

決策樹技術應用於美髮業直效行銷之研究

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摘要

由於消費者生活品質之提昇，消費者對於美髮之消費觀念已由傳統的民生消費需求，逐漸轉變以時尚流行與健康導向之消費型態，因此國內美髮業者必須改變舊的經營型態，以符合各種消費需求。所以現行之美髮業經營型態之改變，不僅僅只著重在專業技能與造型之特色，也亦強調提供顧客個別化美髮之附加服務，讓顧客感受到個人化之獨特專屬服務。資料探勘之目的係將資料庫中儲存的顧客交易資料，經由淨化與分類等過程，粹取出有用之規則並且應用於直效行銷上。因此本研究係利用資料探勘之決策樹 C5.0 演算法，應用於美髮業之直效行銷。首先，利用美髮業歷年所建立之顧客交易資料庫，進行資料分類；其次，利用資料探勘之決策樹 C5.0 演算法，找出顧客資料與設計師類別、消費服務類別及商品類別之關連；最後，擬定個人化之行銷組合，以提升美髮業直效行銷之顧客回流、業績效益以及顧客滿意度。本研究之成果可輔助美髮業者擬定個人化行銷組合及服務項目改善之參考，同時針對不同型態之顧客，可推薦適合之設計師以及消費服務和商品。

關鍵詞：美髮業、資料探勘、決策樹 C5.0、直效行銷、顧客滿意度；設計師；消費者；資料庫；演算法；美髮業

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