NEW AVERAGE FUZZY RELATIONAL EQUATIONS MODEL TO ANALYSE CUSTOMERS PREFERENCE TO ROAD SIDE EATERIES

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In this paper the authors introduce a fuzzy model defined as the New Average Fuzzy Relational Equations (NAFRE) model. The motivation for constructing such a model is that; in any problem where experts opinions are used we land up in taking only one experts opinion. This however offends the feelings of the other experts who have spent their mind and time on that problem. Also any data analyst believes in the law of large numbers (LLN) so when large number of experts are used the resultant value would be very close to the expected value. So in the NAFRE model we take the opinion of all the experts and take the average of it. This caters not only to the satisfaction of all experts but also gives a better solution. We have used this newly constructed model to study the preference of public to road side eateries.