

*Journal of Korean
Data & Information Science Society
2002, Vol. 13, No.1 pp. 121 127*

Cyber Shopping Mall Customer Segmentation

Bong Sung Koh¹, Yeon Hyong Kim²

Abstract

The volume of electronic commerce based on Internet and network traffic is increasing rapidly. The objective of this study is to examine the current status of the exponentially multiplying cyber-shopping mall phenomenon. To this end, data obtained from a single cyber-shopping mall exemplified customer purchasing behavior and provided decision tree and correspondence analysis derived customer segmentation and merchandise.

Keywords: Cyber Shopping Mall, Decision tree

(Off-Line) (On-Line) 가

가

, 2001 7

3

2001 6 320 (266.6% 가) 2000 3 120

2,223 (

51.6%) , 10.4 (

4,168가 12,139 , : 95% ±

0.907%).

1. Assistant Professor, Department of Statistics, Jeonju University, 560-759, Korea
E-mail: bskoh@jeonju.ac.kr

2. Professor, Department of Statistics, Jeonju University, 560-759, Korea

SAS 6.12 E-miner DB DB DB

(B2C)

, 2001 7 2000
B2C 1.9%
98.1% 가

< 1 >

	2000 7	2000 10	2001 3	2001 7	가(%)
()	1,791	1,846	1,915	2,026	235(13.1%)
B2C ()	1,088	1,424	1,763	2,155	1,067(98.1%)
()	105,869	109,555	110,187	113,421	7,522(7.1%)
B2C (%)	1.0	1.3	1.6	1.9	-

* , 2001. 9

800 가 가
6.4%

< 2 >

	2000 3/4	2000 4/4	2001 1/4	2001 7
	1,832	1,859	1,915	2,026
	874(47.7%)	864(46.5%)	821(42.9%)	883(43.6%)
	937(51.1%)	968(52.1%)	1,067(55.7%)	1,110(54.9%)
	21(1.1%)	27(1.5%)	27(1.4%)	30(1.5%)
	272(14.8%)	282(15.2%)	294(15.4%)	319(15.7%)
	1,560(85.2%)	1,577(84.8%)	1,621(84.6%)	1,707(84.3%)

* () , , 2001. 9

1 3%가 80% 7% 5

< 3 >

5	1 -5	1 -1	1	
3%	4%	41%	18%	34%

* , 2000.8

, LG

5 20 1
 6 가 9.2% 67% 2 3%
 가 53.6% 1
 가 가

< 4 >

							χ^2	df	
	/	69.6%/ 66.8%		30.4%/ 33.2%			295.891	1	0.000
	/	76.1%/ 77.7%		23.9%/ 22.3%			24.047	1	0.000
	/	20 17.7% / 9.8%	20 22.8% / 23.3%	30 23.3% / 27.9%	30 11.3% / 15.6%	24.9% / 23.4%	1063.505	4	0.000
	/	28.8%/ 26.8%		16.8%/ 22.2%		54.4%/ 51.0%	347.970	2	0.000
	/	29.1%/ 46.1%		20.2%/ 13.9%		50.7%/ 40.0%	2509.948	2	0.000

가 10 가 102,660 (295568.8) 81.9%
 가 , 가 58,008 (

116,535)

< 5> 가

가		가			
5	15.5	13.4	$\chi^2=273.283$	d.f=7	0.000
5 -1	13.8	13.0			
1 -3	25.9	26.9			
3 -5	13.7	16.0			
5 -10	11.8	12.6			
10 -20	8.0	9.6			
20 -50	7.0	6.4			
50	4.2	2.1			
	102,660	58,001			
	295,568	116,535			

, 가
 가 5% (0.000), 가
 가 5%
 (0.000).

< 6> 가

		10	20	20	30	30	40	50
가	5	5.3%	11.1%	28.5%	32.5%	13.8%	8.3%	.6%
	5 -1	6.6%	9.9%	22.7%	33.0%	16.1%	10.0%	1.7%
	1 -3	5.1%	9.5%	25.9%	29.9%	17.0%	11.3%	1.3%
	3 -5	7.3%	8.4%	23.4%	30.3%	15.9%	12.7%	1.9%
	5 -10	3.9%	6.6%	23.4%	31.3%	16.9%	15.8%	2.1%
	10 -20	7.0%	8.4%	22.4%	27.1%	16.2%	16.3%	2.6%
	20 -50	5.4%	6.3%	21.3%	28.7%	17.1%	18.7%	2.5%
	50	1.1%	2.9%	21.1%	31.5%	19.0%	21.1%	3.2%
		5.7%	8.8%	24.6%	30.5%	16.2%	12.5%	1.6%

(classification)

(prediction)

가

가

3. , (1999). ,
1999 SPSS .
4. , , (2001).
, 2001 , 47-57.
5. , (1999). Clementine , 1999 SPSS .
6. (2001). 가,
, 12 2 , 113-124.
7. , , (1999). , .
8. (1993). SAS , .
9. , , , (1998).
, SPSS .
10. , , , (1999).
, 1999 SPSS .
11. (1998). , .
12. <http://stat.nic.or.kr> (2000). , 2000 6 .