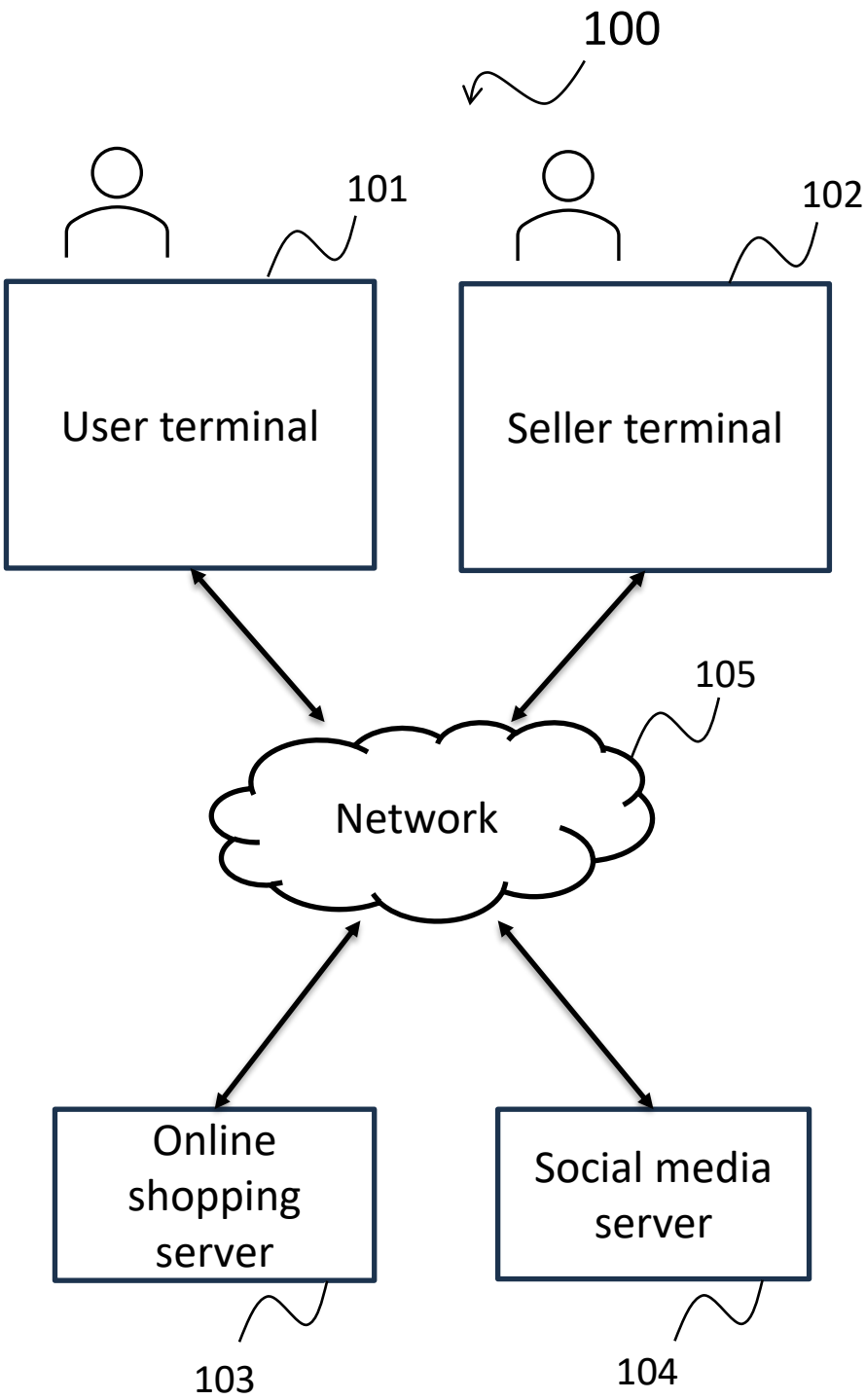

100
101
102
User terminal
Seller terminal
105
Network
Online shopping server
Social media server
103
104

FIG. 1

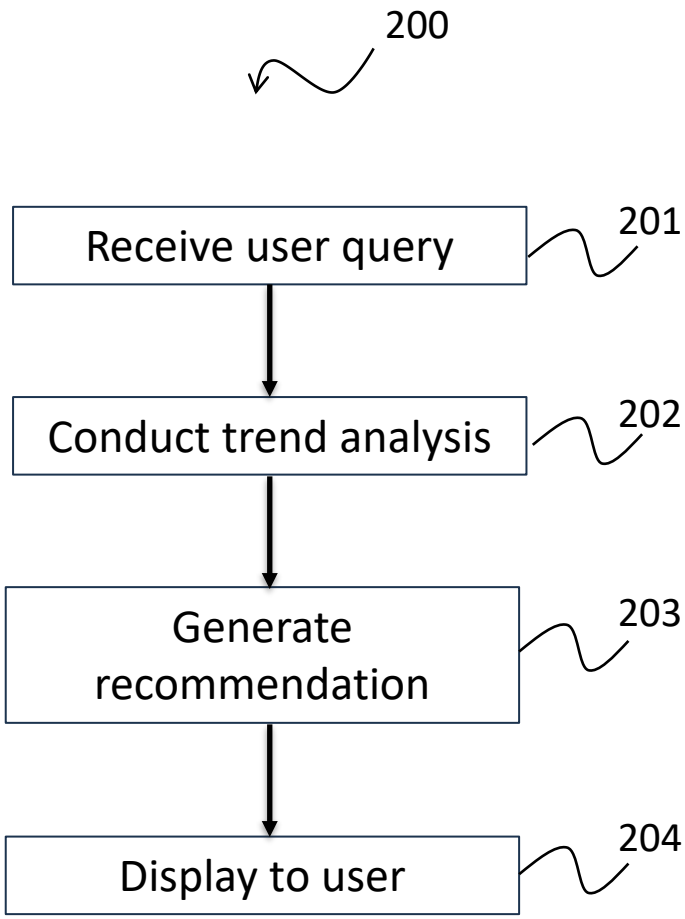

200
Receive user query
201
Conduct trend analysis
202
Generate recommendation
203
Display to user
204

FIG. 2

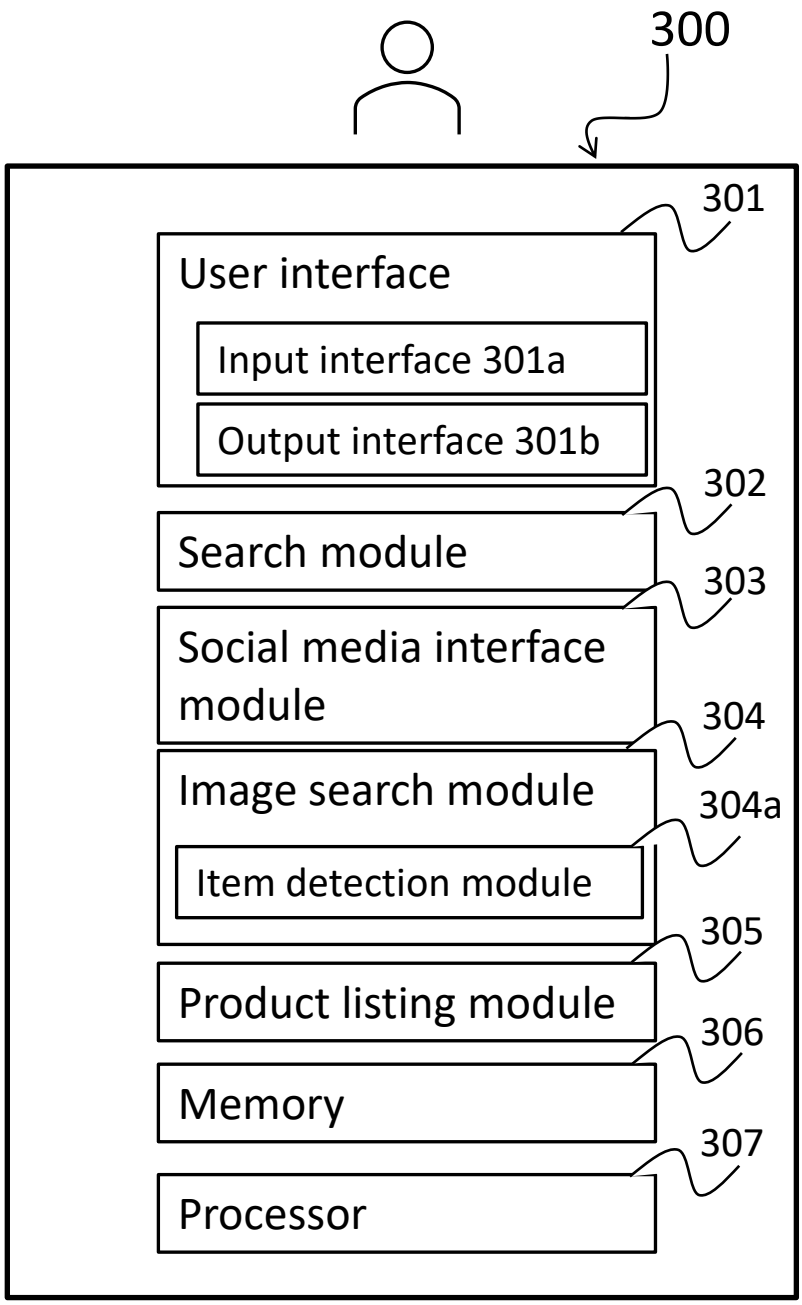

300
301
User interface
Input interface 301a
Output interface 301b
302
Search module
303
Social media interface module
304
Image search module
304a
Item detection module
305
Product listing module
306
Memory
307
Processor

FIG. 3

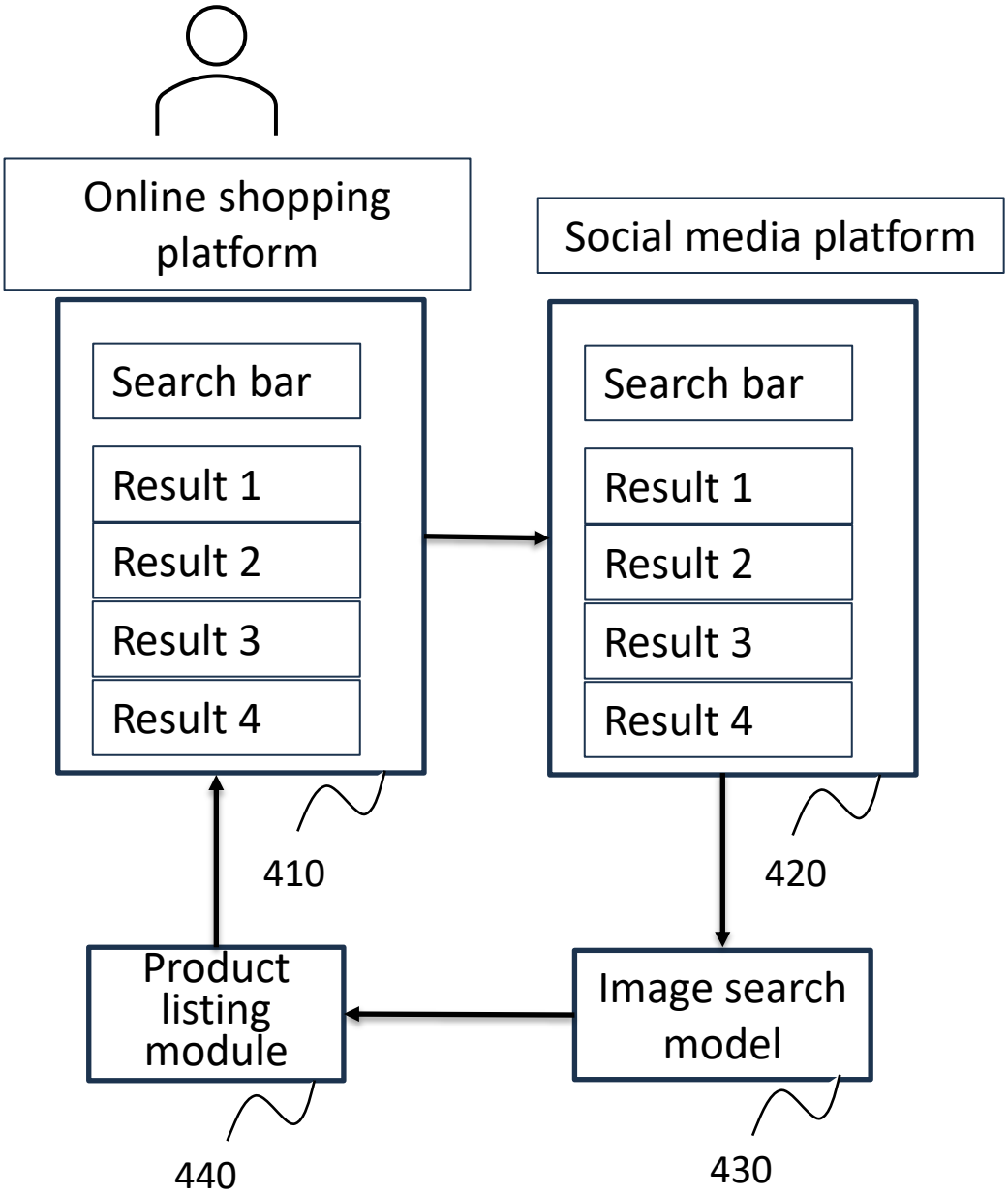

Online shopping platform
Social media platform
Search bar
Result 1
Result 2
Result 3
Result 4
Search bar
Result 1
Result 2
Result 3
Result 4
410
420
Product listing module
Image search model
440
430

FIG. 4

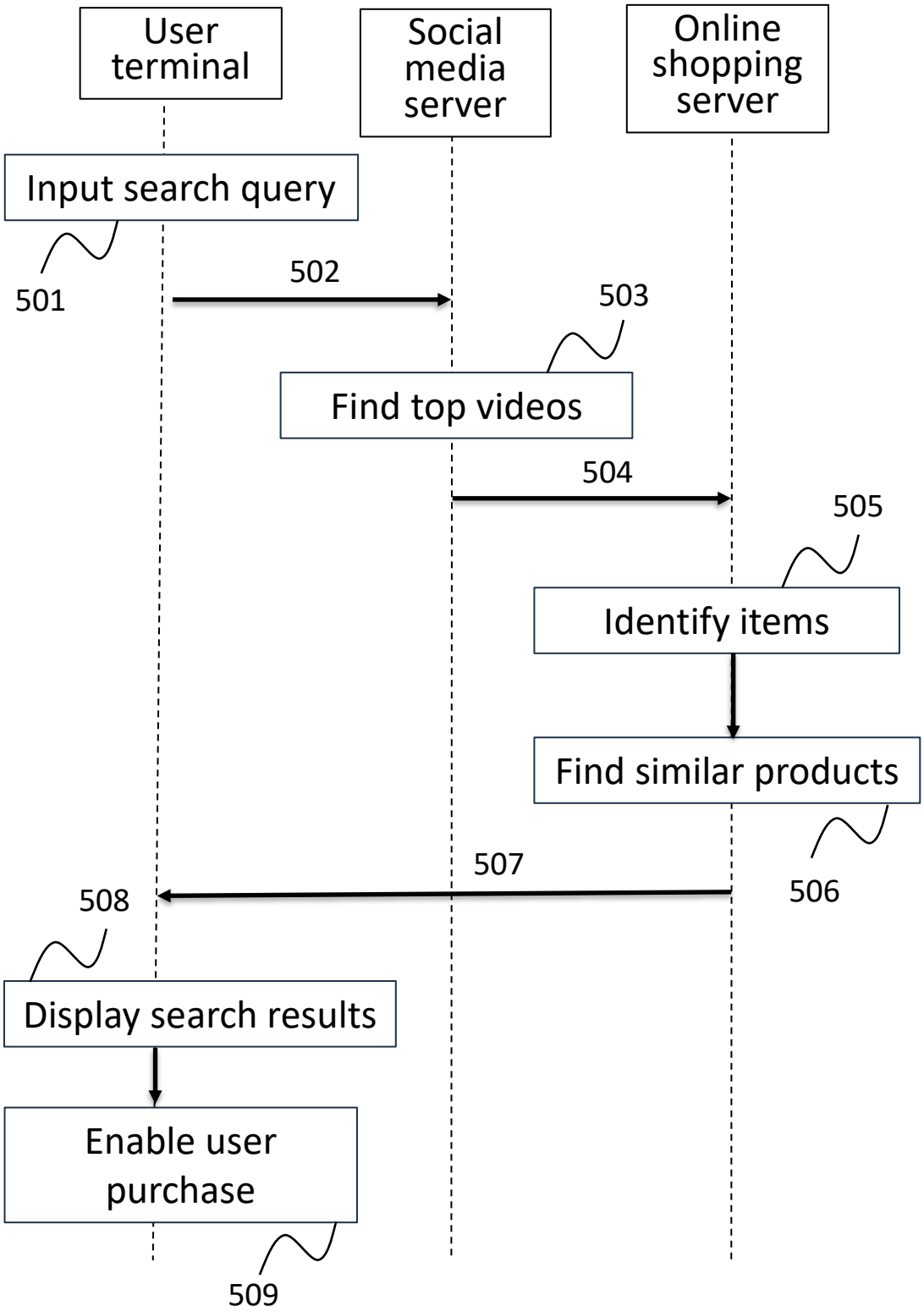

User terminal
Social media server
Online shopping server
Input search query
501
502
503
Find top videos
504
505
Identify items
Find similar products
506
507
508
Display search results
Enable user purchase
509

FIG. 5

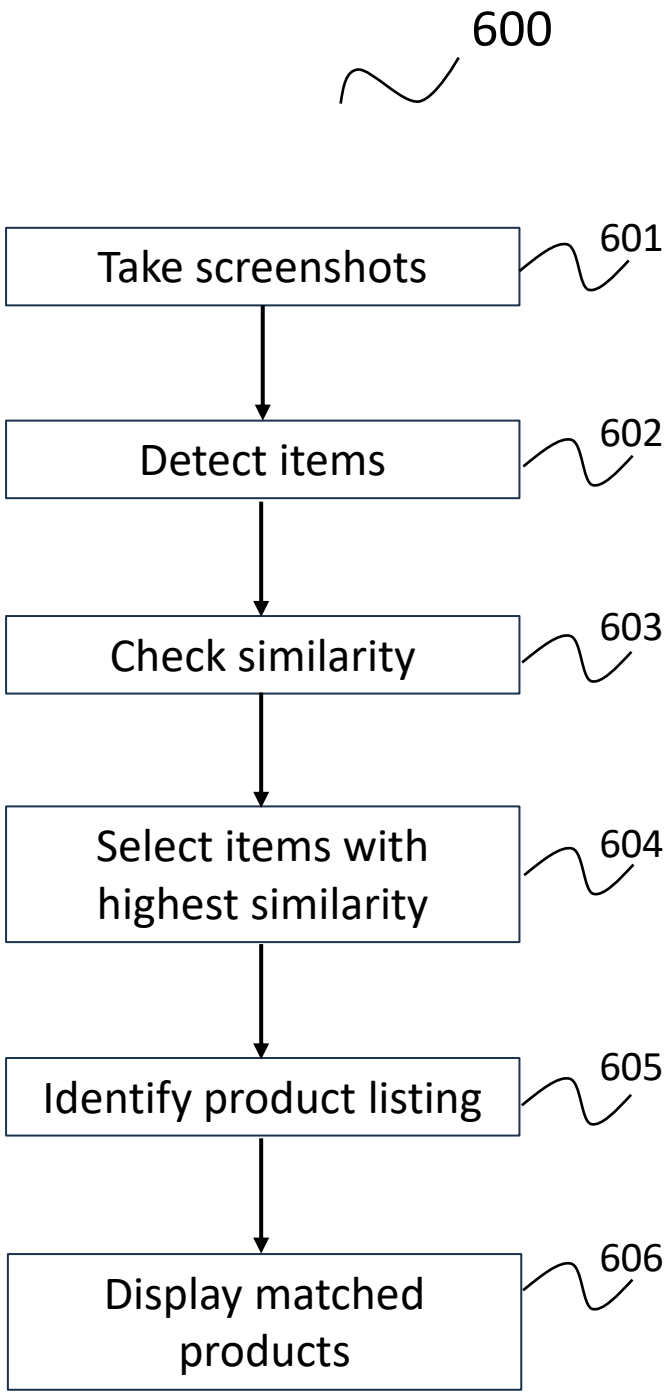

600
Take screenshots
601
Detect items
602
Check similarity
603
Select items with highest similarity
604
Identify product listing
605
Display matched products
606

FIG. 6

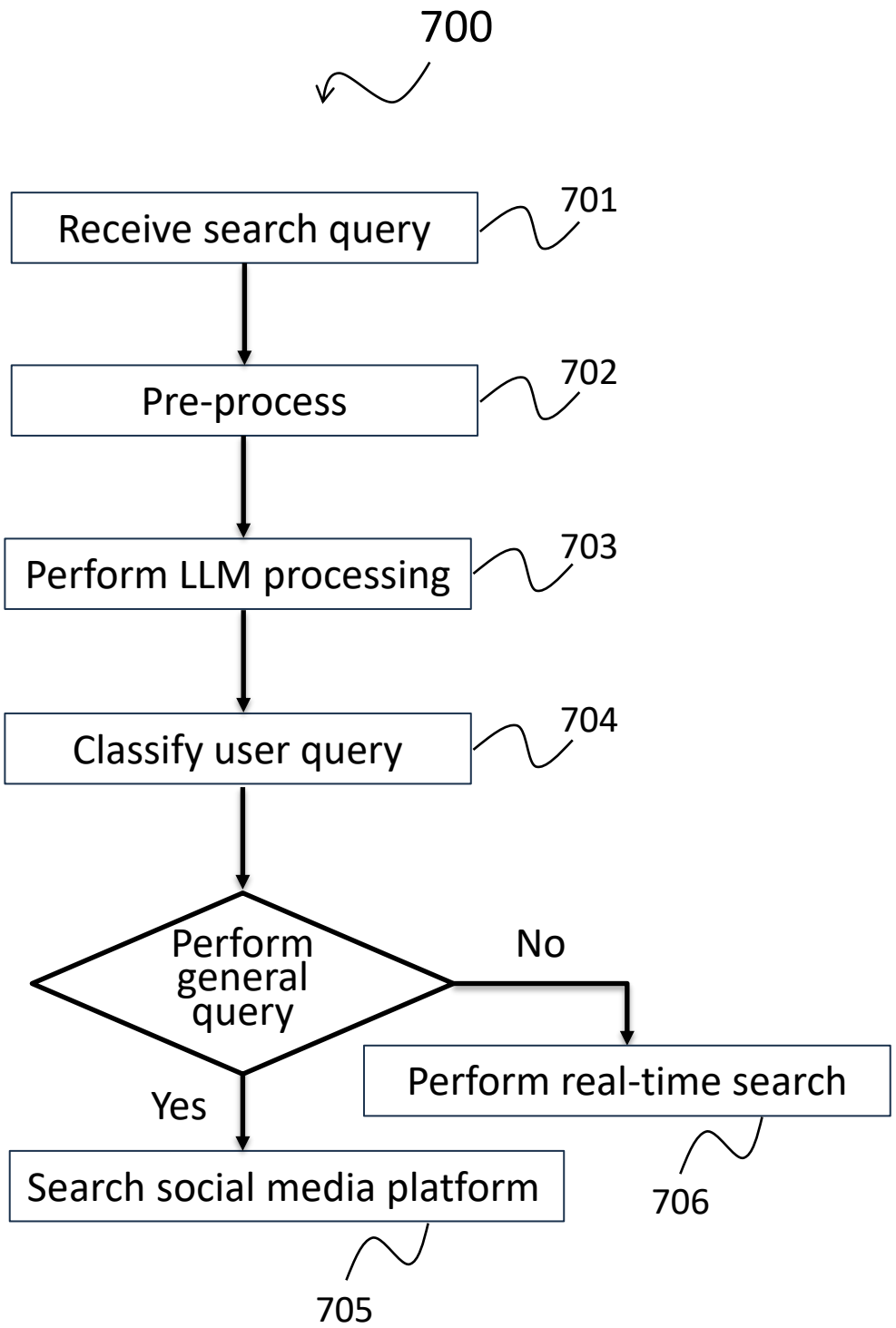

700
Receive search query
701
Pre-process
702
Perform LLM processing
703
Classify user query
704
Perform general query
No
Yes
Perform real-time search
706
Search social media platform
705

FIG. 7

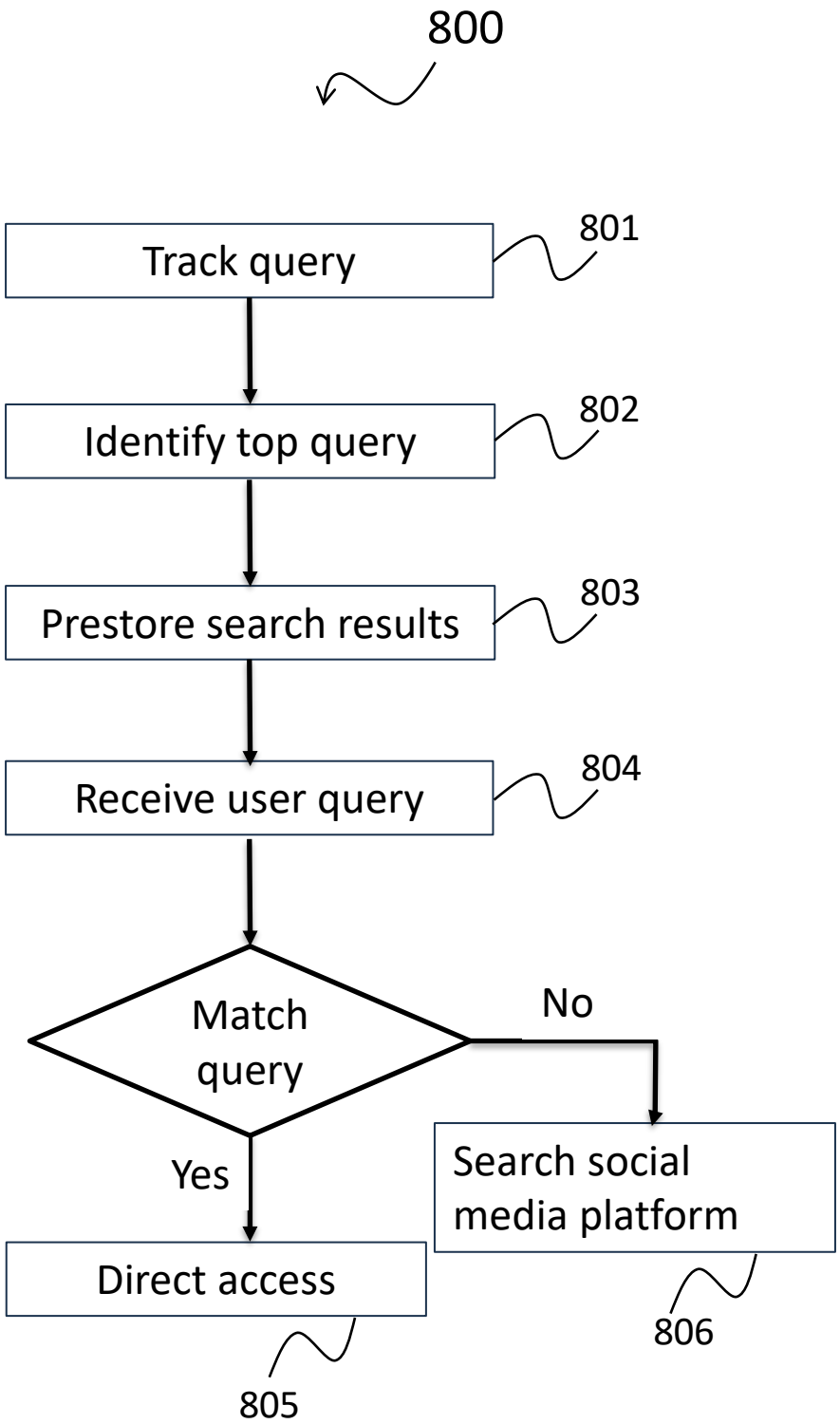

800
Track query
801
Identify top query
802
Prestore search results
803
Receive user query
804
Match query
No
Yes
Search social media platform
806
Direct access
805

FIG. 8

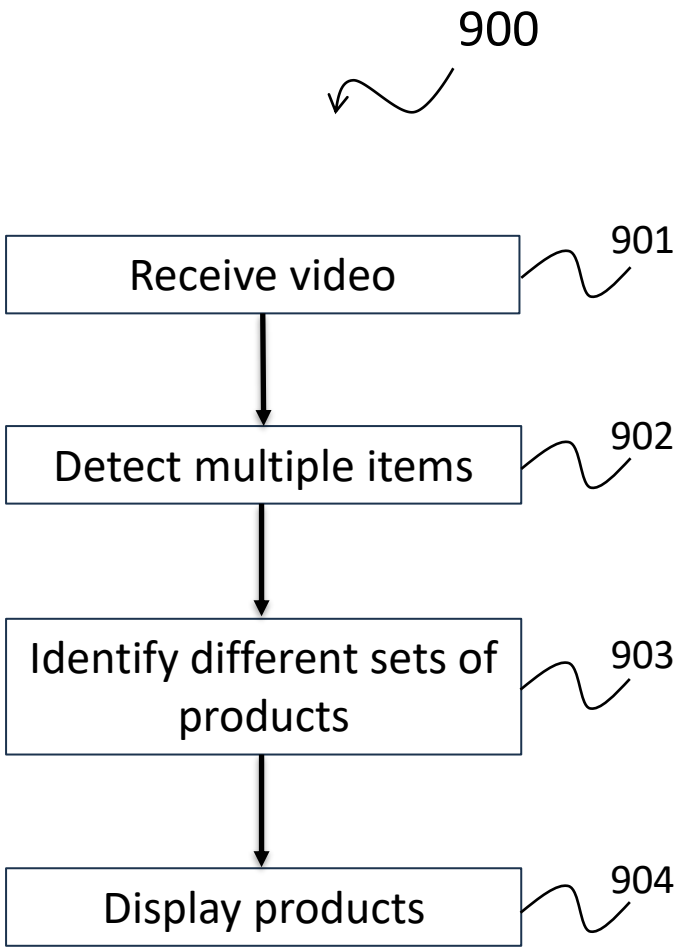

900
Receive video
901
Detect multiple items
902
Identify different sets of products
903
Display products
904

FIG. 9

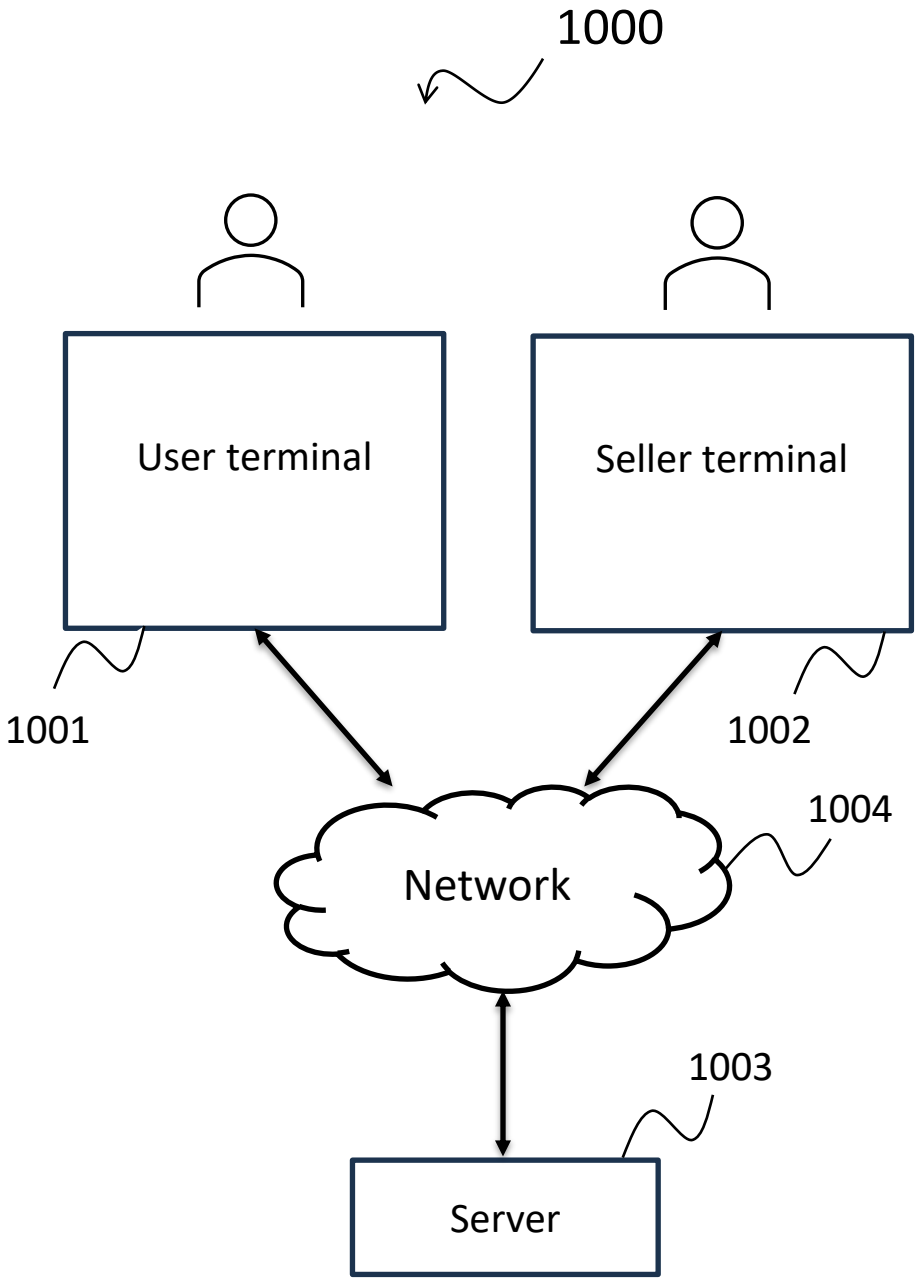

1000
User terminal
Seller terminal
1001
1002
1004
Network
1003
Server

FIG. 10

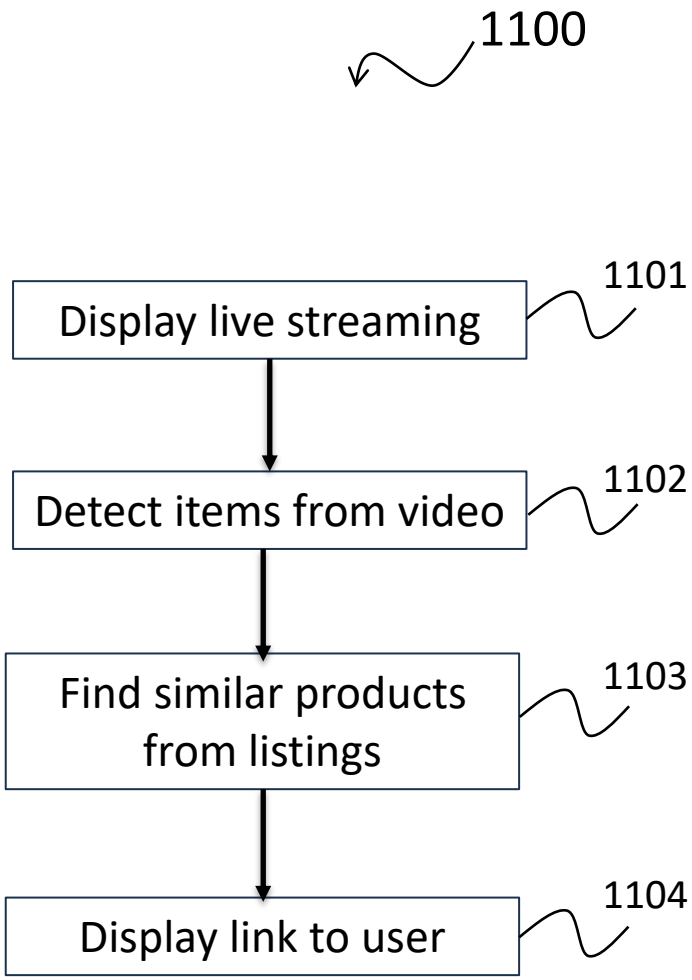

1100
Display live streaming
1101
Detect items from video
1102
Find similar products from listings
1103
Display link to user
1104

FIG. 11

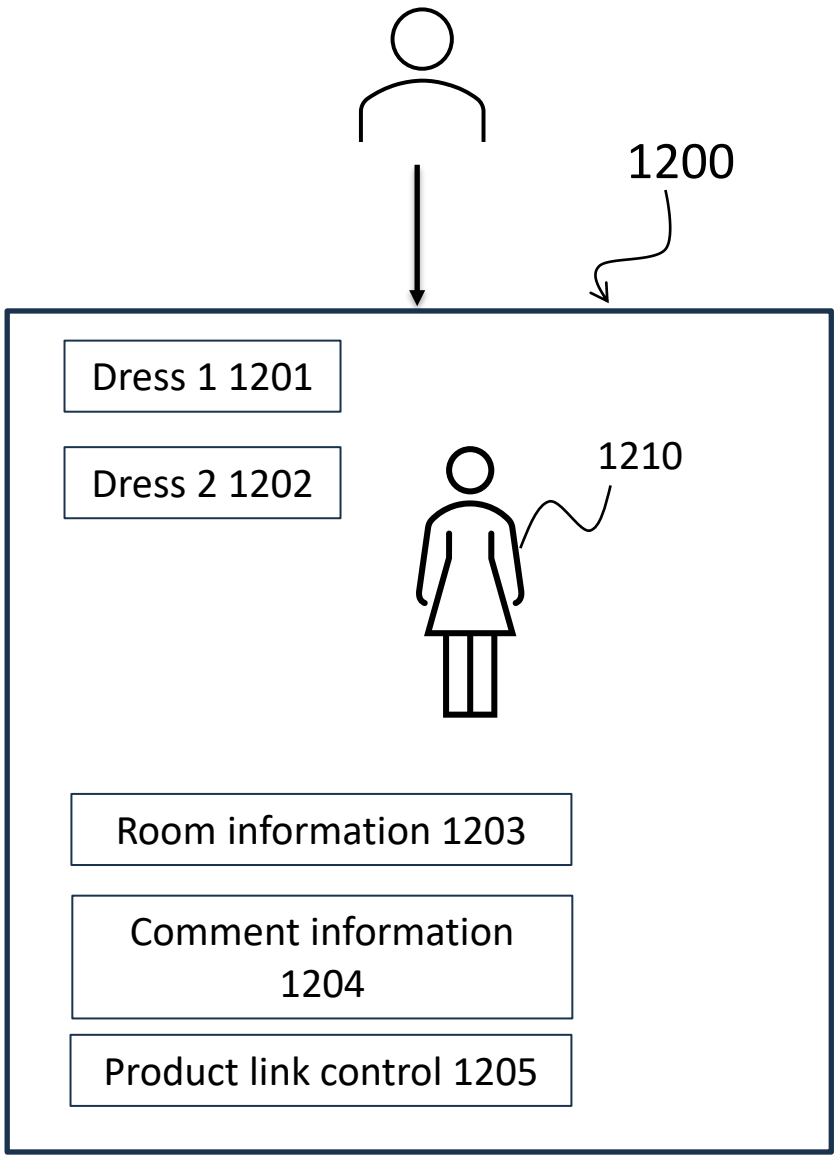

1200
Dress 1 1201
Dress 2 1202
1210
Room information 1203
Comment information 1204
Product link control 1205

FIG. 12a

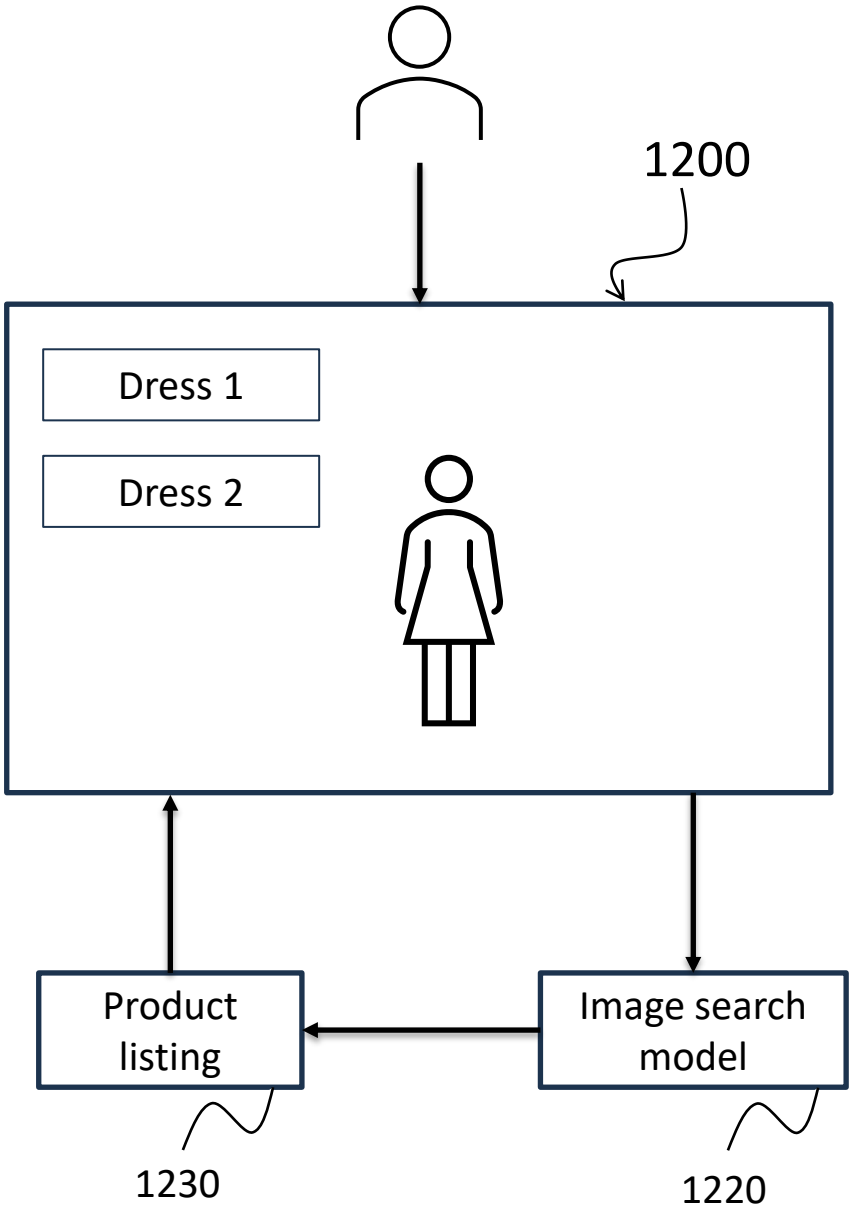

1200
Dress 1
Dress 2
Product listing
Image search model
1230
1220

FIG. 12b

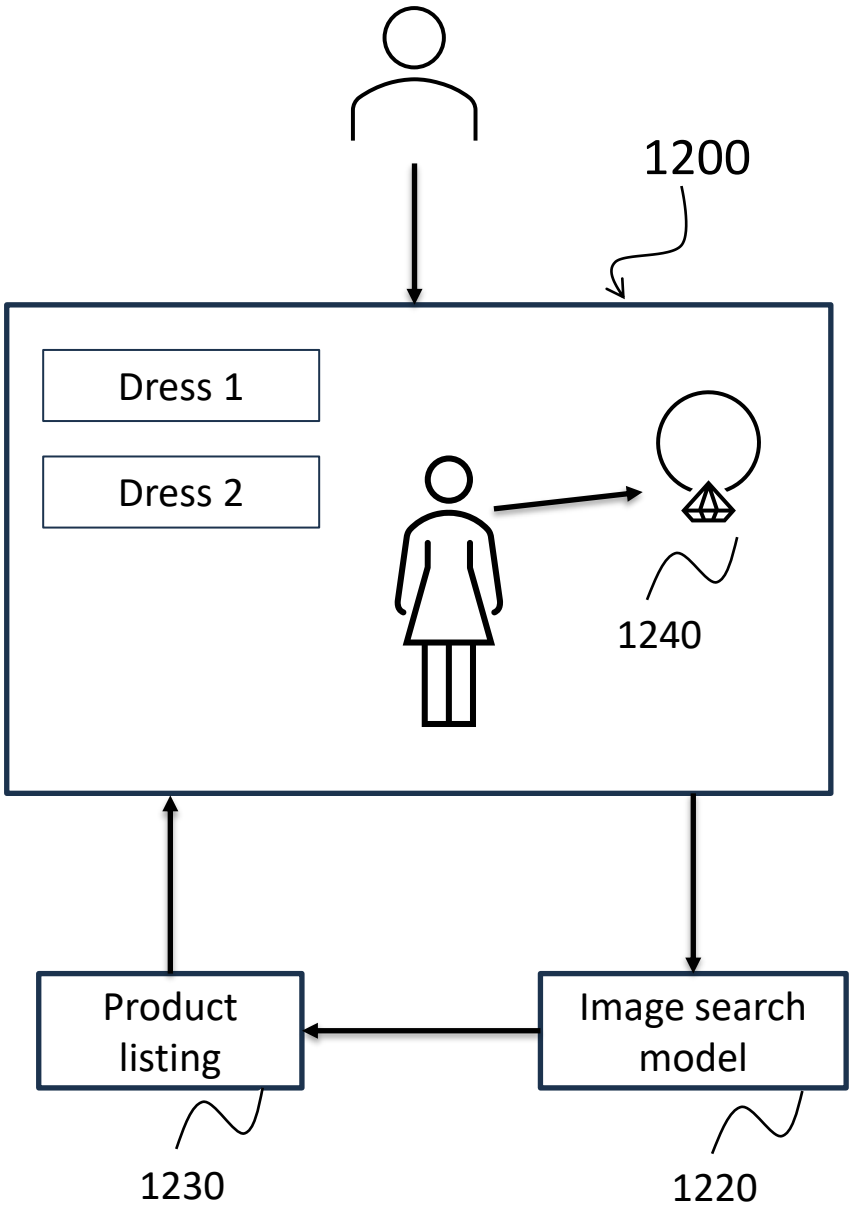

1200
Dress 1
Dress 2
1240
Product listing
Image search model
1230
1220

FIG. 12c

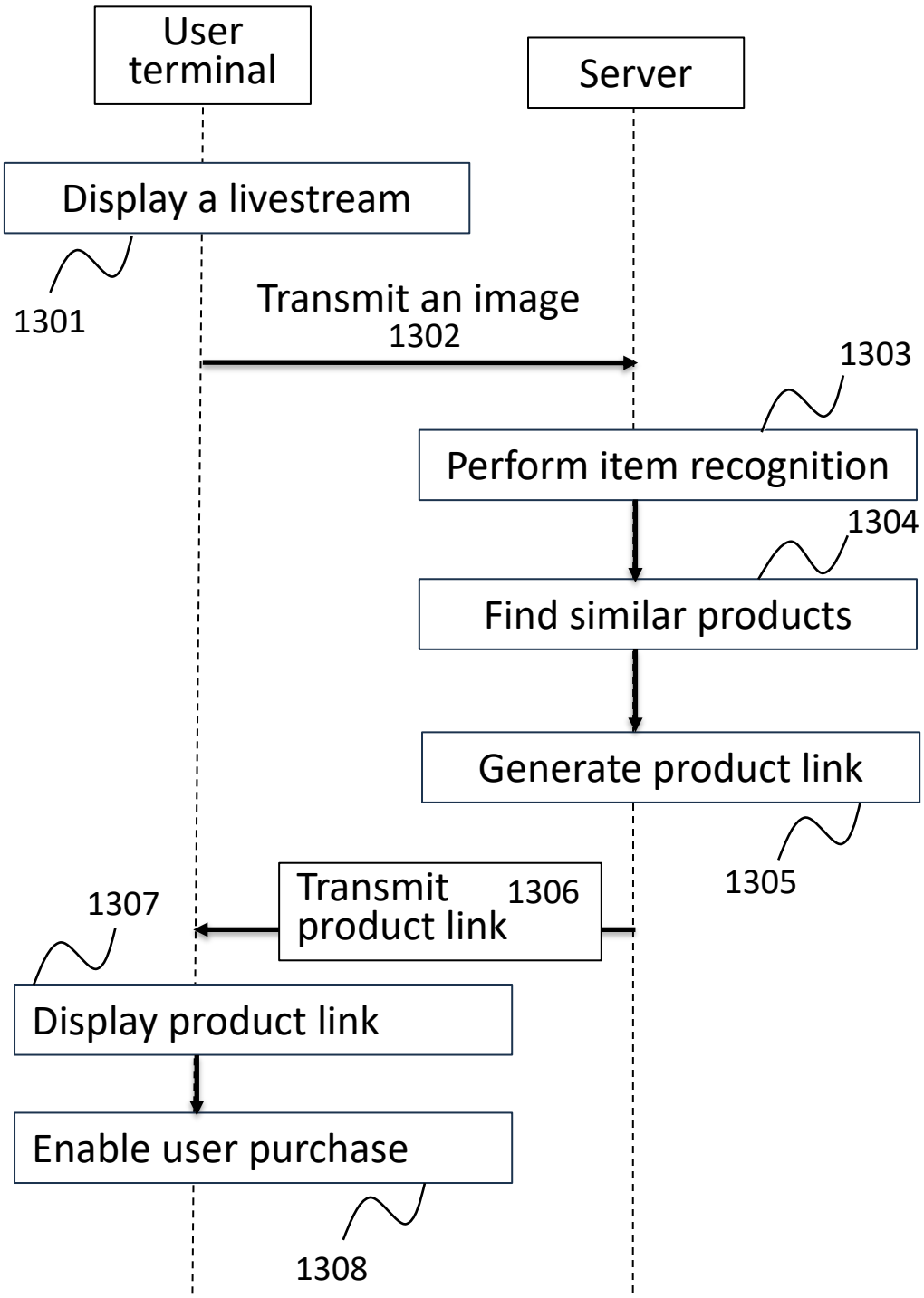

User terminal
Server
Display a livestream
1301
Transmit an image
1302
1303
Perform item recognition
1304
Find similar products
Generate product link
1305
Transmit product link
1306
1307
Display product link
Enable user purchase
1308

FIG. 13

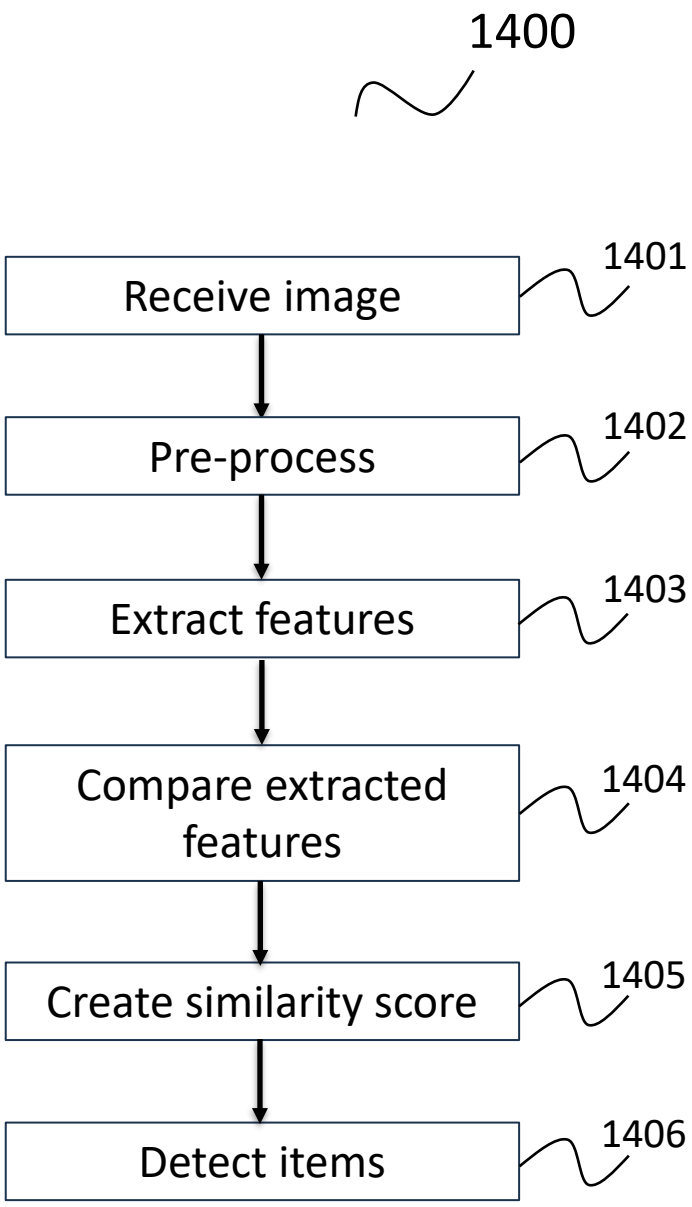

1400
Receive image
1401
Pre-process
1402
Extract features
1403
Compare extracted features
1404
Create similarity score
1405
Detect items
1406

FIG. 14a

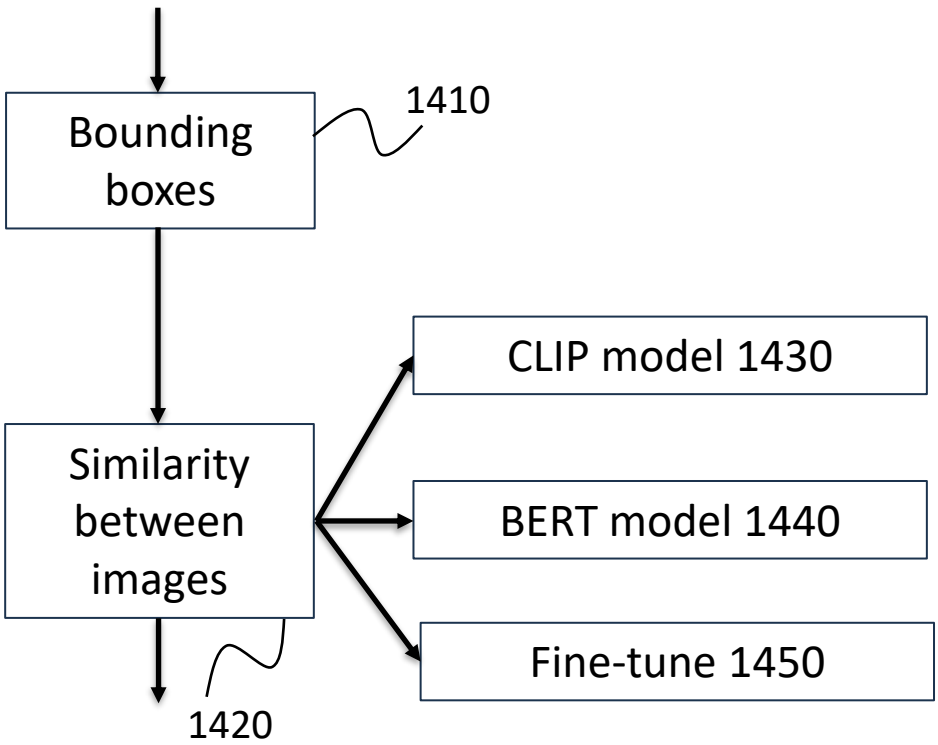

Bounding boxes
1410
Similarity between images
1420
CLIP model 1430
BERT model 1440
Fine-tune 1450

FIG. 14b

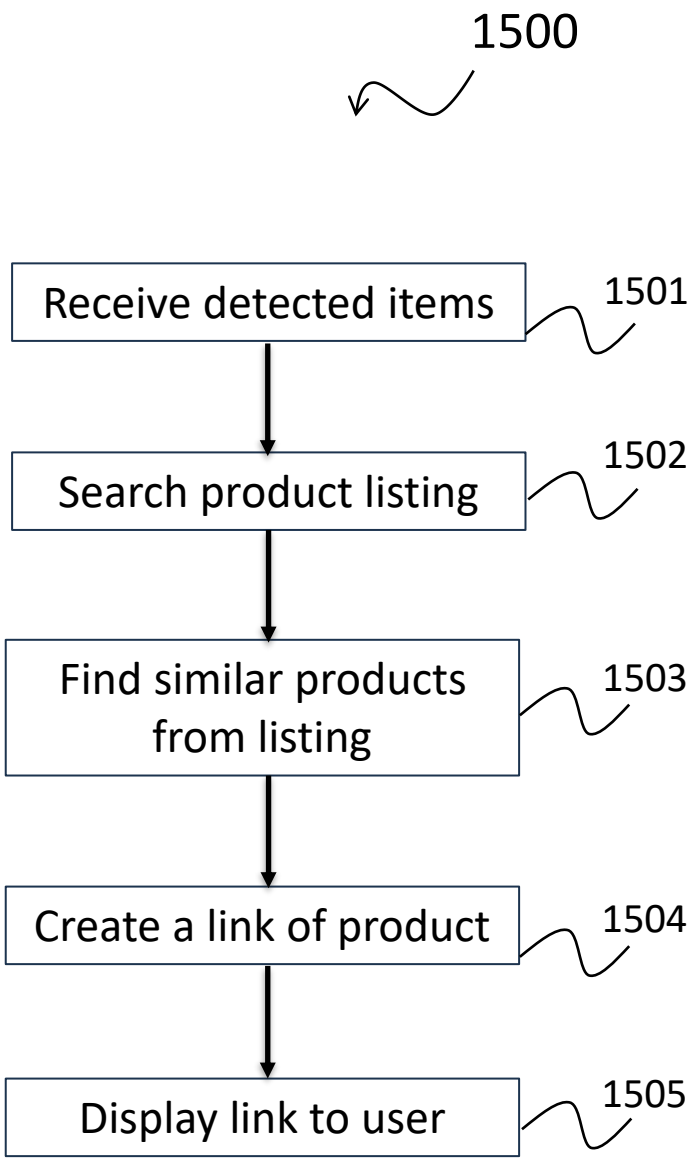

1500
Receive detected items
1501
Search product listing
1502
Find similar products from listing
1503
Create a link of product
1504
Display link to user
1505

FIG. 15