A DATA MINING APPROACH OF CONSUMER DECISION MAKING PROCESS AND EMOTIONAL INTELLIGENCE ON MARKETING

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ABSTRACT

In a rapidly evolving and ever-changing world, a changing international environment where there is plenty of information and products, the sale and consumption of goods is an integral part of most of the world's inhabitants' daily routine. People make decisions and make choices on what products they will consume depending on the needs they want to satisfy. Therefore, it is essential to look at it, motivations and feelings of consumers that lead to reception-specific decisions concerning the choice of products or products services they consume daily. Also, maximizing customer utility, ongoing customer relationships, creating and developing "smart" technology, for instance, require emotional intelligence.

The aim of this empirical paper is to explain the motives, emotional and non-emotional, and the decision-making process that lead consumers to the product market through use of psychometric tools of emotional intelligence and emotional empathy that administered to young adults and social media consumers. Also, the utility of psychometrics and innovative techniques in measuring consumer behavior is indicated through the present study. The findings demonstrate amongst others that emotional ability may provide an effective perspective providing ways to marketers in order to appeal consumers with a means for selecting and targeting consumer groups likely to buy or use their product or service.

In conclusion, Consumer Decision Making Process can be promoted and evaluated by psychometric assessment tools and also via innovative data analyses such as machine learning methods and the findings of the present project can be expanded for further research.

KEYWORDS: *Consumer Decision Making, Consumer Behavior, Machine Learning, Emotional Intelligence*