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**Auto Bargaining System**

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## Abstract

Bargaining is a key phenomenon in any business but has been missing in the e-commerce world. Online shopping has been increasing over the years and still lacks a realistic experience compared to in-store shopping. Attempts have been made to provide bargaining ability online but have not been employed mainly due to extreme costs. Considering this problem, this project aims to analyse the gravity of the problem; and to develop an effective solution.

In order to develop an effective solution, psychological factors which depict the buyer's intention of purchase and existing, unemployed systems were evaluated followed up by validation through business and IT experts. The results of this evaluation and validation made it evident that the problem is of more gravity especially in Sri Lanka and needs to be addressed with minimum investment. Therefore, this project formulated an automated bargaining system which provides the best price to the most prospective buyer based on the buyer's online behaviour with no human intervention required thus, a great reduction in investment.

**Keywords:** Online shopping, User Behaviour, Automated E-negotiation, Fuzzy System, Rule-Learning.