

[DOI: 10.20472/IAC.2020.053.010](https://doi.org/10.20472/IAC.2020.053.010)

**KAORU KURAMOTO**

Aoyama-Gakuin University, Japan

**YOSUKE KURIHARA**

Aoyama-Gakuin University, Japan

**SATOSHI KUMAGAI**

Aoyama-Gakuin University, Japan

## **CONSUMER PURCHASING BEHAVIOR ANALYSIS USING CVS POS DATA**

### **Abstract:**

In this study, the purchase behavior of customers is analyzed using the purchase history data of convenience stores for one year. Therefore, considering the number of visits to the store, the purchase price, and personal attributes, we use the maximum likelihood method to estimate the customer's selection probability of "continuation" and "separation". AIC is used as a model evaluation index.

### **Keywords:**

Simultaneous purchase  
Consumer attributes  
maximum likelihood method  
logit model  
AIC

**JEL Classification:** C23