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Abhik Dhar; Aritra Datta; Soma Das
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Predicting Customer Satisfaction of Luxury Watches Using ID3 Algorithm

Arunava Mookherjee; Krishna Roy

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Abstract **HTML**

It is generally believed that luxury watches are bought by the rich and elite as a status symbol. But customer satisfaction is crucial for repeat buying, the customer base being comparatively small. The aim of the study was to find out the factors on the basis of which customer satisfaction can be predicted and the hierarchy in which these factors impact customer satisfaction. Information was coll... Show More

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impact customer satisfaction. Information was collected from the customers c
Junction Mall in Durgapur, West Bengal. First exploratory factor analysis was
satisfaction level. The factors identified were Performance, Design, Quality, M
The ID3 decision tree algorithm was used to classify the customers into three
satisfaction, and low satisfaction with their purchase. Confusion matrix and R
robustness of the model. The overall accuracy of the model was 89.47%.

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Contents

I. Introduction

Since the early 1990s, the market for luxury products and services has bee
(Truong,2010). The size of the market for luxury goods was estimated to b
anticipated to increase from USD 242.8 billion in 2022 to USD 369.8 billion
during the forecast period (2023-2030)1. In addition to a growing rich elite
reasons supporting this trend include rising disposable income, declining u
costs, and more employment of women (Yeoman & McMahon-Beattie 200
orientation are the two main categories under which studies on the causes
purchases made for personal use are intrinsically motivated and reflect sel
External factors such as a desire to win favour with others drive socially or
Frost 2004). It is argued that consumers are intrinsically motivated. Luxury
satisfaction or to ensure superior quality, not necessarily to signal their wea
The luxury market is no longer exclusive to wealthy societies and the popu
mass society reflects the rise of mass prestige or masstige (Lim et al, 2022
associated with wealthy societies, their appeal and popularity among the m