Abstract

Consumers are adopting different search strategies, so identifying the patterns of their
information search habits has become a challenge. The way in which allocation of resources is
done across different sources of information depends on the understanding of the patterns of
information search behavior. Cluster analysis was used to identify the distinct segments of new
car buyers concurrently, and the relative importance of important variables in differentiating the
segments . With the help of classification it can predict categorical class labels. Different
patterns of information search behavior were obtained across four different groups -broad
temperate searchers, extreme heavy searchers, low broad searchers, and low searchers. Here
both cluster analysis and classification was compared to identify consumer assortment of
external pre-purchase information search behavior and the most optimized method found, out of
the two was clustering.

References

- VikramShinde, Analysis of Research in Consumer Behavior of Automobile Passenger Car
  2014.
  New Horizons in IT-NCNHIT 2013.
  Umea School of business and economics, University of Umea, Master Thesis, Spring Semester,
  2008.
- Ying Liua,b,* Jiajun Yanga. Improving Ranking-based Recommendation by Social
- Guan Hai-ling, Cheng Bao-dong. Analysis on the Consumer’s online Information
- RamitaVerma, ShubhkamanaRathore, PEST Analysis for Indian Luxurious Car Market,
- Nikhil Monga, Bhuvender Chaudhary, Car Market and buying behavior - A study on
- Konstan JA, Riedl J. Recommender systems: from algorithms to user experience. User
- Klein, L. R. , & Ford, G. T. Consumer Search for information in the digital age: An
  empirical study of pre-purchase search for automobiles. Journal of Interactive Marketing,
- Raj Kumar, Dr. Rajesh Verma Classification Algorithms for Data Mining: A
- AnoopJain, ArunaBajpai, Manish Kumar Rohila, International Journal of Emerging

Index Terms

Computer Science

Applied Sciences
Keywords
Clustering  Classification  Automobile  Information Search Behaviour