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Modeling customer satisfaction with new product design using a flexible fuzzy regression-DEA algorithm

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Highlights

- The current research discusses a use of fuzzy regression-DEA algorithm for modeling customer satisfaction
- This paper develops a proposed methodology for setting the associated product design attributes
- The 16 well-known fuzzy regression models are used to model the relationship between customer satisfaction and new product design
- The proposed algorithm is experimented through an actual case study in freezer refrigerator industry.

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