

# 結合線上使用者心理型態與瀏覽行為之內衣推薦系統

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## 摘要

網際網路盛行所帶來的資訊爆炸，使得要在網路上搜尋所需資訊越來越困難。近年來針對這樣的問題一方面研究提出了利用資訊檢索或是網頁結構探勘的方式來更準確地找尋到所需資訊。然而目前大多數的推薦系統，需要依據顧客背景及過去的消費行為作推薦或需具備大量的顧客過去的消費資料等等限制，造成必須額外花費許多經費去建置這樣的資料庫系統，對於資料的準確性與及時性都有稀疏性問題，因此引發本研究加入心理型態的因子，來讓整個推薦機制更加完整。本研究針對女性內衣網頁瀏覽者為受測對象，結合了使用者的瀏覽行為與商品型態設計與心理型態，透過網站系統收集521份問卷進行資料分析，藉以實證本研究所發展的推薦架構。研究結果發現系統推薦項目符合使用者期望的結果顯著，藉此可以提供相關產業做為發展系統設計時的參考。

關鍵詞：推薦系統；心理型態；瀏覽行為；內衣；個人化

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