Delivery Service and Online-and-Offline Purchasing for Collaborative Recommendations on Retail Cross-Channels

Authors : S. H. Liao, J. M. Huang

Abstract : The delivery service business model is the final link in logistics for both online-and-offline business. The online-and-offline business model focuses on the entire customer purchasing process online and offline, placing greater emphasis on the importance of data to optimize overall retail operations. For the retail industry, it is an important task of information and management to strengthen the collection and investigation of consumers' online and offline purchasing data to better understand customers and then recommend products. This study implements two-stage data mining analytics for clustering and association rules analysis to investigate Taiwan consumers' (n=2,209) preferences for delivery service. This process clarifies online-and-offline purchasing behaviors and preferences to find knowledge profiles/patterns/rules for cross-channel collaborative recommendations. Finally, theoretical and practical implications for methodology and enterprise are presented.