URN etd-0407109-183725-2141
Author JUNG-TSAI HUANG
Author's Email Address No Public.
Statistics This thesis had been viewed 54 times. Download 140 times.
Department
Year 2006
Semester 2
Degree Master
Type of Document Master's Thesis
Language zh-TW.Big5 Chinese
Title The Study of Customer Lifetime Value of Member Characteristic and Purchase Type of Drugstore
Date of Defense 0000-00-00
Page Count 69

Keyword
Customer Lifetime Value
Purchase Frequence
already
after
Member Characteristic
Purchase Diversification
Purchase Type
Drugstore

Abstract
The concept recently of the Customer Relationship Management is getting more popular because the CRM emphasis to handle the demand and behavior of customers effectively. Simultaneously pays great attention to the individual customer's concern, its main demand is gains customer's loyalty and the Lifetime Value by the most economical method.
Pharmacy localization already by past OTC(Over the counter,OTC)Prepared medicine sale. The prescription fills a prescription、Gradually changes the multiplex management pattern the duplicate suitable pharmacy.Along with retail market competition,The operator must induct concept of the CRM,Trains the loyal customer、Creates the customer lifetime value, Manages the superintendent speaking of the pharmacy is the urgent topic,This research is the expectation discusses the pharmacy customer lifetime value, analyzes the inquisition from customer's sales material to affect factor of the customer lifetime value, The time can the result which analyzes provide the pharmacy merchandising business reference and the utilization, then obtains the biggest profit.
From July to 95 year in June period, every three months altogether divide into eight issues for a while for the unit, subtract the cost after each issue of gross profit sum total to divide the discount rate to calculate the customer lifetime value. Finally, return method by the SPSS 10.0 statistics software, the examination affects the customer lifetime value and the variable relations.
The findings showed that, the pharmacy customer's purchase frequency and the multiple purchase degree can obviously affect customer's lifetime value, the purchase frequency is higher, the purchase multiplicity is higher, The customer lifetime value is also higher. In the member characteristic aspect, the customer residential district with brushes the card expense ratio as well as the commodity purchase type can obviously affect consumer's purchase frequency, The residential district more approaches the pharmacy locus the customer, the customer brush the card expense ratio higher purchase frequency to be higher, purchase chronicity synthesis prepared medicine, beautiful make-up kind with health foods (relative other commodity type) the consumer urchases the frequency to be also higher.

The customer residential district, the customer brush the card expense ratio as well as the active percentage participating can obviously affect consumer's purchase multiplicity, The residential district more approaches the pharmacy locus the customer purchases the multiplicity to be higher, the customer brushes the card expense ratio higher purchase multiplicity to be higher, an active percentage participating higher customer purchases the multiplicity to be also higher.
In sample, The customer lifetime value first 20% and the latter 20% customer respectively to degree of contribution of the pharmacy whole are 83.09% and - 4.73%, High customer lifetime value and low customer lifetime value customer in purchase line of goods number、Brushes the card expense ratio and the active percentage participating has the remarkable difference. High customer lifetime value customer its purchase line of goods ratio in order for beautiful make-up kind、Vitamin nutritional agents、Health foods, But the low customer lifetime value customer, its purchase line of goods in order takes the synthesis prepared medicine, the nursing health for the short-term and the beautiful make-up product.
Advisory Committee CHIEN, NAN-SHAN - advisor

Files etd-0407109-183725-2141-002.pdf
etd-0407109-183725-2141-001.pdf
etd-0407109-183725-2141-004.pdf
etd-0407109-183725-2141-003.pdf

indicate access worldwide
Date of Submission 2007-07-17