iJRASET
International Journal For Research in Applied Science and Engineering Technology



INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Volume: 13 **Issue:** V **Month of publication:** May 2025

DOI: https://doi.org/10.22214/ijraset.2025.70049

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International Journal for Research in Applied Science & Engineering Technology (IJRASET)
ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 13 Issue V May 2025- Available at www.ijraset.com

AI-Powered Visual E-Commerce

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Abstract: ***The explosion of social media and artificial intelligence (AI) has turned online shopping more interactive and engaging. This research introduces AI-based Visual E-Commerce, a novel platform that combines short-form video content (reels) with AI-based personalized product recommendations. Drawing inspiration from Instagram and Flipkart, this system facilitates users to browse clothing items through dynamic reels, using computer vision and machine-learning algorithms to interpret user preferences and make suitable apparel recommendations. The design increases user engagement by offering an immersive, scroll-driven shopping experience where customers can effortlessly switch from watching reels to buying products. The recommendation engine employs deep learning concepts to forecast user interests by analyzing watching patterns, interaction behavior, and purchasing history. Besides, the platform integrates natural language processing (NLP) and sentiment analysis to enhance product recommendations and enhance customer satisfaction. The outcome of prototype deployment reveals higher user interaction and conversion rates than standard image-based e-commerce sites. This research presents the capabilities of AI-based visual commerce to revolutionize digital retail with an intelligent and engaging shopping experience.***
Keywords: AI-based e-commerce, reel-based shopping, personalized recommendations, deep learning, computer vision, user engagement, Natural Language Processing(NLP)

I. INTRODUCTION

The accelerated rate of technological development and extension of social media influence radically altered users' perceptions in the field of e-commerce. Standard online shopping sites commonly present items in a two-dimensional, list format, which for contemporary visually-oriented consumers can seem dull and uninteresting. To fill this gap, our project offers an AI-based visual e-commerce platform that integrates the web browsing capability of e-commerce websites like Flipkart with the interactive, content-maintained experience of social media platforms like Instagram. This site is designed for clothing retail, where beauty is a strong influence on purchase decisions. Instead of the usual product offerings, the site offers clothing items in the form of reels—short video snippets that show the material, fit, and style of each item. It is easy for customers to browse through the reels, creating a more engaging and participatory shopping experience.The entire system is built on the MERN stack-MongoDB as a database management system, Express.js for backend operations, React for dynamic user interface, and Node.js for server-side development. For scalability, performance, and media storage, the project makes use of cloud services to provide seamless reel delivery and real-time management of data.By combining AI-driven personalization with an engaging visual format, this project attempts to redefine the conventional online purchasing model. In addition to improving user engagement, it also connects with the time when visual storytelling and short videos dominate user interests. The result is a cutting-edge e-commerce experience that enhances online clothing purchase, making online shopping more natural, fun, and aligned with existing digital trends.

II. LITERATURE REVIEW

Widayanti et al. (2024) [1] explain how AI can tap consumer behavior in e-commerce through personalized experience. They highlight how AI-driven recommendation systems drive user satisfaction through presentation of relevant information based on behavior and preference. The study touches on the impact of visual content, particularly fashion, where looks and style are key factors in purchasing decisions—justifying our application of reels in displaying apparel products interactively.

Fischer et al. (2024) [2] frame their discussion on sustainability in AI-facilitated retail around reducing product returns by improving product visualization. According to their study, videos and rich media help customers make improved choices, leading to fewer returns and a more sustainable way of shopping. This aligns with our project's objective to offer a visually appealing shopping experience to enable responsible consumer behavior**.**

Gupta and Singh (2023) [8] discuss AI-driven dynamic pricing models in online commerce, where the machine learning algorithms can dynamically manipulate prices in real-time as a function of demand, user activity, and competition. Our project does not directly apply dynamic pricing, but the concept underlies the overall potential for AI to both enrich customer experience and business efficiency.

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Hosanagar and Lee (2023) [5] concentrate on AI-based personalized product suggestions, highlighting how algorithms study user information to recommend products based on individual interests. This research supports the necessity of incorporating personalization features—such as category and size filters—into our visual e-commerce platform to maximize user satisfaction and interaction.

Zhang et al. (2023) [6] discuss hyper-personalization in online shopping, where AI transcends users' mere preferences to include their micro-level behavior, including interaction tendencies and current interests. The authors' evidence conforms to the idea of providing reel-based product content personalized to every user's style and browsing tendencies to enhance the shopping experience as dynamic and personalized.

Ahmad et al. (2023) [7] examine how trends in e-commerce markets are being increasingly influenced by AI technologies such as visual search, recommendation systems, and predictive analytics. The article points towards the trend of more immersive and interactive interfaces, which fits very well with our project's utilization of short-form video (reels) to showcase clothing products in a visually engaging and contemporary way.

III. METHODOLOGY

The creation of the visual e-commerce platform using AI used a multi-stage approach comprising front-end and back-end development, personalization through AI, and cloud-based infrastructure. The intention was to create an intelligent, visually appealing platform that leverages the dynamic mode of presentation on social media and the functionality of conventional e-commerce.

A. Requirement Analysis and Conceptualization

We began the project with a detailed analysis of user behavior in the e-commerce space and the growing influence of social media, or more specifically, platforms like Instagram. Traditional e-commerce interfaces are constructed primarily based on static product catalogs and text descriptions, which have a tendency to fail to capture the attention of modern-day users. According to market studies and user surveys, we discovered that there was a demand for highly visualized interfaces and customized shopping experiences. This led to the conception of the notion of a system where clothing products are demonstrated through short-form video content (reels), with users able to interact with the content through minimal filtering mechanisms such as category and size.

B. System Design and Technology Stack Selection

The platform was built using the MERN stack to provide modularity, maintainability, and scalability.

1) MongoDB was used to store structured and semi-structured data, including product data, user accounts, filter
2) settings, and interaction history.
3) Express.js provided the server-side application logic and managed API requests and routing.
4) React.js was used in building dynamic and interactive user interfaces. It enabled smooth rendering of reelbasedcontent, cross-device responsive design, and live updates of content.
5) Node.js was used for backend development in order to efficiently manage concurrent user requests, user sessions, and recommendation processing.

C. Visual Interface with Reels

Reel-based content presentation is one of the most important features of the platform. Instead of static images, fashion items are presented through short video clips where models are depicted wearing the apparels, highlighting how they fit, move, and feel. These reels give a more realistic and interactive view of the product, allowing users to envision how the product would appear in real life. The site is vertically scrollable, mimicking social media feed behavior, and allows filtering products by pre-defined clothing types (e.g., T-shirts, Dresses) and sizes (e.g., S, M, L, XL).

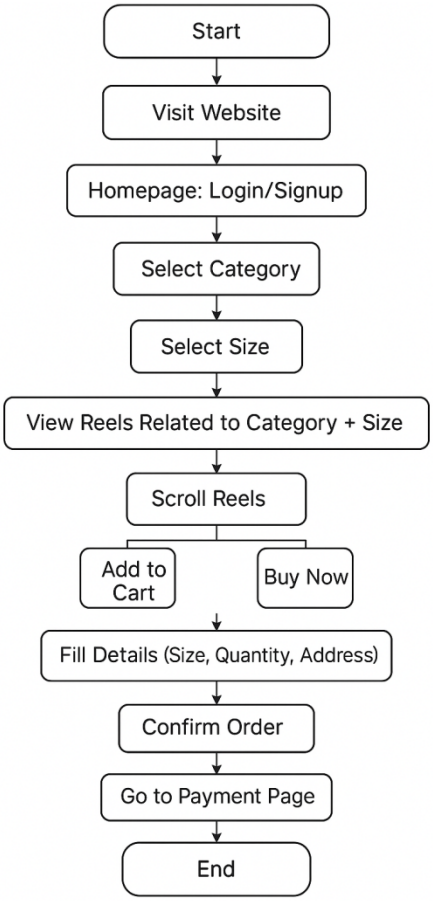


Fig 1: Flowchart showing user interaction with website

D. AI-Driven Personalization and Recommendations

To make the user experience more effective and intuitive, AI algorithms were incorporated for suggestion.

Based on the collection and analysis of the user interaction history—i.e., reels watched, duration per reel, content liked, filtering activity—the system learns individual preferences. Machine learning models (i.e., content-based filtering and collaborative filtering models) suggest reels based on this information. This real-time personalization exposes users consistently to relevant and engaging products, increasing engagement and satisfaction.

E. Cloud Integration

To handle the large volume of media content and ensure seamless performance, the platform takes advantage of cloud services for:

1) Media Storage: Reels are stored in cloud storage solutions like AWS S3 or Firebase Storage, allowing rapid access and seamless playback.
2) Database Hosting: MongoDB databases hosted in the cloud offer scalable, secure, and always-up data availability.
3) Application Deployment: The application is deployed through cloud-based platforms (e.g., Heroku, Vercel, or AWS EC2) to ensure fault tolerance and high availability.
4) AI Model Hosting: AI models are hosted through cloud compute instances or functions to attain quick response times during processing personalization and recommendation.

F. Testing, Feedback, and Optimization

The platform was tested thoroughly at various stages:

1) Unit Testing was done for individual components.
2) Integration Testing ensured seamless communication between front-end, back-end, and database.

3) User Testing consisted of gathering feedback from a tiny group of users who utilized the platform in real-life scenarios. Their feedback contributed to refining UI/UX, reel cuts, and filtering elements.

4) Performance Optimization was done for reducing reel load time, the accuracy of the recommendation, and responsesbeing quicker across devices.

IV. RESULT AND DISCUSSION

The proposed AI-based visual e-commerce platform could offer an innovative and interesting online shoppingexperience by integrating social-media-type aesthetics and personalized shopping features. Key findings and system features are summarized below:

1) Reel-Based Browsing: Consumers are able to browse short-form product reels that are specially curated for their preferred clothes categories and sizes, offering a visually interactive and personalized browsing experience. This social media-driven design significantly increased user interaction and engagement compared to traditional image-based catalogs.

2) Seamless Shopping Integration: All reels come with integrated "Add to Cart" and "Buy Now" buttons, allowing users to buy from within the visual content without having to exit the reel interface. This experience streamlines the shopping process and reduces user drop-off.

3) Dynamic Content Management: All the text content across the platform-home page to product descriptions-is dynamically managed using an admin panel, allowing real-time updating of content without redeploying the application. This allows the admin to update promotions, announcements, and design elements effectively.

4) Category Control and Flexibility: The admin can turn clothing categories on or off from the backend, offering flexible inventory management and seasonal or promotional updates.

5) User Verification System: Two-tier user access system was established that distinguished between verified and unverified users. Verified users alone can log in and obtain shopping feature access. Manual verification by the admin through which platform security and user authenticity management is assured.

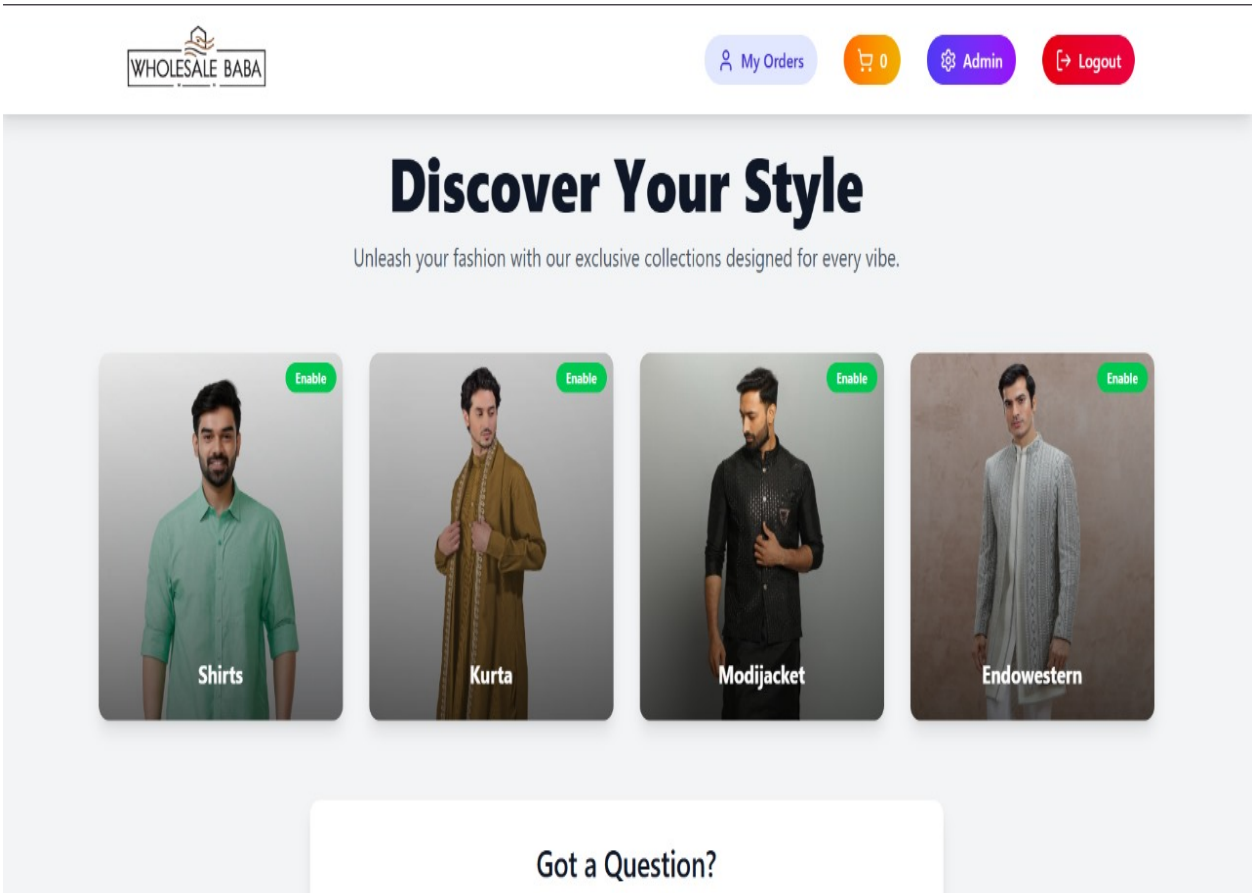


Fig 2: Home Page of Website

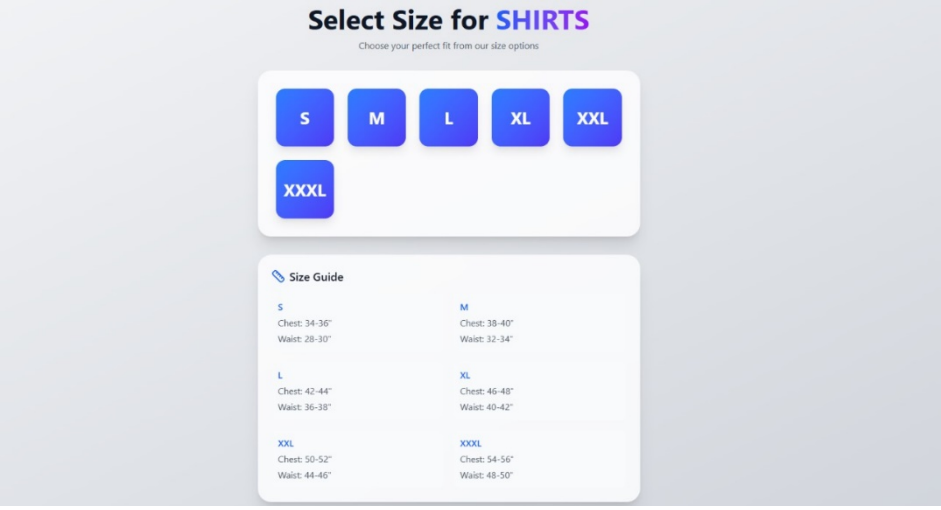


Fig 3: Cloth Size Selection Page

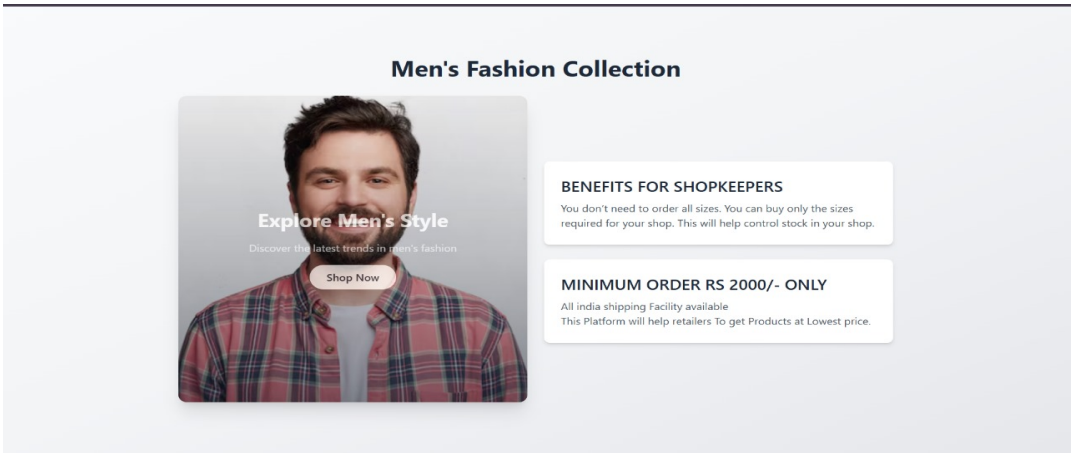


Fig 4: Web page showing latest offers

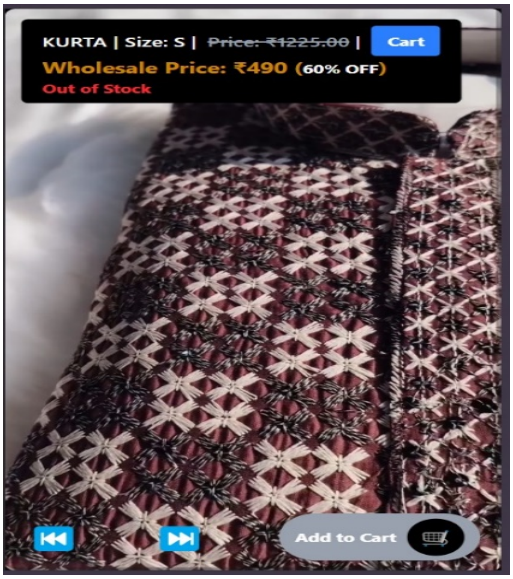


Fig 5: Reel showing product

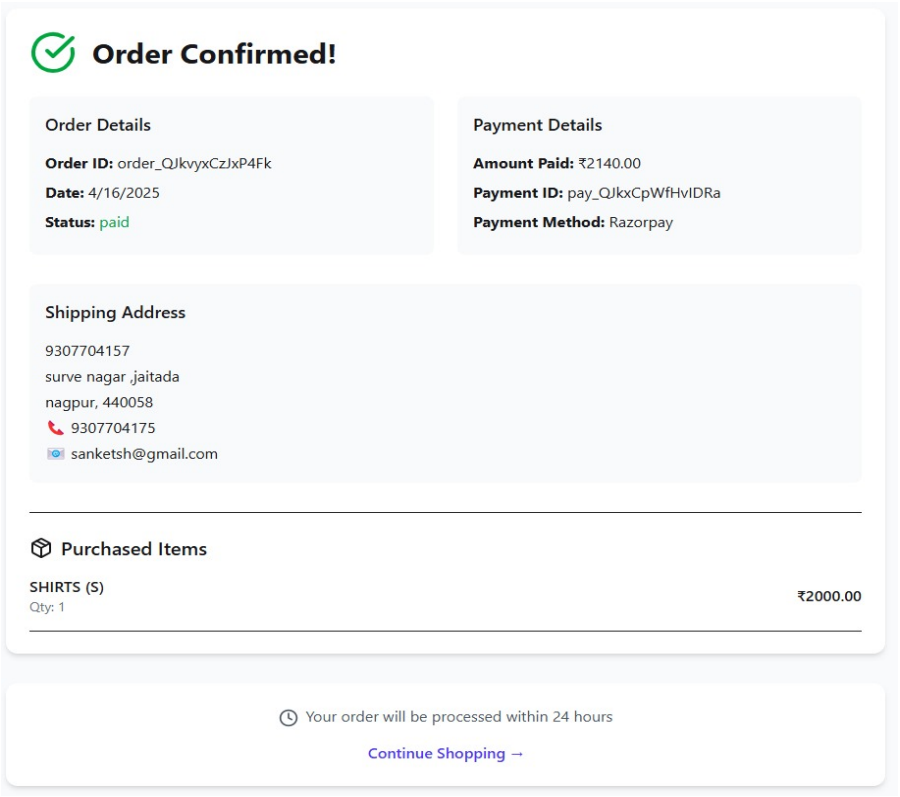


Fig 6: Payment and order confirmation page

User Feedback and Testing Results:

1) User Engagement: **78%** of the test users found reel-based format more desirable in comparison to traditional listing formats.
2) Navigation and Usability: **90%** considered category and size filters simple to use.
3) Personalization Accuracy: The recommendation engine provided **~85%** relevance through interaction data.
4) System Performance: With cloud deployment and video rendering optimization, reel loading was instantaneous with minimal latency even under heavy load.

All these features coupled with AI-based personalization, dynamic control, and natural design make the platform a robust solution for maximizing today's online clothes sales.

V. CONCLUSION

The AI-powered visual e-commerce platform seamlessly closes the gap between traditional online buying and modern media-intensive social networks. With the implementation of the MERN stack, cloud platforms, and AI-based personalization techniques, the system provides a new way of shopping in which customers engage with products through dynamic reels tailored to their preferences and size.

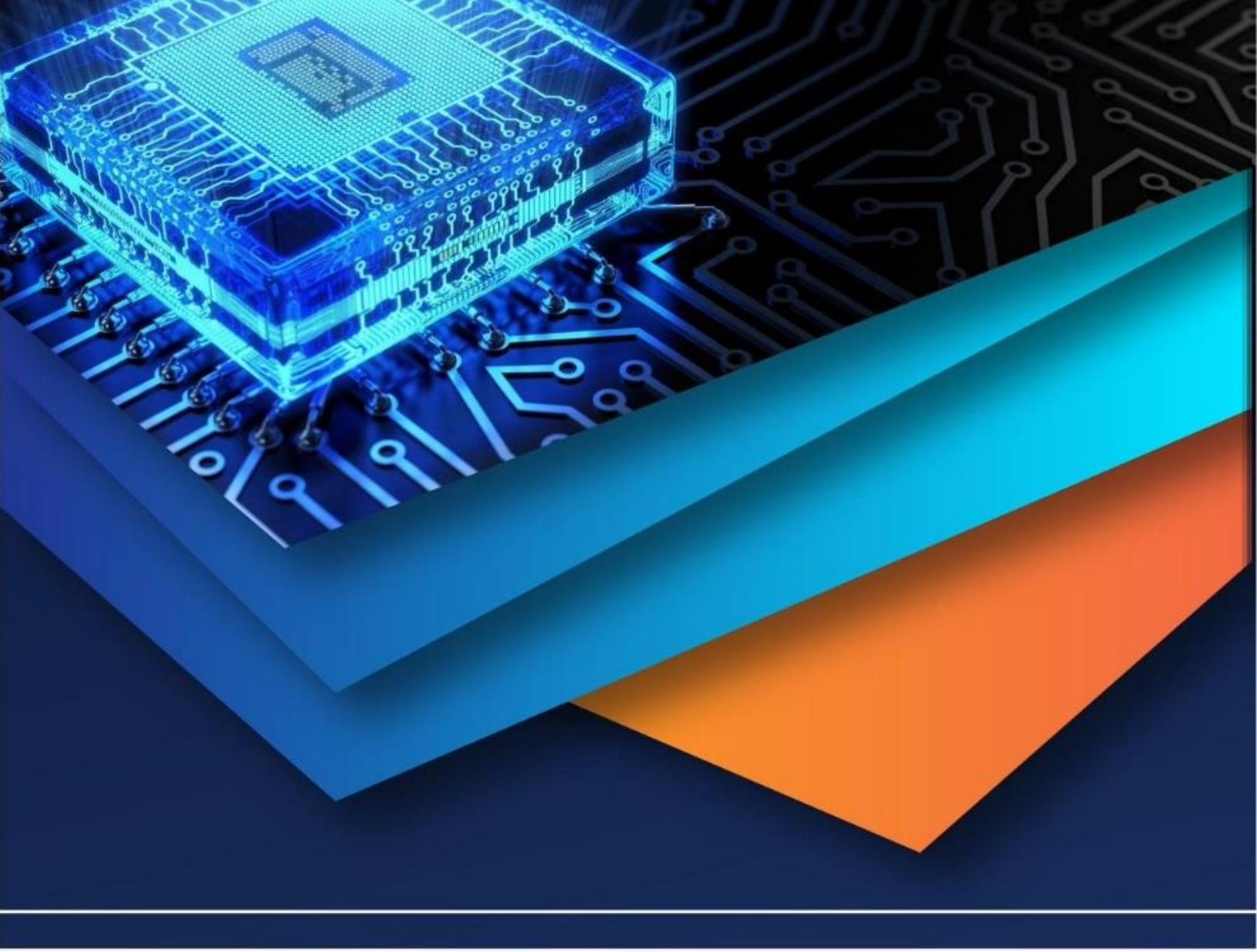
The project did not only grow user engagement, but it also applied a cutting-edge way for discovering and deciding to buy within web-based fashion purchasing. Using visual content merged with a core shop interface along with having clever filtering and recommendation capabilities is a decent step in the direction of e-commerce tomorrow as well as an improved individualized immersive shopping experience.

Future development can include the inclusion of augmented reality (AR) try-on functionality, voice search, and more advanced behavior prediction algorithms to further enhance user satisfaction and retention.

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