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## 中国购物网站网络信息生态链研究

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**摘要** 以我国购物网站网络信息生态链为研究对象,建立相应的评价指标体系,选取国内最具代表性的20家购物网站作为实例,通过因子分析和聚类分析,把握我国购物网站网络信息生态链发展的分布情况及特点,并根据各购物网站发展情况的相似性进行分类。最后,针对发展中存在的问题给出相应的建议与对策。

**关键词:** [网络信息生态链](#) [因子分析](#) [聚类分析](#)

**Abstract:** Taking the information ecological chain of Chinese online shopping websites as the research object, this paper establishes an evaluation index system. Selecting 20 shopping websites as example, it grasps the distribution and characteristics of information ecological chain of Chinese online shopping websites through the factor analysis and cluster analysis, and the 20 shopping websites are classified according to the similarity of their development situation. Finally, aiming at the problems existing in the development, corresponding countermeasures and suggestion are put forward.

**Keywords:** [Network information ecological chain](#), [Factor analysis](#), [Cluster analysis](#)

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