

The proceedings of this conference will be available for purchase through Curran Associates.

60402- IEMENTech, 2023 (PRT)

Print on Demand Purchase at **Partner**

Diabetes Detection System using Machine Learning

Soma Das; Sagarika Ghosh; Sourav Kumar; Gaurav Ganguly; G Uma Devi

2023 7th International Conference on Electronics, Materials Engineering & Nano-Technology (IEMENTech)

Year: 2023

Predicting Customer Satisfaction of Luxury Watches Using ID3 Algorithm

Arunava Mookherjee; Krishna Roy Publication Year: 2023, Page(s): 1 - 6

 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

Predicting Customer Satisfaction of Luxury Watches Using ID3 Algorithm



Arunava Mookherjee; Krishna Roy 2023 7th International Conference on Electronics, Materials Engineering & Nano-Technology (IEMENTech)

Year: 2023

Mitigating Bias in Image Classification - Pretraining on Diverse **Data for Improved Generalization**



Rigved Shirvalkar; M. Geetha

Publication Year: 2023, Page(s): 1 - 6

HTML Abstract



Rigved Shirvalkar; M. Geetha

2023 7th International Conference on Electronics, Materials

Engineering & Nano-Technology (IEMENTech)

Year: 2023

Development of Integrated Structure of Hydrogen Production Using Photovoltaic Panels and Detailed Electrical Model for **Electrolyser**



Nelson Jin Wei Chieh; Hadi Nabipour Afrouzi; Jalal Tavalaei Publication Year: 2023, Page(s): 1 - 5

Abstract HTML





Development of Integrated Structure of Hydrogen Production Using Photovoltaic Panels and Detailed **Electrical Model for Electrolyser**

Nelson Jin Wei Chieh; Hadi Nabipour Afrouzi; Jalal Tavalaei 2023 7th International Conference on Electronics, Materials Engineering & Nano-Technology (IEMENTech)

Year: 2023

Circular Polarization of a Printed Monopole Antenna

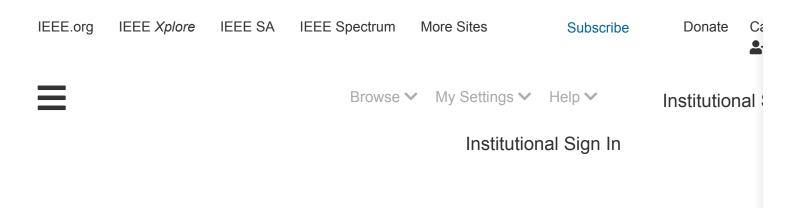
Hariharan Pippari; K.P. Ray

Publication Year: 2023, Page(s): 1 - 4



✓ Abstract HTML
Hariharan Pippari; K.P. Ray 2023 7th International Conference on Electronics, Materials Engineering & Nano-Technology (IEMENTech) Year: 2023
Modeling And Linearization of Radio Frequency Power Amplifiers Using Machine Learning Approaches G. Navya Chandana; G. Harish Varma; Janapa. Vsrk Dheeraj; R.V. Sanjika Devi; Dhanesh G. Kurup Publication Year: 2023, Page(s): 1 - 5
 ✓ Abstract HTML
Impact of Artificial Intelligence on Work Sourav Sinha; Shristi Sinha; Bobbinpreet Kaur; Sheenam Publication Year: 2023 , Page(s): 1 - 6
 ✓ Abstract HTML
Design and Analysis of High-Speed Voltage Level Shifter based on Wilson Current Mirror Sania Anand; Deep Sehgal; Garima Joshi; Renu Vig Publication Year: 2023, Page(s): 1 - 5 Cited by: Papers (1)
 ✓ Abstract HTML
A Critical Review of Methods for Automated Detection of Mangrove Deforestation Aditya Bhattacharjee; Sadiq Siraj Ebrahim; Sriparna Banerjee; Rakesh Kumar Gupta; Sheli Sinha Chaudhuri; Soumen Moulik Publication Year: 2023, Page(s): 1 - 6 V Abstract HTML C

-



Conferences > 2023 7th International Confer...

ΑII



Predicting Customer Satisfaction of Luxury Watches Using

Publisher: IEEE

Cite This



Arunava Mookherjee; Krishna Roy All Authors •••

25Full
Text Views

Abstract

کے

Downl

PDF

Document Sections

- I. Introduction
- II. Literature Review
- III. Objectives
- IV. Methodology
- V. Findings and Analysis



Abstract:

It is generally believed that luxury watches are bought by the rich and elite as satisfaction is crucial for repeat buying, the customer bas... **View more**

✓ Metadata

Abstract:

It is generally believed that luxury watches are bought by the rich and elite as satisfaction is crucial for repeat buying, the customer base being comparative out the factors on the basis of which customer satisfaction can be predicted a

Authors

Figures

References

Keywords

Metrics

More Like This

impact customer satisfaction. Information was collected from the customers of Junction Mall in Durgapur, West Bengal. First exploratory factor analysis was satisfaction level. The factors identified were Performance, Design, Quality, No. The ID3 decision tree algorithm was used to classify the customers into three satisfaction, and low satisfaction with their purchase. Confusion matrix and Robustness of the model. The overall accuracy of the model was 89.47%.

Published in: 2023 7th International Conference on Electronics, Materials E (IEMENTech)

Date of Conference: 18-20 December 2023 DOI: 10.1109/IEI

Date Added to IEEE Xplore: 09 February 2024 Publisher: IEEE

Conference Loc

▼ ISBN Information:

Electronic ISBN:979-8-3503-0551-7

Print on Demand(PoD) ISBN:979-8-3503-2894-3

✓ ISSN Information:

Arunava Mookherjee

Faculty of Management Studies Dr. B. C Roy Engineering College, Durgapur

Krishna Roy

Faculty of Management Studies Dr. B. C Roy Engineering College, Durgapur



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 billior 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 Sign in to Continue Reading 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 wear 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 n