

Air-con Brand Selection Using Analytical Hierarchy Process (AHP)

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Abstract

Every day, each of us has to decide among lots of choices of our actions. Of course, we have some criteria connected to the solution that impact our action. The solutions can be both objective and subjective[5]. Last two or three years, air-cons were luxuries for people. But now air-cons become secondary needs because of hot weather. And there are many air-con brands in the market. If we want to buy an air-con, it is very confusing to select the most appropriate brand for buyers. Analytical Hierarchy Process (AHP) is a simple tool developed to solve various issues and to objectify the solutions to social problems. The proposed system is implemented to select air-con brand by using a decision support system, AHP (Analytical Hierarchy Process). AHP makes comparison between criteria and comparison between alternatives and then calculate the overall ranking of the alternatives by mathematically combining the priority matrices of criteria. This system will assist the user who wants to buy the air-con to decide the appropriate brand easily within the user's favourable brands in a short time. In this paper, we want to show how to apply AHP method and how it works in practice.