BEHAVIORAL CLUSTERING OF AGRICULTURAL EVENT VISITORS

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ABSTRACT

Serving as a gateway to distribute agricultural and related products is a crucial role of an agricultural event. To succeed in holding the agricultural event, organizers need better information about their markets. Due to the fact that event visitors are heterogeneous, the organizers should cluster event visitors in order to target their marketing efforts effectively and efficiently. Therefore, the research aimed to explore the number of visitor clusters according to their behaviors and to develop a profile of each cluster. By employing two steps cluster analysis, it was found that behaviors of interest and behavior of buying were important criteria to divide visitors into six clusters: multi-preference visitors, general browsers, floating market preference visitors, agricultural product preference visitors, hanging around visitors, and local product preference visitors. In addition, multiple correspondence analysis revealed the visitor demographic characteristics of each cluster.

Keywords: Agricultural event, Cluster

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