

A Pedagogical Case Study on Consumer Decision Making Models: A Selection of Smart Phone Apps

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Abstract : This case focuses on Weighted additive difference, Conjunctive, Disjunctive, and Elimination by aspects methodologies in consumer decision-making models and the Simple additive weighting (SAW) approach in the multi-criteria decision-making (MCDM) area. Most decision-making models illustrate that the rank reversal phenomenon is unpreventable. This paper presents that rank reversal occurs in popular managerial methods such as Weighted Additive Difference (WAD), Conjunctive Method, Disjunctive Method, Elimination by Aspects (EBA) and MCDM methods as well as such as the Simple Additive Weighting (SAW) and finally Unified Commensurate Multiple (UCM) models which successfully addresses these rank reversal problems in most popular MCDM methods in decision-making area.

Keywords : multiple criteria decision making, rank inconsistency, unified commensurate multiple, analytic hierarchy process

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