

保健食品展覽展銷之顧客分群與推廣策略

翁國亮¹ 王仁助²

¹ 國立勤益科技大學資訊管理系 教授(台中市太平區中山路二段 57 號)

² 國立勤益科技大學研發科技與資訊管理碩士在職專班 研究生(台中市太平區中山路二段 57 號)

pillar62@gmail.com

摘要

隨著高齡社會來臨，保健食品的需求也隨之提高。而在諸多的銷售通路中，展覽展銷的推廣模式，對於中高齡消費者在營養保健知識的推廣有著莫大的幫助。因此如何對展覽展銷顧客做分群管理及推廣是一個重要的議題。然而，目前研究大多以顧客購買資料為顧客價值分群的方式，對於展覽展銷以顧客到店模式甚少探討。本研究針對國內某展覽展銷保健食品公司之 9,684 位顧客交易及到店參與資料作為研究對象，檢驗 RFM 模型和顧客到店參與指標(Participation)對未來顧客購買行為之預測能力，並使用 K-Means 作顧客分群。最後再依據顧客分群及參與度指標提供行銷策略建議與未來研究方向。

關鍵字：保健食品、RFM 模型、顧客參與度、顧客分群、K-Means。

Customer Grouping and Promotion Strategy of Health Food

Exhibition For Sales

Abstract

With the advent of elder, health food demand also increased. In many sales channels, the exhibition promotion model, for middle-aged consumers in the promotion of nutrition and health knowledge has a great help.

Therefore, how to organize sales of customers to do the group management and promotion is an important issue.

However, most of the current literature to customers to buy information for the customer value of the group, for the exhibition to customers long-term shop to the model rarely discussed.

This study examines the 9,688 customer transaction data of a domestic exhibition trade health food company as a research object, examines RFM and customer-to-store participants' ability to anticipate future customer buying behavior, and uses K-Means to group customers.

And finally based on customer clustering to provide marketing strategy recommendations and future research direction.

Keywords: health food, RFM model, customer participation, K-Means, Customer grouping