網站使用者的資訊偏好變動推測之研究

朱志浩、陳振東

E-mail: 9222314@mail.dyu.edu.tw

摘要

由於網際網路的普及，越來越多企業利用網際網路一對一的傳播特性，提供各式各樣的資訊與服務給客戶，並作為一個企業與顧客間重要的互動管道。在強調個別化行銷的年代中，以低成本的方式提供消費者量身定作的個人化服務，將是未來企業必須重視的課題。 然而，網際網路的蓬勃發展，使得企業能提供更多的服務及產品的資訊給消費者。但若是使用者不斷迷失於網站的大量資料中，不但佔去了網站的資源，降低了消費者的滿意度，更讓企業失去服務另一位使用者的機會與資源。因此，企業莫不希望能利用資訊科技了解、預測消費者的興趣偏好，進而快速且準確的提供使用者所需的資訊、產品或服務。為此，本研究藉由資料採礦與模糊集合的技術，提出一個使用者的偏好分析模式，以偵測使用者偏好的改變。同時，經由建置網站以進行使用者瀏覽資料的收集，與本研究所提出之分析模式的評估測試，最後結果顯示使用者對於分析的結果有相當大的認同度。所以，本研究所提出之分析模式將能協助企業針對消費者偏好特性設計出獨特的行銷方案，以及客製化的網站環境與個人化的服務，進而提昇企業顧客關係管理與競爭力。

關鍵詞 : 網際網路、資料採礦、使用者偏好分析、個人化服務

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