PERSONALIZATION IN E-COMMERCE

Summary

Along with dynamic expansion of e-commerce functionality of e-stores has been extended to facilitate user's in performing their activities. One of the functionalities more commonly meet among web stores is personalization, which can be described as any action that makes the web experience of a user customized to the user's taste or preferences. There is many personalization techniques performing customization. Among them we may list interface customization, product's checkroom, adaptive navigation, recommender system. Purpose of this article is to present classification of personalization used at e-commerce websites. category of data used in personalization process has been also presented.

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