Using Multivariate Statistical Analysis on the Customer's Life-style and Purchasing Decision for LCD-TV

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ABSTRACT

LCD TV has the following advantages, which is in wide visual angle, high to analyze under degree, high colored degree of saturation and heavy picture technology break through constantly, LCD TV replaces CRT monitor market rapidly, the LCD TV market demand even more grows fast. In this study, we use the questionnaires of Prof. Chiu Yu-Jing as the analytical basis to explore the relationship between the customer life style and customer purchase decision for LCD TV. Multivariate statistical analysis is our tool to achieve the aforementioned goals. According to our statistical analysis, the customers are divided into four clusters by their various social and economical attributes. The first cluster is named as the subjective customers, who are very subjective in buying LCD TV. The second cluster is the affected customers, who are heavily influenced by the advertisement of LCD TV. The third cluster is the smart customers, who are eager to connect the LCD TV information and compare them for effective purchasing. The fourth cluster is the fashion customers, who are purchasing LCD TV just because of the "in-fashion" factor. Finally, customers are classified into two groups by canonical correlation analysis, the first group is named as long-headed person, who like to collect the LCD TV information and compare them before they purchase the LCD TV. We propose it with the marketing suggestion of the network and 3C information exhibition to the group. The second group is named as the fashionable person, who often chooses fashion between fashion and practical of the things. We propose the marketing suggestion that is the perimeter propagated and the fashion is combined with science and technology.

Keywords : Multivariate Statistical Analysis ; LCD TV ; Life Style ; Purchasing Decision

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