A Preference Perception System on Website by Combining Fuzzy Set with Data Mining Technology

Chen-Tung Chen

National United University,
R. O. C.

Wei-Shen Tai

National Yunlin University of Science
and Technology, R. O. C.

Chih-Hao Chu

Da-Yeh University
R. O. C.

Abstract

In a competitive environment, providing suitable information and products to meet customer's requirements and improve customer satisfaction is one key factor to measure a company's competitiveness. In this paper, we propose a preference perception system by combining fuzzy set with data mining technology to detect the information preference of each user actively on a web-based environment. An experiment was implemented to demonstrate the feasibility and effectiveness of the proposed system in this study. It indicates that the proposed system can effectively perceive the change of information preference for users in a web environment.

Keywords: Preference Perception, Data Mining, Fuzzy Set Theory.