A Study of Consumer Choice Behavior of Disc Brake of Bicycle: A Data Mining Approach

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ABSTRACT

Keywords: Data Mining, Affinity Set, Disc Brake of Bicycle, Classification

The study is to examine consumer choice behavior of disc brake of bicycle. In this study, a data mining approach is used to explore consumer choice behavior. The study has four conclusions: 1. bike riders are almost work populations, we need to pay attention to the consumer behavior of this group; 2. bicycle riders are almost single riders, there is a need to focus this group on the holiday riding; thus, promoting this brake product in Taiwan is important; 3. car riders are almost single riders, it is worthy of organizing bike club to attract single bike riders.

The study uses affinity set theory for data mining and association rules to explore the function that the consumer expects; classification is used to target clients for marketing strategies. The study found that the expected functions of consumers are: 1. Brake replacement grip; 2. the weight of the brake must be very light; 3. brake rapid cooling; 4. Brake, do not intend to sound generation. Considering the marketing strategies, we have four conclusions: 1. bike riders are almost work populations, we need to pay attention to the consumer behavior of this group; 2. bicycle riders are almost single riders, there is a need to focus this group on the holiday riding; thus, promoting this brake product in Taiwan is important; 3. car riders are almost single riders, it is worthy of organizing bike club to attract single bike riders.

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