Lingnan University 嶺南大學 香港 Hong Kong

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Department of Computing & Decision Sciences
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POSTGRADUATE SEMINAR SERIES
Topic Defence Seminar

Topic Title : **Unveiling the Hidden Truth of Repurchase Intention: A Textual Approach Using Aspect-Based Deep Learning**

Presenter : **Mr TAN Zusheng**
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Abstract : The advancements in web technologies have fueled the proliferation of the voice of the customer (VOC) on the Internet; such VOC is often used to predict the repurchase intention of individual customers. Nowadays, customer repurchase intention has been a major topic in both academia and industry. On the one hand, researchers want to understand how different VOC (e.g., product/service description and evaluation) affect repurchase intention. On the other hand, organizations want to utilize these VOC to offer the best possible product/service to their customers to retain them and create positive repurchase intentions. Regarding this, our study proposed a new annotation scheme to construct an open multi-aspects VOC dataset, namely the *Restaurant Corpus for Customer Repurchase Intention* (RCCRI). Our dataset can be used to explore different repurchase-related aspects in VOC like *customer attitude and behavior*, *usage experience*, and *usage comparison* (e.g., customers often compare products/services when writing reviews). Our dataset differentiates us from prior studies, which often encode repurchase intention as a single value (0: negative; 1: positive) and focuses on only one or few aspects (e.g., food, services, atmosphere). Additionally, we propose a new approach, namely the *aspect-based repurchase intention prediction* (ABRP), which captures individual linguistic factors in VOC that contribute to customer repurchase intention.

Date : 3 May 2022, Tuesday

Time : 9:30 am – 10:30 am

Venue : Zoom Meeting
Meeting ID: 576 010 0024   Passcode: 42206385

Language : English

*** *All are Welcome* ***

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Due date: 4 May 2022