

システム情報工学研究科修士論文概要

年 度	平成 21 年度	学位名	修士(ビジネス)
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論文題目	Development of Recommendation Engines Based on Color of Products (EC サイトにおける色情報に基づいたレコメンデーションエンジンの開発)		
論文概要	<p>One of the important factors ignored in the past analyses in e-marketing is “colors” of products. This is so because it is difficult to define a color of a product, which typically consists of many different colors. While one dominating color may be identified in the eye of human, it is not easy to mechanize the process to determine the dominating color. Accordingly, in many applications, the color of a product is determined subjectively by those who enter the data. Furthermore, terms for describing a color are often quite vague and too many. Because of these reasons, the color of a product has been a missing link in e-marketing. The purpose of this thesis is to fill this gap by developing an algorithmic procedure for identifying the dominating color of a product by analyzing a digital image of the product. The algorithmic procedure enables one to analyze color preferences of customers by customer segments. A recommendation engine is also developed based on color class preference vectors of individual customers.</p>		
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