

Some Cosine Similarity Measures for Picture Fuzzy Sets and Their Applications to Strategic Decision Making

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Abstract. In this paper, we presented another form of eight similarity measures between PFSs based on the cosine function between PFSs by considering the degree of positive membership, degree of neutral membership, degree of negative membership and degree of refusal membership in PFSs. Then, we applied these weighted cosine function similarity measures between PFSs to strategic decision making. Finally, an illustrative example for selecting the optimal production strategy is given to demonstrate the efficiency of the similarity measures for strategic decision making problem.

Key words: strategic decision making; picture fuzzy set, cosine function; cosine similarity measure, optimal production strategy.

1. Introduction

The similarity measures are important and useful tools for determining the degree of similarity between two objects. Measures of similarity between fuzzy sets have gained attention from researchers for their wide applications in various fields, such as pattern recognition, machine learning, decision making and image processing, many measures of similarity between fuzzy sets have been proposed and researched in recent years (see, Bustince *et al.*, 2006, 2007, 2008; Lee *et al.*, 2009). Fuzzy set theory, introduced by Zadeh (1965), has been widely used to model uncertainty present in real-world applications. Atanassov (1986) extended fuzzy sets to Atanassov's intuitionistic fuzzy sets (IFSs), many different similarity measures between IFSs have been investigated in Li *et al.* (2007). Li and Cheng (2002) proposed a suitable similarity measure between IFSs and applied it to pattern recognition problems. Liang and Shi (2003) defined some similarity measures to differentiate different IFSs and discussed the relationships between them. Furthermore, Mitchell (2003) modified Li and Cheng's measures. Based on the extension of the Hamming distance on fuzzy sets, Szmidt and Kacprzyk (2000) developed a similarity measure between IFSs based on the Hamming distance. Hung and Yang (2004) calculated the distance between IFSs based on the Hausdorff distance and generated some similarity measures between IFSs. Liu (2005) developed some new similarity measures between IFSs and between elements. Hung and Yang (2007) proposed a similarity measure between IFSs

based on the L_p metric. Xu and Xia (2010) defined the geometric distance and similarity measures of IFSs for group decision making problems. Ye (2011) proposed the cosine similarity measure between IFSs. Hung (2012) developed the likelihood-based measurement of IFSs for the medical diagnosis and bacteria classification problems. Shi and Ye (2013) further improved the cosine similarity measure of IFSs. Tian *et al.* (2013) proposed the cotangent similarity measure between IFSs for medical diagnosis. Rajarajeswari and Uma (2013) further introduced the cotangent similarity measure which considers membership, nonmembership and hesitation degrees in IFSs. Furthermore, Szmidt (2014) discussed distances between IFSs and introduced a family of similarity measures which considered the membership, nonmembership and hesitation degrees described in IFSs. Ye (2016) proposed two new cosine similarity measures and weighted cosine similarity measures based on cosine function and the information carried by the membership degrees, nonmembership degree and hesitancy degree in intuitionistic fuzzy sets (IFSs). Son and Phong (2016) gave the intuitionistic vector similarity measures for medical diagnosis.

Recently, Cuong (2014) proposed picture fuzzy set (PFS) and investigated some basic operations and properties of PFS. The picture fuzzy set is characterized by three functions expressing the degree of membership, the degree of neutral membership and the degree of nonmembership. The only constraint is that the sum of the three degrees must not exceed 1. Basically, PFS based models can be applied to situations requiring human opinions involving more answers of types: yes, abstain, no, refusal, which can't be accurately expressed in the traditional FS and IFS. Until now, some progress has been made in the research of the PFS theory. Singh (2014) investigated the correlation coefficients for picture fuzzy set and applied the correlation coefficient to clustering analysis with picture fuzzy information. Son *et al.* introduced several novel fuzzy clustering algorithms on the basis of picture fuzzy sets and applications to time series forecasting and weather forecasting (see, Son, 2015; Thong and Son, 2015). Thong (2015) developed a novel hybrid model between picture fuzzy clustering and intuitionistic fuzzy recommender systems for medical diagnosis and application to health care support systems. Wei (2016b) proposed picture fuzzy cross-entropy model for multiple attribute decision making problems.

Although Atanassov's intuitionistic fuzzy set theory and similarity measures have been successfully applied in different areas (see Tang *et al.*, 2017; Wei, 2015, 2008, 2009, 2010a, 2010b, 2011a; Wei *et al.*, 2011, 2013a, 2013b; Wei and Zhao, 2012b; Zhao and Wei, 2013; Zhao *et al.*, 2014), but there are situations in real life which can't be represented by Atanassov's intuitionistic fuzzy sets. Voting can be a good example of such situation as the human voters may be divided into four groups of those who: vote for, abstain, refuse to vote. Basically, picture fuzzy sets (see Cuong, 2014) based models may be adequate in situations when we face human opinions involving more answers of the type: yes, abstain, no, refusal. Therefore, in order to deal with these types of situations, in this paper we introduce the concept of similarity measures for picture fuzzy sets based on the cosine functions, which is a new extension of the similarity measure of IFSs based on the cosine functions. In order to do so, the remainder of this paper is set out as follows. In the next section, we introduce some basic concepts related to intuitionistic fuzzy set and some similarity measure between IFSs and picture fuzzy sets. In Section 3, we shall propose some similarity measure and some weighted similarity measure between PFSs based

on the concept of the cosine function. In Section 4, the similarity measures for PFSs are applied to strategic decision making problem for selecting the optimal production strategy. Section 5 concludes the paper with some remarks.

2. Preliminaries

In the following, we introduce some basic concepts related to intuitionistic fuzzy sets and some similarity measure between IFSs.

DEFINITION 1. (See Atanassov, 1986, 1989.) An IFS is given by

$$A = \{ \langle x, \mu_A(x), \nu_A(x) \rangle \mid x \in X \}, \tag{1}$$

where $\mu_A : X \rightarrow [0, 1]$ and $\nu_A : X \rightarrow [0, 1]$, where, $0 \leq \mu_A(x) + \nu_A(x) \leq 1, \forall x \in X$. The numbers $\mu_A(x)$ and $\nu_A(x)$ represent, respectively, the membership degree and non-membership degree of the element x to the set A .

DEFINITION 2. (See Atanassov, 1989.) For each IFS A in X , if

$$\pi_A(x) = 1 - \mu_A(x) - \nu_A(x), \quad \forall x \in X. \tag{2}$$

Then $\pi_A(x)$ is called the degree of indeterminacy of x to A .

Suppose that there are two IFSs:

$$A = \{ \langle x_j, \mu_A(x_j), \nu_A(x_j) \rangle \mid x_j \in X \}$$

and

$$B = \{ \langle x_j, \mu_B(x_j), \nu_B(x_j) \rangle \mid x_j \in X \}$$

in the universe of discourse $X = \{x_1, x_2, \dots, x_n\}$.

Ye (2011) proposed the cosine similarity measure between IFSs and as following:

$$IFC^1(A, B) = \frac{1}{n} \sum_{j=1}^n \frac{\mu_A(x_j)\mu_B(x_j) + \nu_A(x_j)\nu_B(x_j)}{\sqrt{\mu_A^2(x_j) + \nu_A^2(x_j)}\sqrt{\mu_B^2(x_j) + \nu_B^2(x_j)}}. \tag{3}$$

Shi and Ye (2013) further presented the cosine similarity measure by considering membership degree, nonmembership degree and hesitancy degree in IFSs as the vector space of the three terms:

$$IFC^2(A, B) = \frac{1}{n} \sum_{j=1}^n \frac{\mu_A(x_j)\mu_B(x_j) + \nu_A(x_j)\nu_B(x_j) + \pi_A(x_j)\pi_B(x_j)}{\sqrt{\mu_A^2(x_j) + \nu_A^2(x_j) + \pi_A^2(x_j)}\sqrt{\mu_B^2(x_j) + \nu_B^2(x_j) + \pi_B^2(x_j)}}. \tag{4}$$

Based on cosine function, Ye (2016) proposed two cosine similarity measures between IFSs A and B .

$$\begin{aligned} &IFCS^1(A, B) \\ &= \frac{1}{n} \sum_{j=1}^n \cos \left\{ \frac{\pi}{2} [|\mu_A(x_j) - \mu_B(x_j)| \vee |v_A(x_j) - v_B(x_j)| \vee |\pi_A(x_j) - \pi_B(x_j)|] \right\}, \end{aligned} \quad (5)$$

$$\begin{aligned} &IFCS^1(A, B) \\ &= \frac{1}{n} \sum_{j=1}^n \cos \left\{ \frac{\pi}{4} [|\mu_A(x_j) - \mu_B(x_j)| + |v_A(x_j) - v_B(x_j)| + |\pi_A(x_j) - \pi_B(x_j)|] \right\}. \end{aligned} \quad (6)$$

On the other hand, Tian *et al.* (2013) proposed a cotangent similarity measure between IFSs and as following:

$$IFCT^1(A, B) = \frac{1}{n} \sum_{j=1}^n \cot \left[\frac{\pi}{4} + \frac{\pi}{4} (|\mu_A(x_j) - \mu_B(x_j)| \vee |v_A(x_j) - v_B(x_j)|) \right], \quad (7)$$

where the symbol “ \vee ” is the maximum operation. When the three terms like membership degree, nonmembership degree and hesitancy degree are considered in IFSs, Rajarajeswari and Uma (2013) defined the cotangent similarity measure of IFSs:

$$\begin{aligned} &IFCT^2(A, B) \\ &= \frac{1}{n} \sum_{j=1}^n \cot \left[\frac{\pi}{4} + \frac{\pi}{4} (|\mu_A(x_j) - \mu_B(x_j)| \vee |v_A(x_j) - v_B(x_j)| \vee |\pi_A(x_j) - \pi_B(x_j)|) \right]. \end{aligned} \quad (8)$$

In the following, we introduced the weighted cosine and cotangent similarity measures between IFSs and, respectively (see Ye, 2011; Shi and Ye, 2013; Rajarajeswari and Uma, 2013; Ye, 2016):

$$IFC^1(A, B) = \sum_{j=1}^n \omega_j \frac{\mu_A(x_j)\mu_B(x_j) + v_A(x_j)v_B(x_j)}{\sqrt{\mu_A^2(x_j) + v_A^2(x_j)}\sqrt{\mu_B^2(x_j) + v_B^2(x_j)}}, \quad (9)$$

$$\begin{aligned} &IFC^2(A, B) \\ &= \sum_{j=1}^n \omega_j \frac{\mu_A(x_j)\mu_B(x_j) + v_A(x_j)v_B(x_j) + \pi_A(x_j)\pi_B(x_j)}{\sqrt{\mu_A^2(x_j) + v_A^2(x_j) + \pi_A^2(x_j)}\sqrt{\mu_B^2(x_j) + v_B^2(x_j) + \pi_B^2(x_j)}}, \end{aligned} \quad (10)$$

$$\begin{aligned} &WIFCS^1(A, B) \\ &= \sum_{j=1}^n \omega_j \cos \left\{ \frac{\pi}{2} [|\mu_A(x_j) - \mu_B(x_j)| \vee |v_A(x_j) - v_B(x_j)| \vee |\pi_A(x_j) - \pi_B(x_j)|] \right\}, \end{aligned} \quad (11)$$

$$\begin{aligned}
 &WIFCS^2(A, B) \\
 &= \sum_{j=1}^n \omega_j \cos \left\{ \frac{\pi}{4} [|\mu_A(x_j) - \mu_B(x_j)| + |v_A(x_j) - v_B(x_j)| + |\pi_A(x_j) - \pi_B(x_j)|] \right\},
 \end{aligned} \tag{12}$$

$$\begin{aligned}
 &WIFCT^1(A, B) \\
 &= \sum_{j=1}^n \omega_j \cot \left[\frac{\pi}{4} + \frac{\pi}{4} (|\mu_A(x_j) - \mu_B(x_j)| \vee |v_A(x_j) - v_B(x_j)|) \right],
 \end{aligned} \tag{13}$$

$$\begin{aligned}
 &WIFCT^2(A, B) \\
 &= \sum_{j=1}^n \omega_j \cot \left[\frac{\pi}{4} + \frac{\pi}{4} (|\mu_A(x_j) - \mu_B(x_j)| \vee |v_A(x_j) - v_B(x_j)| \vee |\pi_A(x_j) - \pi_B(x_j)|) \right],
 \end{aligned} \tag{14}$$

where ω_j ($j = 1, 2, \dots, n$) is the weight of an element x_j , $\omega_j \in [0, 1]$ and $\sum_{j=1}^n \omega_j = 1$ and the symbol “ \vee ” is the maximum operation.

3. Some Similarity Measure Based on Cosine Function for Picture Fuzzy Sets

Although Atanassov’s intuitionistic fuzzy set theory (see Atanassov, 1986, 1989) has been successfully applied in different areas, there are situations in real life which can’t be represented by Atanassov’s intuitionistic fuzzy sets. Picture fuzzy sets are extension of Atanassov’s intuitionistic fuzzy sets. Picture fuzzy set (see Cuong, 2014) based models may be adequate in situations when we face human opinions involving more answers of types: yes, abstain, no, refusal. It can be considered as a powerful tool to represent the uncertain information in the process of patterns recognition and cluster analysis.

DEFINITION 3. (See Cuong, 2014.) A picture fuzzy set (PFS) A on the universes an object of the form

$$A = \{ \{x, \mu_A(x), \eta_A(x), v_A(x)\} \mid x \in X \}, \tag{15}$$

where $\mu_A(x) \in [0, 1]$ is called the “degree of positive membership of A ”, $\eta_A(x)$ is called the “degree of neutral membership of A ” and $\nu_A(x)$ is called the “degree of negative membership of A ”, and $\mu_A(x), \eta_A(x), \nu_A(x)$ satisfy the following condition:

$$0 \leq \mu_A(x) + \eta_A(x) + \nu_A(x) \leq 1, \quad \forall x \in X.$$

Then for $x \in X$,

$$\rho_A(x) = 1 - (\mu_A(x) + \eta_A(x) + \nu_A(x))$$

could be called the degree of refusal membership of x in A .

3.1. Cosine Similarity Measure for Picture Fuzzy Sets

Let A be a PFS in an universe of discourse $X = \{x\}$, the PFS is characterized by the degree of positive membership $\mu_A(x)$, the degree of neutral membership $\eta_A(x)$ and the degree of negative membership $\nu_A(x)$ which can be considered as a vector representation with the three elements. Therefore, a cosine similarity measure and a weighted cosine similarity measure for PFSs are proposed in an analogous manner to the cosine similarity measure based on Bhattacharya's distance (see Salton and McGill, 1983; Bhattacharya, 1946) and cosine similarity measure for intuitionistic fuzzy set (see Ye, 2011).

Suppose that there are two PFSs:

$$A = \{(x_j, \mu_A(x_j), \eta_A(x_j), \nu_A(x_j)) \mid x_j \in X\}$$

and

$$B = \{(x_j, \mu_B(x_j), \eta_B(x_j), \nu_B(x_j)) \mid x_j \in X\}$$

in the universe of discourse $X = \{x_1, x_2, \dots, x_n\}$.

A cosine similarity measure between PIFSs and is proposed as follows:

$$PFC^1(A, B) = \frac{1}{n} \sum_{j=1}^n \frac{\mu_A(x_j)\mu_B(x_j) + \eta_A(x_j)\eta_B(x_j) + \nu_A(x_j)\nu_B(x_j)}{\sqrt{\mu_A^2(x_j) + \eta_A^2(x_j) + \nu_A^2(x_j)}\sqrt{\mu_B^2(x_j) + \eta_B^2(x_j) + \nu_B^2(x_j)}}. \quad (16)$$

If we take $n = 1$, then the cosine similarity measure between PFSs A and B becomes the correlation coefficient between PFSs A and B , i.e. $C_{PFS}(A, B) = K_{PFS}(A, B)$. Therefore, the cosine similarity measure between PFSs A and B also satisfies the following properties:

- (1) $0 \leq PFC^1(A, B) \leq 1$;
- (2) $PFC^1(A, B) = PFC^1(B, A)$;
- (3) $PFC^1(A, B) = 1$, if $A = B, i = 1, 2, \dots, n$.

Proof.

- (1) It is obvious that the proposition is true according to the cosine value.
- (2) It is obvious that the proposition is true.
- (3) When $A = B$, there are $\mu_A(x_j) = \mu_B(x_j)$, $\eta_A(x_j) = \eta_B(x_j)$ and $\nu_A(x_j) = \nu_B(x_j)$ for $j = 1, 2, \dots, n$. So $C_{PFS}^1(A, B) = 1$. Therefore, we have finished the proofs. \square

In the following, we shall investigate the distance measure of the angle as $d(A, B) = \arccos(C_{PFS}^1(A, B))$. It satisfies the following properties:

- (1) $d(A, B) \geq 0$, if $0 \leq C_{PFS}(A, B) \leq 1$;
- (2) $d(A, B) = \arccos(1) = 0$, if $C_{PFS}(A, A) = 1$;

- (3) $d(A, B) = d(B, A)$, if $C_{PFS}(A, B) = C_{PFS}(B, A)$;
- (4) $d(A, C) \leq d(A, B) + d(B, C)$, if $A \subseteq B \subseteq C$ for any PFS C .

Proof. Obviously, $d(A, B)$ satisfies the properties (1)–(3). In the following, $d(A, B)$ will be proved to satisfy the property (4).

For any $C = \{x_j, \mu_C(x_j), \eta_C(x_j), \nu_C(x_j) \mid x_j \in X\}$, $A \subseteq B \subseteq C$, Since Eq. (16) is the sum of terms, let us investigate the distance measures of the angle between the vectors:

$$\begin{aligned} d_j(A(x_j), B(x_j)) &= \arccos(PFC_j^1(A(x_j), B(x_j))), \\ d_j(B(x_j), C(x_j)) &= \arccos(PFC_j^1(B(x_j), C(x_j))), \\ d_j(A(x_j), C(x_j)) &= \arccos(PFC_j^1(A(x_j), C(x_j))), \end{aligned}$$

for $j = 1, 2, \dots, n$, where

$$\begin{aligned} PFC_j^1(A, B) &= \frac{\mu_A(x_j)\mu_B(x_j) + \eta_A(x_j)\eta_B(x_j) + \nu_A(x_j)\nu_B(x_j)}{\sqrt{\mu_A^2(x_j) + \eta_A^2(x_j) + \nu_A^2(x_j)}\sqrt{\mu_B^2(x_j) + \eta_B^2(x_j) + \nu_B^2(x_j)}}, \\ PFC_j^1(B, C) &= \frac{\mu_B(x_j)\mu_C(x_j) + \eta_B(x_j)\eta_C(x_j) + \nu_B(x_j)\nu_C(x_j)}{\sqrt{\mu_B^2(x_j) + \eta_B^2(x_j) + \nu_B^2(x_j)}\sqrt{\mu_C^2(x_j) + \eta_C^2(x_j) + \nu_C^2(x_j)}}, \\ PFC_j^1(A, C) &= \frac{\mu_A(x_j)\mu_C(x_j) + \eta_A(x_j)\eta_C(x_j) + \nu_A(x_j)\nu_C(x_j)}{\sqrt{\mu_A^2(x_j) + \eta_A^2(x_j) + \nu_A^2(x_j)}\sqrt{\mu_C^2(x_j) + \eta_C^2(x_j) + \nu_C^2(x_j)}}. \end{aligned}$$

For three vectors

$$\begin{aligned} A(x_j) &= \langle \mu_A(x_j), \eta_A(x_j), \nu_A(x_j) \rangle, \\ B(x_j) &= \langle \mu_B(x_j), \eta_B(x_j), \nu_B(x_j) \rangle, \\ C(x_j) &= \langle \mu_C(x_j), \eta_C(x_j), \nu_C(x_j) \rangle \end{aligned}$$

in one plane, if $A(x_j) \subseteq B(x_j) \subseteq C(x_j)$, $j = 1, 2, \dots, n$. Then, it is obvious that

$$d_j(A(x_j), C(x_j)) \leq d_j(A(x_j), B(x_j)) + d_j(B(x_j), C(x_j)),$$

according to the triangle inequality. Combining the inequality with Eq. (16), we can obtain

$$d(A, C) \leq d(A, B) + d(B, C).$$

Thus $d(A, B)$ satisfies the property (4). So we finished the proof. □

If we consider the weights of x_j , a weighted cosine similarity measure between PFSs A and B is proposed as follows:

$$WPFC^1(A, B) = \sum_{j=1}^n \omega_j \frac{\mu_A(x_j)\mu_B(x_j) + \eta_A(x_j)\eta_B(x_j) + \nu_A(x_j)\nu_B(x_j)}{\sqrt{\mu_A^2(x_j) + \eta_A^2(x_j) + \nu_A^2(x_j)}\sqrt{\mu_B^2(x_j) + \eta_B^2(x_j) + \nu_B^2(x_j)}}, \quad (17)$$

where $\omega = (\omega_1, \omega_1, \dots, \omega_n)^T$ is the weight vector of x_j ($j = 1, 2, \dots, n$), with $\omega_j \in [0, 1]$, $j = 1, 2, \dots, n$, $\sum_{j=1}^n \omega_j = 1$. In particular, if $\omega = (1/n, 1/n, \dots, 1/n)^T$, then the weighted cosine similarity measure reduces to cosine similarity measure. That's to say, if we take $\omega_i = 1/n$, $i = 1, 2, \dots, n$, then there is $WPFC^1(A, B) = PFC^1(A, B)$.

Obviously, the weighted cosine similarity measure of two PFSs A and B also satisfies the following properties:

- (1) $0 \leq WPFC^1(A, B) \leq 1$;
- (2) $WPFC^1(A, B) = WPFC^1(B, A)$;
- (3) $WPFC^1(A, B) = 1$, if $A = B$, $i = 1, 2, \dots, n$.

Similar to the previous proof method, we can prove the above three properties.

When the four terms like degree of positive membership, degree of neutral membership, degree of negative membership and degree of refusal membership are considered in PFSs, we further propose the cosine similarity measure and weighted cosine similarity measure between PFSs as follows:

$$\begin{aligned}
 PFC^2(A, B) &= \frac{1}{n} \sum_{j=1}^n \frac{\mu_A(x_j)\mu_B(x_j) + \eta_A(x_j)\eta_B(x_j) + \nu_A(x_j)\nu_B(x_j) + \rho_A(x_j)\rho_B(x_j)}{\sqrt{\mu_A^2(x_j) + \eta_A^2(x_j) + \nu_A^2(x_j) + \rho_A^2(x_j)} \sqrt{\mu_B^2(x_j) + \eta_B^2(x_j) + \nu_B^2(x_j) + \rho_B^2(x_j)}}, \\
 & \tag{18}
 \end{aligned}$$

$$\begin{aligned}
 WPFC^2(A, B) &= \sum_{j=1}^n \omega_j \frac{\mu_A(x_j)\mu_B(x_j) + \eta_A(x_j)\eta_B(x_j) + \nu_A(x_j)\nu_B(x_j) + \rho_A(x_j)\rho_B(x_j)}{\sqrt{\mu_A^2(x_j) + \eta_A^2(x_j) + \nu_A^2(x_j) + \rho_A^2(x_j)} \sqrt{\mu_B^2(x_j) + \eta_B^2(x_j) + \nu_B^2(x_j) + \rho_B^2(x_j)}}, \\
 & \tag{19}
 \end{aligned}$$

where $\omega = (\omega_1, \omega_1, \dots, \omega_n)^T$ is the weight vector of x_i ($i = 1, 2, \dots, n$), with $\omega_j \in [0, 1]$, $j = 1, 2, \dots, n$, $\sum_{j=1}^n \omega_j = 1$.

3.2. Similarity Measures of Picture Fuzzy Sets Based on Cosine Function

Based on the cosine function, in this section, we shall propose two cosine similarity measures between PFSs and analyse their properties.

DEFINITION 4. Let

$$A = \{ \langle x_j, (\mu_A(x_j), \eta_A(x_j), \nu_A(x_j)) \rangle \mid x_j \in X \}$$

and

$$B = \{ \langle x_j, (\mu_B(x_j), \eta_B(x_j), \nu_B(x_j)) \rangle \mid x_j \in X \}$$

be any two PFSs in $X = \{x_1, x_2, \dots, x_n\}$. Then, we shall define four cosine similarity measures between PFSs, respectively, as follows:

$$\begin{aligned}
 &PFCS^1(A, B) \\
 &= \frac{1}{n} \sum_{j=1}^n \cos \left\{ \frac{\pi}{2} [|\mu_A(x_j) - \mu_B(x_j)| \vee |\eta_A(x_j) - \eta_B(x_j)| \vee |v_A(x_j) - v_B(x_j)|] \right\},
 \end{aligned} \tag{20}$$

$$\begin{aligned}
 &PFCS^2(A, B) \\
 &= \frac{1}{n} \sum_{j=1}^n \cos \left\{ \frac{\pi}{4} [|\mu_A(x_j) - \mu_B(x_j)| + |\eta_A(x_j) - \eta_B(x_j)| + |v_A(x_j) - v_B(x_j)|] \right\},
 \end{aligned} \tag{21}$$

where the symbol “ \vee ” is the maximum operation.

When the four terms like degree of positive membership, degree of neutral membership, degree of negative membership and degree of refusal membership are considered in PFSs, we further propose two cosine similarity measures between PFSs as follows:

$$PFCS^3(A, B) = \frac{1}{n} \sum_{j=1}^n \cos \left\{ \frac{\pi}{2} \left(\begin{array}{l} |\mu_A(x_j) - \mu_B(x_j)| \vee |\eta_A(x_j) - \eta_B(x_j)| \vee \\ |v_A(x_j) - v_B(x_j)| \vee |\rho_A(x_j) - \rho_B(x_j)| \end{array} \right) \right\}, \tag{22}$$

$$PFCS^4(A, B) = \frac{1}{n} \sum_{j=1}^n \cos \left\{ \frac{\pi}{4} \left(\begin{array}{l} |\mu_A(x_j) - \mu_B(x_j)| + |\eta_A(x_j) - \eta_B(x_j)| + \\ |v_A(x_j) - v_B(x_j)| + |\rho_A(x_j) - \rho_B(x_j)| \end{array} \right) \right\}. \tag{23}$$

Proposition 1. For two PFSs A and B in $X = \{x_1, x_2, \dots, x_n\}$, the cosine similarity measures

$$PFCS^k(A, B), \quad k = 1, 2, 3, 4,$$

should satisfy the following properties (1)–(4):

- (1) $0 \leq PFCS^k(A, B) \leq 1$;
- (2) $PFCS^k(A, B) = 1$ if and only if $A = B$;
- (3) $PFCS^k(A, B) = PFCS^k(B, A)$;
- (4) If C is a PFS in X and $A \subseteq B \subseteq C$, then

$$PFCS^k(A, C) \leq PFCS^k(A, B) \quad \text{and} \quad PFCS^k(A, C) \leq PFCS^k(B, C).$$

Proof. (1) Since the value of the cosine function is within $[0, 1]$, the similarity measure based on the cosine function is also within $[0, 1]$. Thus, there is $0 \leq PFCS^k(A, B) \leq 1$.

(2) For two PFSs A and B in $X = \{x_1, x_2, \dots, x_n\}$, if $A = B$, then $\mu_A(x_j) = \mu_B(x_j)$, $\eta_A(x_j) = \eta_B(x_j)$, $v_A(x_j) = v_B(x_j)$, $\rho_A(x_j) = \rho_B(x_j)$ for $j = 1, 2, \dots, n$. Thus,

$|\mu_A(x_j) - \mu_B(x_j)| = 0$, $|\eta_A(x_j) - \eta_B(x_j)| = 0$, $|v_A(x_j) - v_B(x_j)| = 0$, $|\rho_A(x_j) - \rho_B(x_j)| = 0$. So, $PFCS^k(A, B) = 1$, $k = 1, 2, 3, 4$.

If $PFCS^k(A, B) = 1$, $k = 1, 2, 3, 4$, this implies

$$\begin{aligned} |\mu_A(x_j) - \mu_B(x_j)| &= 0, & |\eta_A(x_j) - \eta_B(x_j)| &= 0, \\ |v_A(x_j) - v_B(x_j)| &= 0, & |\rho_A(x_j) - \rho_B(x_j)| &= 0, \end{aligned}$$

for $j = 1, 2, 3, 4$. Since $\cos(0) = 1$. Then, there are

$$\mu_A(x_j) = \mu_B(x_j), \quad \eta_A(x_j) = \eta_B(x_j), \quad v_A(x_j) = v_B(x_j), \quad \rho_A(x_j) = \rho_B(x_j),$$

for $j = 1, 2, 3, 4$. Hence $A = B$.

(3) Proof is straightforward.

(4) If $A \subseteq B \subseteq C$, then there are

$$\begin{aligned} \mu_A(x_j) &\leq \mu_B(x_j) \leq \mu_C(x_j), & \eta_A(x_j) &\leq \eta_B(x_j) \leq \eta_C(x_j), \\ v_A(x_j) &\geq v_B(x_j) \geq v_C(x_j), \end{aligned}$$

for $j = 1, 2, \dots, n$. Then, we have

$$\begin{aligned} |\mu_A(x_j) - \mu_B(x_j)| &\leq |\mu_A(x_j) - \mu_C(x_j)|, \\ |\mu_B(x_j) - \mu_C(x_j)| &\leq |\mu_A(x_j) - \mu_C(x_j)|, \\ |\eta_A(x_j) - \eta_B(x_j)| &\leq |\eta_A(x_j) - \eta_C(x_j)|, \\ |\eta_B(x_j) - \eta_C(x_j)| &\leq |\eta_A(x_j) - \eta_C(x_j)|, \\ |v_A(x_j) - v_B(x_j)| &\leq |v_A(x_j) - v_C(x_j)|, \\ |v_B(x_j) - v_C(x_j)| &\leq |v_A(x_j) - v_C(x_j)|, \\ |\rho_A(x_j) - \rho_B(x_j)| &\leq |\rho_A(x_j) - \rho_C(x_j)|, \\ |\rho_B(x_j) - \rho_C(x_j)| &\leq |\rho_A(x_j) - \rho_C(x_j)|. \end{aligned}$$

Hence, $PFCS^k(A, C) \leq PFCS^k(A, B)$ and $PFCS^k(A, C) \leq PFCS^k(B, C)$ for $k = 1, 2, 3, 4$ as the cosine function is a decreasing function with the interval $[0, \pi/2]$. Thus, the proofs of these properties are completed. \square

In many situations, the weight of the elements $x_j \in X$ should be taken into account. For example, in multiple attribute decision making, the considered attributes usually have different importance, and thus need to be assigned different weights. As a result, four weighted cosine similarity measure between PFSs A and B is proposed as follows:

$$\begin{aligned} WPFCS^1(A, B) \\ = \sum_{j=1}^n \omega_j \cos \left\{ \frac{\pi}{2} [|\mu_A(x_j) - \mu_B(x_j)| \vee |\eta_A(x_j) - \eta_B(x_j)| \vee |v_A(x_j) - v_B(x_j)|] \right\}, \end{aligned} \quad (24)$$

$$WPFCS^2(A, B) = \sum_{j=1}^n \omega_j \cos \left\{ \frac{\pi}{4} [|\mu_A(x_j) - \mu_B(x_j)| + |\eta_A(x_j) - \eta_B(x_j)| + |v_A(x_j) - v_B(x_j)|] \right\}, \quad (25)$$

$$WPFCS^3(A, B) = \sum_{j=1}^n \omega_j \cos \left\{ \frac{\pi}{2} \left(\begin{matrix} |\mu_A(x_j) - \mu_B(x_j)| \vee |\eta_A(x_j) - \eta_B(x_j)| \vee \\ |v_A(x_j) - v_B(x_j)| \vee |\rho_A(x_j) - \rho_B(x_j)| \end{matrix} \right) \right\}, \quad (26)$$

$$WPFCS^4(A, B) = \sum_{j=1}^n \omega_j \cos \left\{ \frac{\pi}{4} \left(\begin{matrix} |\mu_A(x_j) - \mu_B(x_j)| + |\eta_A(x_j) - \eta_B(x_j)| + \\ |v_A(x_j) - v_B(x_j)| + |\rho_A(x_j) - \rho_B(x_j)| \end{matrix} \right) \right\}, \quad (27)$$

where $\omega = (\omega_1, \omega_1, \dots, \omega_n)^T$ is the weight vector of $x_i, i = 1, 2, \dots, n$, with $\omega_j \in [0, 1], j = 1, 2, \dots, n, \sum_{j=1}^n \omega_j = 1$ and the symbol “ \vee ” is the maximum operation. In particular, if $\omega = (1/n, 1/n, \dots, 1/n)^T$, then the weighted cosine similarity measure reduces to cosine similarity measure. That’s to say, if we take $\omega_j = 1/n, j = 1, 2, \dots, n$, then there is $WPFCS^k(A, B) = PFCS^k(B, A), k = 1, 2, 3, 4$. Obviously, the weighted cosine similarity measures also satisfy the axiomatic requirements of similarity measures in Proposition 2.

Proposition 2. For two PFSs A and B in $X = \{x_1, x_2, \dots, x_n\}$, the weighted cosine similarity measures $WPFCS^k(A, B), k = 1, 2, 3, 4$, satisfy the following properties (1)–(4):

- (1) $0 \leq WPFCS^k(A, B) \leq 1$;
- (2) $WPFCS^k(A, B) = 1$ if and only if $A = B$;
- (3) $WPFCS^k(A, B) = WPFCS^k(B, A)$;
- (4) If C is a PFS in X and $A \subseteq B \subseteq C$, then

$$WPFCS^k(A, C) \leq WPFCS^k(A, B) \text{ and } WPFCS^k(A, C) \leq WPFCS^k(B, C).$$

By using similar proof in proposition 1, we can give the proofs of these properties (1)–(4).

3.3. Similarity Measures of Picture Fuzzy Sets Based on Cotangent Function

In this section, we shall propose a cotangent similarity measures between PFSs as follows:

$$PFCT^1(A, B) = \frac{1}{n} \sum_{j=1}^n \cot \left[\frac{\pi}{4} + \frac{\pi}{4} (|\mu_A(x_j) - \mu_B(x_j)| \vee |\eta_A(x_j) - \eta_B(x_j)| \vee |v_A(x_j) - v_B(x_j)|) \right], \quad (28)$$

where the symbol “ \vee ” is the maximum operation. When the four terms like degree of positive membership, degree of neutral membership, degree of negative membership and degree of refusal membership are considered in PFSs, we further propose a cotangent

similarity measures between PFSs as follows:

$$PFCT^2(A, B) = \frac{1}{n} \sum_{j=1}^n \cot \left[\frac{\pi}{4} + \frac{\pi}{4} \left(\begin{array}{c} |\mu_A(x_j) - \mu_B(x_j)| \vee |\eta_A(x_j) - \eta_B(x_j)| \\ |v_A(x_j) - v_B(x_j)| \vee |\rho_A(x_j) - \rho_B(x_j)| \end{array} \right) \right]. \quad (29)$$

In many situations, the weight of the elements $x_i \in X$ should be taken into account. For example, in multiple attribute decision making, the considered attributes usually have different importance, and thus need to be assigned different weights. As a result, four weighted cotangent similarity measure between PFSs A and B is proposed as follows:

$$WPFCT^1(A, B) = \sum_{j=1}^n \omega_j \cot \left[\frac{\pi}{4} + \frac{\pi}{4} (|\mu_A(x_j) - \mu_B(x_j)| \vee |\eta_A(x_j) - \eta_B(x_j)| \vee |v_A(x_j) - v_B(x_j)|) \right], \quad (30)$$

$$WPFCT^2(A, B) = \sum_{j=1}^n \omega_j \cot \left[\frac{\pi}{4} + \frac{\pi}{4} \left(\begin{array}{c} |\mu_A(x_j) - \mu_B(x_j)| \vee |\eta_A(x_j) - \eta_B(x_j)| \\ |v_A(x_j) - v_B(x_j)| \vee |\rho_A(x_j) - \rho_B(x_j)| \end{array} \right) \right], \quad (31)$$

where $\omega = (\omega_1, \omega_1, \dots, \omega_n)^T$ is the weight vector of x_i , $i = 1, 2, \dots, n$, with $\omega_j \in [0, 1]$, $j = 1, 2, \dots, n$, $\sum_{j=1}^n \omega_j = 1$ and the symbol “ \vee ” is the maximum operation. In particular, if $\omega = (1/n, 1/n, \dots, 1/n)^T$, then the weighted cotangent similarity measure reduces to cotangent similarity measure.

4. Numerical Example

In this section, the cosine similarity measures for PFSs are applied to strategic decision making problems (adapted from Wei and Merigó, 2012). In the following, we shall analyse a strategic decision-making problem about the selection of the optimal production strategy. Assume a company wants to create a new product and they are analysing the optimal target in order to obtain the highest benefits. After analysing the market they consider four possible strategies to follow: ①A₁: create a new product oriented to the rich customers; ②A₂: create a new product oriented to the mid-level and low-level customers; ③A₃: create a new product adapted to all the customers; ④A₄: do not create any product. After careful review of the information, the decision makers have summarized the information of the strategies in six general characteristics: ①S₁: benefits in the short term; ②S₂: benefits in the mid term; ③S₃: benefits in the long term; ④S₄: risk of the production strategy; ⑤S₅: potential market and market risk; ⑥S₆: industrialization infrastructure, human resources and financial conditions. The decision makers are required to evaluate the four possible

Table 1
The data on production strategies.

	A_1	A_2	A_3	A_4	A
S_1	(0.53,0.33,0.09)	(1.00,0.00,0.00)	(0.91,0.03,0.02)	(0.85,0.09,0.05)	(0.90,0.05,0.02)
S_2	(0.89,0.08,0.03)	(0.13,0.64,0.21)	(0.07,0.09,0.05)	(0.74,0.16,0.10)	(0.68,0.08,0.21)
S_3	(0.42,0.35,0.18)	(0.03,0.82,0.13)	(0.04,0.85,0.10)	(0.02,0.89,0.05)	(0.05,0.87,0.06)
S_4	(0.08,0.89,0.02)	(0.73,0.15,0.08)	(0.68,0.26,0.06)	(0.08,0.84,0.06)	(0.13,0.75,0.09)
S_5	(0.33,0.51,0.12)	(0.52,0.31,0.16)	(0.15,0.76,0.07)	(0.16,0.71,0.05)	(0.15,0.73,0.08)
S_6	(0.17,0.53,0.13)	(0.51,0.24,0.21)	(0.31,0.39,0.25)	(1.00,0.00,0.00)	(0.91,0.03,0.05)

Table 2
The similarity measures between A_i ($i = 1, 2, 3, 4$) and A .

Similarity measures	(A_1, A)	(A_2, A)	(A_3, A)	(A_4, A)
$WPFC^1(A_i, A)$	0.813	0.656	0.787	0.994
$WPFC^2(A_i, A)$	0.810	0.656	0.638	0.993
$WPFC^3(A_i, A)$	0.813	0.765	0.762	0.992
$WPFC^4(A_i, A)$	0.840	0.765	0.831	0.991
$WPFC^5(A_i, A)$	0.813	0.765	0.709	0.992
$WPFC^6(A_i, A)$	0.813	0.757	0.707	0.989
$WPFC^7(A_i, A)$	0.486	0.442	0.469	0.666
$WPFC^8(A_i, A)$	0.486	0.442	0.440	0.665

production strategies A_i ($i = 1, 2, 3, 4$) under six general characteristics and the decision information is represented by PFSs and is presented in Table 1. Each of which is featured by the content of six characteristics in the feature space $S = \{S_1, S_2, S_3, S_4, S_5, S_6\}$. The weight vector of S_i ($i = 1, 2, \dots, 6$) is: $\omega = (0.12, 0.25, 0.09, 0.16, 0.20, 0.18)^T$.

Now, we consider another kind of unknown production strategy A , with data as listed in Table 1. Based on the weight vector and the data in Table 1, we can use the above similarity measures to identify to which type the unknown production strategy A should belong.

From the above numerical results in Table 2, we know that the degree of similarity between A_4 and A is the largest one as derived by eight similarity measures. That is, all the eight similarity measures assign the unknown production strategy A to the class of production strategy A_4 according to the principle of the maximum degree of similarity between PFSs. Yet, there exist two slightly different ranking results: for the similarity measures $WPFC^1(A_i, A)$, $WPFC^2(A_i, A)$ and $WPFC^3(A_i, A)$, $i = 1, 2, 3, 4$, all these three similarity measures derive the same ranking of the production strategies, in which the degree of similarity between A_1 and A ranks the second, the degree of similarity between A_3 and A ranks the third, the degree of similarity between A_2 and A is the smallest one. While for the other five similarity measures, the degree of similarity between A_1 and A ranks the second, the degree of similarity between A_2 and A ranks the third, the degree of similarity between A_3 and A is the smallest one.

5. Conclusion

In this paper, we presented another form of eight similarity measures between PFSs based on the cosine function between PFSs by considering the degree of positive membership, degree of neutral membership, degree of negative membership and degree of refusal membership in PFSs. Then, we applied these weighted cosine function similarity measures between PFSs to strategic decision making problem. Finally, an illustrative example for selection of the optimal production strategy is given to demonstrate the efficiency of the similarity measures for strategic decision making problem. In the future, the application of the proposed cosine similarity measures of PFSs needs to be explored in complex group decision making, risk analysis and many other fields under uncertain environments, such as dual hesitant fuzzy linguistic sets, dual hesitant fuzzy uncertain linguistic sets, interval-valued dual hesitant fuzzy linguistic sets, and so on (see Wei *et al.*, 2016a; Lu and Wei, 2016; Wei *et al.*, 2016b; Zhou *et al.*, 2013; Lin *et al.*, 2014; Wei and Zhao, 2012a; Wei, 2016a, 2012, 2011c, 2011b; Park *et al.*, 2009; Ye, 2010; Wu and Chiclana, 2014; Chen, 2014; Liu *et al.*, 2015; Wei *et al.*, 2013c; Meng *et al.*, 2016; Wei *et al.*, 2017; Wei and Wang, 2017; Lu *et al.*, 2017a, 2017b; Wei, 2017a, 2017b).

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