

應用線上顧客產品認知程度與瀏覽行為於個人化商品推薦之研究

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摘要

目前許多線上產品推薦系統，利用資料探勘技術挖掘顧客特質和交易關聯性，作為商品推薦依據。但資料探勘需龐大的歷史資料，才能準確的推薦；具有相同背景的顧客不一定有相同的喜好。由於顧客對產品知識認知程度，對於購買決策具有重大影響力。本研究應用網路瀏覽者對產品認知程度與瀏覽行為，建構網路瀏覽者產品偏好指數，作為瀏覽者個人化產品推薦依據。並透過網頁問卷回饋的分析結果，修正瀏覽者行為項目之權重值，以期提昇瀏覽者產品偏好指數之準確性。並以3G手機產品為例建構測試系統，以測試推薦產品準確性及瀏覽者滿意度。案經250位瀏覽者測試結果顯示：成功推薦瀏覽者第一偏好產品(系統推薦也是第一順序)之機率達60.8%；瀏覽者滿意度誤差指數可隨瀏覽人數增加而逐漸縮小(由0.7085縮小至0.49)，顯示本分析模式確實有效預測網路瀏覽者之產品偏好，作為個人化商品推薦之用。期望本分析模式，能作為購物網站業者建構商品推薦系統之參考。

關鍵詞：產品推薦系統；瀏覽者行為；產品知識；瀏覽行為分析模式

目錄

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