

Abstract

Research Title : Use of Recommender Systems in Decision Support

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This research focuses on the use of a recommender systems in decision support by means of used car dealer case studies in Talingchan District. The goal is to develop an effective used car purchasing system based on the above premise. The underlying principle rests on content-based recommendation from a set of usability surveys. Survey samples were selected from 5 experts and 95 general public. The responses were analyzed to determine their mean and standard deviation. The study showed that

1. Experts' opinion on used car recommender systems in Talingchan District having its mean 3.180 with 0.113 standard deviation indicated that the experts were in favor of the proposed system.

2. Public' opinion on the same survey revealed to be similar to those of the experts, having its mean 3.365 with 0.144 standard deviation. This implied that the public also expressed the same favor over the proposed system.