以本體論為基礎的資料採礦方法應用於台灣飲料商品產品光譜之研究

In convenience stores, the sheer amount of various beverages on the shelves are stunning, from green tea, fruit juice, milk, coffee, soft drinks, packaged water and so on, how do you choose? For modern people, beverages have already become an indispensable part of life. As the beverage market expands, it’s not uncommon to come across similar beverages offered by different brands. We therefore spend much time choosing. Thus, we must ask: is the consumer loyal to a certain product or demanding in regards of taste? Does the consumer have a preference ranking of products? Is there a gradual spectrum phenomenon present? The thesis is based on the ontology concept, using four constructs—basic consumer data, data for consumer behavior, data for beverage product and data for promotion—to form a conceptive description and to design a questionnaire. We also used the ontology concept approach to form an association database that includes a basic consumer data database, a consumer behavior database, a beverage product database and a promotion database to describe consumer behavior. Finally, through the association rule and cluster analysis of data mining, we analyzed consumer adumbration, lifestyle habits and purchasing behavior. Then, we found each cluster’s consumer preference and product spectrum. The results of this research could provide suggestions and advice on management for future researchers, as well as help relevant practitioners increase their competitive capability.