Studying the Impact of the Japanese Kansei Concept on Consumer Purchasing Decisions and Brand Loyalty Using Data Mining Techniques

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The Japanese Kansei concept, which encapsulates individuals' sensory, emotional, and cognitive responses to products and environments, plays a critical role in influencing consumer behavior. This study investigated how Kansei affects consumer brand loyalty and buying decisions using state-of-the-art data mining tools. This study combined qualitative observations with quantitative analysis to uncover the intricate relationships between Kansei features and consumer preferences. The study began with a comprehensive literature review to determine the key components of Kansei and their relation to consumer psychology. Qualitative data on consumers' emotions and sensory experiences with specific products were gathered through focus group discussions and interviews. The findings of these informed the development of an extensive survey that gathers quantitative information from a broad spectrum of demographics regarding Kansei replies, purchase intentions, and brand loyalty. The study identified patterns and relationships in the dataset using data mining techniques such as clustering, regression analysis, and association rule mining. Using structural equation modeling (SEM), a comprehensive model was created to show how Kansei affects consumer choices and brand loyalty. The results highlight specific Kansei characteristics that significantly influence consumer behavior, such as emotional resonance, tactile satisfaction, and aesthetic appeal. For marketers and designers looking to apply Kansei to branding and product creation, this study offers practical insights. Businesses can develop items that evoke powerful emotions in customers and increase brand loyalty by comprehending and utilising these insights. Combining data mining methods with Kansei offers a fresh take on studying consumer behaviour by connecting empirical analysis with emotive design for real-world market implementation.

Keywords: *J Japanese Kansei concept, purchasing decisions, brand loyalty, regression analysis, association rule mining*