. To identify the fraud we design Feedback System, in which bidder and seller can also sell and buy the product. On the basis of feedback, user will punished or blocked using threshold value of fraud. Data analysis use for a threshold calculation.

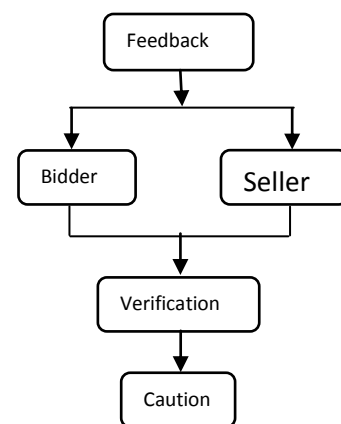


Fig.(b): Fraud Caution.

#### 4. CONCLUSIONS

Auction system is a separate business representation. Reputation system are used extensively by website toward identify auction fraud. The seller and buyer will buying and selling their products. According to the bidding price admin decides highest price customer for purchase the product. The report will generate for that product. Due to the product selling and buying fraud cases will detects. The seller and bidder give the fraud complaints and rating of fraud to admin. We presenting verification process technique and feedback channel use to detect the fraud. According to rate of fraud the specific customer and seller are punished.

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