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Abstract
When customer databases were applied to telephone marketing and direct mail marketing in the past, it burdened the company with expensive toll-free call and the cost of the employee. Besides, some problems couldn't be improved effectively, including the cost of media for the market survey is too high and the analysis of the market or customers couldn't reflect condictions of market, and so on. In recent year, EC is well-developed and integrates the analysis ability of customer database mining into business effectively on the Web, so that database marketing is not merely on customer segmentation of tactical application; Further, it creates new thought, which emphasizes strategic customer relationship management and relationship orientation for one to one marketing. The purpose of the research is to discuss the factors which affect the performance of database marketing on the Web, especially in applying customer relationship management strategy. The research divides it into two parts, one is "the core resource" and the other is "database marketing strategy". With the resource-based theory, the research regards technology of database as the core resource of business. On the other hand, technology of database can attain sustained competitive advantage when it complements with organizational resource, including marketing orientation, information orientation, and so on. Database marketing strategies are established from personalization on the Web and customer loyalty strategies. For the part of performance of database marketing evaluation, it includes "the share of customer", "customer satisfaction", "customer retention rates" and so on. Therefore, there are three components in the research, which are " the core resource", " database marketing strategy" and " performance of database marketing".

The research targeted on the 144 Web stores in Taiwan(from the search engines such as Yahoo, Pc-home and Sina) and provided the questionnaire via Internet. Finally, the research kept going on the analysis of data with multivariate analysis, and the conclusions are:

1.The adoption of marketing strategy for the Web store is suitable or not will affect the performance of database marketing.

2.Database marketing strategy of the Web store should focus on customer relationship management, so that the Web store can gain potential customers, promote the brand's celebrity rates, and retain loyal customers.

3.Personalization marketing is the last goal of developing database marketing strategy.
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