

Applying AHP to the Automobile Purchase Decision Making Model

Fu, Chin -jen * Chen, Hui-chun* Chen, Ching-chung**

ABSTRACT

Due to the economy growth, automobiles already become the necessary goods to most of the people living in developing and developed countries. Most of the previous researches discussed vehicle purchase behavior focused on the issues of consumer behavior and life style. In this paper we studied the priority of vehicle purchase criteria by applied Analytical Hierarchy Process. We found that the priorities of vehicle purchase criterion are Safety, Price and Economy, Performance, Warranty, Comfort & Convenience, Dealer, and Exterior.

Key words: Analytical Hierarchy Process, Decision Making, Automobile Purchase

* Hsing Wu College, Department of Accounting Information

** Hsing Wu College, Department of Information Management