ABSTRACT

Automobile pricing is a difficult problem for both manufacturers and user. A development of a tool that can assist in autos pricing will provide convenience for both manufacturers and user. For last decades, computational methods are developed to solve pricing problems. The most common method is using neural network to solve this problem.

To help determine automobiles pricing, a hybridisation of artificial neural network and genetic algorithm for interconnection weight is proposed. The methodology adopts a real-valued encoding genetic algorithm to represent connection weight as a chromosome. However there are two basic assumptions in this study. The first is that the supply and demand of the market is in a state of equilibrium and they have no positive or negative effect on pricing. The second is that the data set used represents the whole market of automobiles.

Keywords: Artificial neural network, genetic algorithm, real-valued encoding, pricing.