THE USE OF NEURAL NETWORKS IN CONSUMER BEHAVIOUR ANALYSIS: AN APPLICATION TO CAR BUYERS

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ABSTRACT

Neural networks can bring together psychometric and econometric approaches to the measurement of attitudes and emotions. This paper describes the analysis by neural network of consumer data gathered from car buyers, with the aim of investigating in detail the contribution made by explanatory variables to degree of satisfaction with last car bought and brand loyalty relating to car purchase. Nodes in the hidden layer of the network were labelled to represent respondents' less easily articulated attitudes or beliefs. Analysis of the findings shows clear differences in attitudes between male and female buyers.