

**The Explorative Study on the Utilization of Social Listening
as a Marketing Research Method
: Comparison Japanese and Chinese Consumers**

Nihon University College of Law

Usui Seminar 9th

TEAM KAME

Junta ONO

Yurika TAKAHASHI

Kosei YAITA

Kosei YAITA (Team Leader)

TEL: 080-3382-1567

Email: kos31.nltg@gmail.com

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Method: Comparison Japanese and Chinese Consumers

Abstract

Social listening is an innovative research way which overcome issues of traditional marketing research. Social listening collects and analyzes massive active consumer voices on social media in the world. In particular, Japanese companies conduct social listening for Chinese consumers because of a recent great influence of Chinese traveler's consumption. Previous studies say that if we identify consumer's attributions, the value of social listening would be higher. Nevertheless, current social listening could not grasp consumer's specific attributions from postings. Our objective is to improve the accuracy of social listening for Japanese and Chinese consumers by grasping consumer attitude toward products. Do posting messages represent consumer attitude? We conduct interviews for nine marketing companies which develop and sell social listening software. Also, we carry out consumer group interview with Japanese and Chinese. We collect 1237 respondents to test hypotheses. As a result, we reveal consumer attitude toward products behind posting messages. Also, we find out a difference in consumer attitude between Japanese and Chinese.

Keywords: Social Media, Social Listening, Social Media Marketing, Consumer Attitude, Posting Messages, Face in Chinese

7966 words

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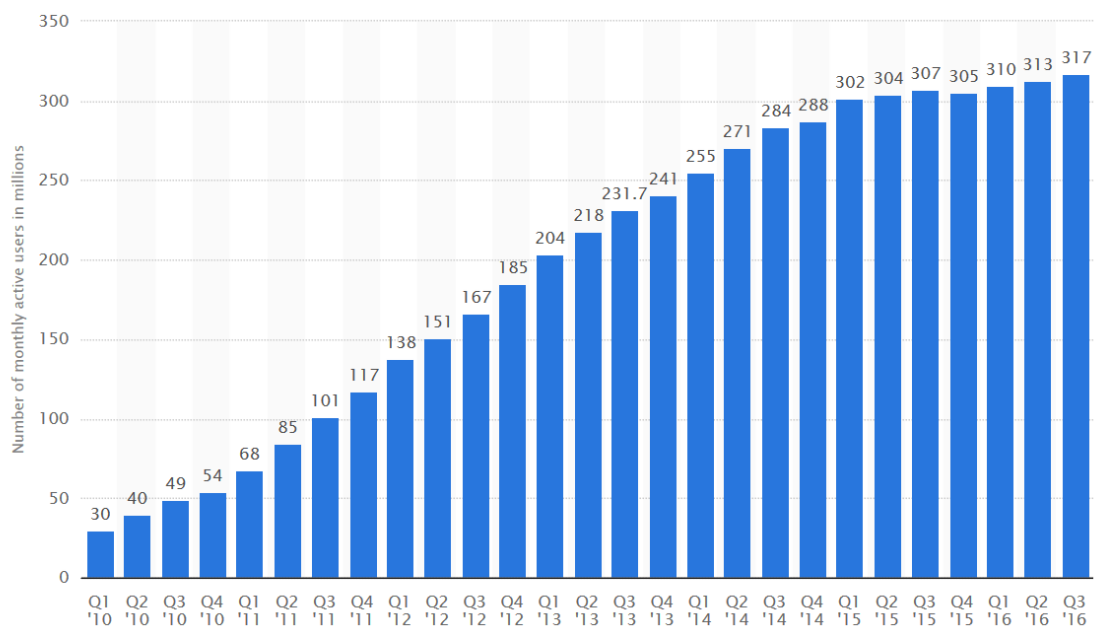
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1. INTRODUCTION

Social listening has a potential to enhance a global marketing. Social listening is a method that is to investigate and analyze posting data on social media in the world for marketing and business improvement. The procedure is firstly to collect social media data such as postings and account data by dedicated software. Second step is to extract keywords about business. Final one is to analyze by statistics or text mining. Social listening appeared by a dramatic growth of the number of social media user around the world. Twitter had 317 million monthly active users worldwide in 3rd quarter in 2016 from 30 million users in 1st quarter in 2010 (Figure 1). Thanks to social media, users could freely chat since ordinary people could voluntarily deliver their messages to the public (Yamashita, 2013). Companies could listen to consumer's no-restricted voices.

Figure 1: The growth of the number of Twitter



Source: Statista (2016)

Moreover, social listening is available to complement issues of traditional research such as interview and questionnaire. The issues are to receive exemplary answers, to spend big-budget, to take long time and to be hard to grasp potential needs (NTT Data Institute of Management Consulting Inc., 2013). On the other hand, social listening has mainly three advantages to solve these issues. First advantage is to gather postings as active consumer voices that are unawareness of business. Social listening could collect postings that are voluntarily posted by consumers and have no conscious of companies (Nakagawa et al, 2013; Ogawa, 2013; Rapport, 2012). Accordingly, social listening enable to conduct a consumer driven marketing (Anthony, 2012; Goto, 2012; Rapport, 2012). Second advantage is to collect silent casual customer voices (Ogawa, 2013). Gathered opinions in customer service center are also active, however, negative ideas and complaints are mostly collected. In contrast, social listening could collect positive voices and also negative ones. 69.8% of firms which use a social listening software realize benefits of social listening (NTT Data Institute of Management Consulting Inc., 2013). Finally, companies could collect consumer voices without a geographic limitation. Even if companies are located in Japan, they could easily hear non-Japanese opinions because the data is accumulated on internet in real time.

In spite of a beneficial method, social listening has a weakness that data gathered

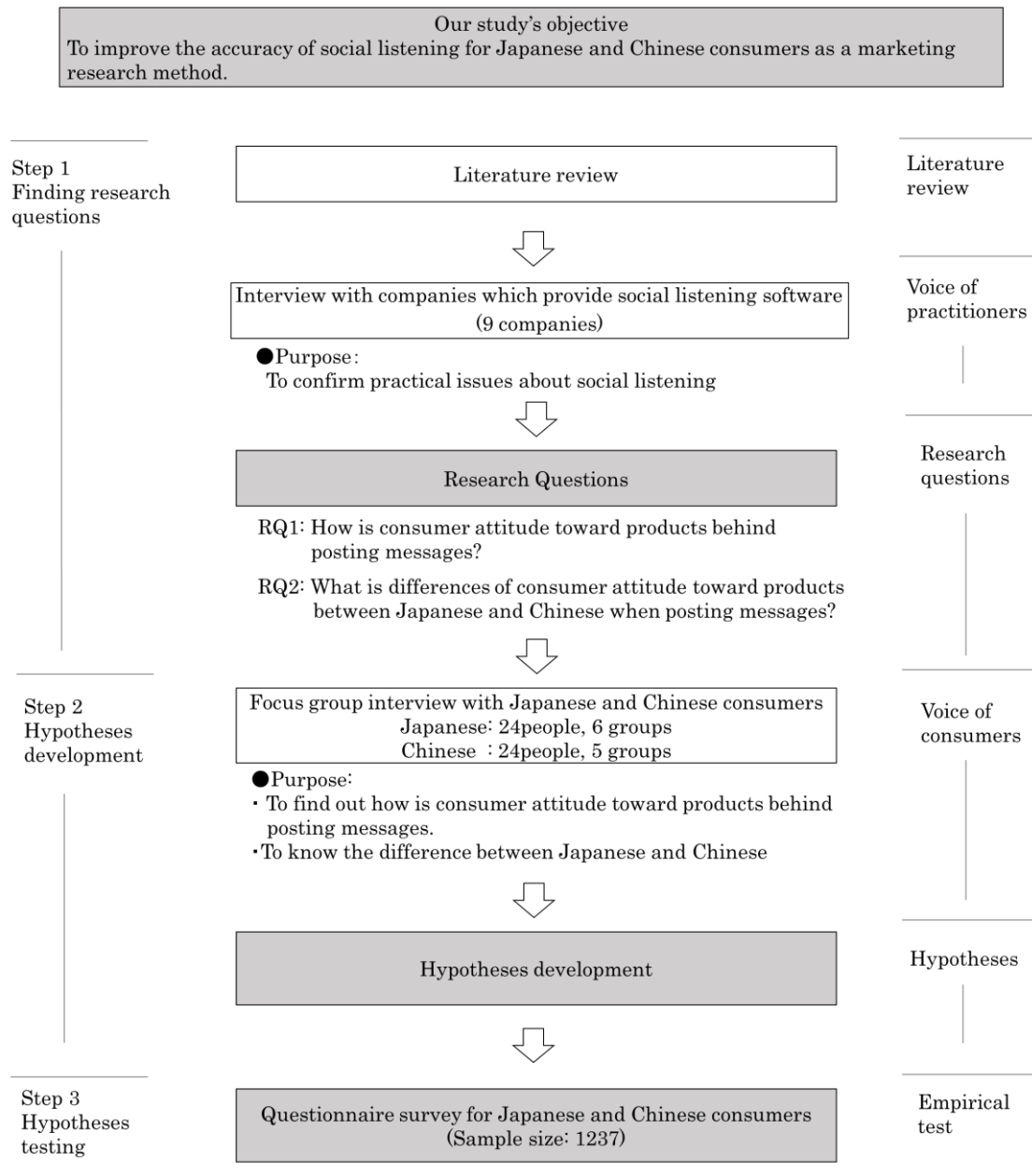
by social listening is not the representative sample of the population. To manage the weakness, social listening will be more valued (Nagashima, 2015). In previous studies about marketing research, it was indicated that it was necessary to grasp specific variables such as psychographic and behavioral variable for approach to the weakness (Edo et al., 2012). Nevertheless, existing social listening software do not grasp them, since, we aim to explore these variables. Hence, in this paper, we focus on consumer attitude toward products as psychographic and behavioral variables because consumer attitude is effective for market segmentation (Edo et al., 2002).

Japanese companies also catch Chinese consumer's preference by social listening who are important customers for Japanese business. According to NTT Date Institute of Management Consulting (2013), social listening for Chinese was conducted by 12% of companies which conducting social listening. Recently, Chinese traveler's consumptions have generated a great impact for Japanese economy. Since Chinese consumer become more important for Japanese domestic companies. In April to June, 2016, the amount of foreign traveler's consumption was 953.3 billion yen and Chinese traveler's one was 353 billion yen (Ministry of Land, Infrastructure, Transport and Tourism, 2016). It is clear that Chinese is valued customers for Japanese business. Chinese commonly use Weibo, Chinese version of SNS. Approximately 380 million users were registered in Weibo in August, 2012. In August, 2016, the number of Weibo users without celebrities and companies was recorded about 560 million (Weibo Japan, 2016). Japan Tourism

Agency analyze and understand travelers visiting Japan needs by using SNS. We also approach the capability of social listening for Chinese because Chinese is really important customers for domestic company today. In addition, Japanese firms carry out social listening because of the increment of Chinese consumer voices on social media.

In this study, the objective is to improve the accuracy of social listening for Japanese and Chinese consumers as a marketing research method. Therefore, we aim to reveal consumer attitude as a weakness of social listening because social listening will be more valued. Figure 2 is our study's flow.

Figure 2: Our study flow



Source: authors

2. THEORETICAL BACKGROUND

In this section, we reviewed literatures and summarized finding of interview with companies to find the issues of social listening. Also, we explained our research questions.

2-1. Literature Review

In the recent marketing literatures, we have seen the movement toward one-to-one marketing from mass marketing because of market maturation, diversity of lifestyle, development of IT and information infrastructure (Harada, 2012). One-to-one marketing was to segment individually consumer's groups and treat them on a one-to-one basis. Social media appeared due to this background. With the diffusion, all people could easily deliver messages on social media in real time. Since consumer's mind became visible since social media has been a valid source for marketing plans (Tashima, 2015).

Business activity using social media was divided into action type and listening type (Nagashima, 2015). Action type was studied as promotion and relationship-building that companies communicate with customers by using social media. There was eWord-of-Mouth study (Hamaoka et al, 2009; Sensui, 2014) and relationship-building study (Mizukoshi, 2015; Takeuchi, 2016). These studies were suggested that communication with consumer on social media is an effective way for promotion and relationship-building. On the other hand, listening type attempted to understand consumer's

behavior and insight through their personal social media accounts. Nagashima (2015) indicated that there were many action type's studies, however, listening type's literatures and practical cases were a few because scholars and practitioners doubt voices expressed on social media. Barwise et al. (2010) said that the priority of use social media was to listen to consumer's voices for marketers and researchers because social media was generated by consumers so that companies could see natural consumer behaviors. Therefore, we focus on listening type in this study.

Listening type's literatures are mainly two types, analysis technique and the characteristic of social media data. The former studied to improve a precision of analysis of text mining (Okumura, 2012; Ludwig et al, 2016). Text mining is a technology to gain valued view within text data. Social media data is a large volume of text data. Social media data is a character string and an unstructured data so that text mining extracted words and analyzed posting messages. The latter mainly studied data reliability and biases of data when interpreting social media data (Nagasima, 2015; Onishi, 2015; Schweidel, 2014). There was a fear that companies misunderstand consumers because of biases even if companies conduct text mining. For these reasons, we studied about the issue of social media data.

2-2. Major Weakness of Social Listening as a Marketing Research Method

In this field, researchers mainly studied biases on consumer to understand and to

eliminate them. Consumers could deliver their postings to people all over the world. Also, the data is always available for an inspection. Schweidel et al (2014) indicated that it is necessary to recognize biases for marketers and researchers. Otherwise, companies possibly make wrong decision. Onishi (2015) organized biases and divided three factors into an individual factor, a product factor and a situation factor. These were based on two stages of Word-of-Mouth (hereinafter called WOM) behavior, a decision making and declaration of intention. Companies need to pay attention to biases of declaration of intention because social listening was affected this stage of biases. For example, experts tended to critique goods compared with amateurs and to tell negative opinions. Since it is necessary to care about these biases. Hence, it was necessary to take care of biases when analyzing. Although, Nagashima (2015) said that text mining cannot eliminate biases. It was also indicated that positive postings are relatively more credible than negative ones and people do not tend to express negative reputation. As a result, people could recognize biases, however it was unable to exclude. It meant that social media data was contained biases and existing software couldn't remove them.

Although social listening was unable to remove biases, it was a beneficial method. If we could identify consumer's profile, social media data would be more useful as particular consumer voices, even if it is not the representative sample of the population (Goto, 2012; Nagashima, 2015). Also, social media data was contextual data that contained incidental information such as situation of people who posted and their

character (Goto, 2012).

In practical work, existing social listening software could grasp gender, ages and location (Nagashima, 2015). Existing software divide consumer groups into plain segments based on demographic and geographic variables, however, it is not enough to explain consumer's behavior and awareness in marketing research field (Edo et al, 2002: Enomaru, 2009: Washio, 2014). It is caused by the diversity of consumer's life and value. Kotler et al. (1995) said that there were four variables for market segmentation, geographic variables, demographic variables, psychographic variable and behavioral variable. Psychographic variables were social class, lifestyle and personality. Behavioral variables were knowledge, attitude, use and reaction toward goods and product attribute.

For these reasons, consumer voices will be more valued to identify consumer's attribution. However, the range of availability to know by social listening software are gender, ages and location. As social listening is one of the marketing research method that is to understand consumers, it is significant to grasp not only demographic and geographic variables but also psychographic and behavioral variables because of the diversity of consumer's lifestyle. To identify psychographic and behavioral variables, it will improve the availability of social listening.

We focus on consumer attitude toward products when consumers post a message on social media because consumer attitude is one of the psychographic and behavioral

variables. The definition of attitude is person's emotion or evaluation that is continuous and positive or neutral or negative toward an object and a preliminary phase of behavior toward an object (Tanaka, 2008). It is an emotional reaction and a tendency to act. This tendency leads actual behavior of them. For example, the higher a positive attitude consumers have, the more possible they purchase products.

Therefore, when companies conduct a market segmentation, they divide into consumer groups by consumer attitude toward products. Edo et al. (2002) showed an effectiveness of a segmentation by consumer attitude. When firms attempt to understand consumers by social listening, attitude could make consumer understanding more precise. Nevertheless, existing software do not grasp consumer attitude toward products from postings. Hence, we focus on consumer attitude.

Thus, the definition of consumer attitude in this study is the level of positive attitude toward products.

2-3. The Distinction of Chinese Consumer Behavior

This paper also improves to the capability of social listening for Chinese. As mentioned above, Chinese consumers are important for Japanese companies due to a great impact of Chinese traveler's consumption. Thanks to no geographical limitation, Japanese firms could collect Chinese voices by social listening. Nevertheless, in previous review, it has not shown that social listening software are available to

investigate Chinese when grasping attitude. In addition, Chinese behavior differ from Japanese behavior, however, when grasping attitude, it is not cleared considerable differences between Japanese and Chinese. In this section, we will review a distinction of Chinese behavior which possibly causes considerable differences between Japanese and Chinese when doing social listening.

A concept of “face” is essential to understand Chinese consumer’s deep psyche from their behavior because Chinese treated the face as a specific and unique ethic characteristic so that the face majorly influences Chinese daily life including consumption behavior (Li, 2016). The definition of face is that people try to feel a psychologic satisfaction from other’s reputation about themselves by accommodating public expectation. It was also described that it is necessary to be applied the face to understand Chinese psychology. Global Luxury Brand (hereinafter called GLB) is suitable to receive a psychologic satisfaction (Li, 2016). The definition of GLB is that has common brand name, signal, symbol and design in the world and mainly sells in major regions like North America, Europe and Asia. In addition, consumers who live in these areas could recognize global characteristic though GLB. Li (2016) showed that Chinese positively purchased GLB due to their desire that they want to get good reputations by public people. Since, Chinese thought that a higher evaluation of GLB helped to get the satisfaction so that they bought GLB. Consequently, face deeply affected Chinese consumer behavior (Li, 2016; Jim et al., 2012).

Uchiki et al. (2012) compared WOM in bulletin board between Japanese and Chinese. Chinese frequently post WOM because Chinese aggressively assert themselves and they are accepted it. In contrast, Japanese do not frequently post WOM because they have low motivation of creating WOM. Compared with Japanese and Chinese, Chinese tend to create WOM without reluctance and they want to gain joy and satisfaction from posting. Considering these things, a large proportion of Chinese post messages on SNS every day. According to Deloitte Tohmatsu Consulting (2014), the percentage of people who post a message on SNS every day in Japan was 13%, while Chinese was 58% so that Chinese are more active to post messages on social media than Japanese.

For those reasons, Chinese behavior on social media could differ from Japanese behavior.

2-4. Interview with Social Listening Companies

The purpose of interview with companies was to confirm practical issues about social listening which was mentioned in academic area. The target was firms which provide social listening software. We searched the population of company on the internet. We visited eight companies and asked via e-mail a company. We finished interviews when the result was converged to conduct extra interviews because it is a standard to end up collecting data (Terashita, 2011). We asked mainly “availability to grasp consumer attributions such as attitude” and “analysis of foreigner”.

Through interviews, we discovered three findings (Figure 3). Firstly, social listening software could get demographic and geographical variables like gender, ages and location from consumer's profiles and posting. Secondly companies want to reveal consumer attitude, however, existing software are unable to do it. Finally, companies which receive benefits from Chinese travelers have needs to analyze Chinese. These findings showed that, in practical scene, social listening software could not find out consumer attitude as well as previous studies.

Figure 3: The result of interview with companies

No	company's name/variable	Time and Date	Interviewee	Availability of grasp's attribution	About attitude	Analysis of foreigner
1	comnico Inc.	Sep.29 ,2016 1:00 pm ~ 2:00 pm	Chief Operations Officer	· Age · Gender	· Having needs to know attitude	· No supported · Having needs to analyze Chinese for clients
2	Company A	Aug. 26 , 2016 2:00 pm ~ 3:00 pm	Business dept.	N/A	· Having an interest to know brand commitment	N/A
3	Datasection Inc.	Aug. 25 , 2016 5:00 pm ~ 7:00 pm	Chief Operations Officer	· People's basic information from profile · People's curiosity	· To grasp consumer behavior such as a reason of purchase and consumer's mind when purchasing goods. · To analyze consumer who live in Southeast region and Western countries.	· Having needs to analyze Chinese due to a great impact of Chinese traveler's consumption · To analyze consumer who live in Southeast region and Western countries.
4	hotto link, Inc.	Aug. 16 , 2016 11:00 am ~ 12:00 pm	Business dept.	· Age · Gender · Location	· Having needs to know attitude · Not grasping individual attitude by an existing tool · Not meeting the demand by a tool	· Having needs to analyze Chinese for clients who receive Chinese traveler's benefits · To analyze only Chinese
5	INTAGE Inc.	Aug. 23 , 2016 11:00 am ~ 12:00 pm	Marketing dept.	· Age · Family structure · Gender · Influencer · Job · Location	· Not to grasp easily · Possible to know roughly attitude	· Not supported · Having needs to analyze Chinese due to a great impact of Chinese traveler's consumption
6	NTTCom Online Marketing Solutions Corporation	Nov.7 ,2016 10:00 am ~ 11:00 am	Research & CRM Division	· People's basic information from profile	· Not to focus on analysis of attitude	· To analyze only Weibo
7	Tecnos Data Science Engineering, Inc.	Aug. 9 , 2016 10:00 am ~11:00 am	Solutions Group	· Ages · Gender · Human race · Location	· Difficulty to grasp attitude · Having an interest to know attitude for clients	· Handling 45 languages · To target mainly Chinese
8	Tribal Media House, Inc.	Sep. 6 , 2016 mail	Consulting Sales dept.	· Age · Gender · Location	· Difficulty to grasp people's intention of posting	· Handling 20 languages · Having needs to analyze Weibo due to a great impact of Chinese traveler's consumption for clients
9	User Local, Inc.	Aug. 10 , 2016 1:00 pm ~ 14:00 pm	President	· Age · Gender · Location · People's curiosity	· Difficulty to grasp attitude · Having a great interest to know attitude for clients	· Not supported

Source: authors

2-5. Research Questions

We are going to explain research questions based on literature review and interviews with companies.

In previous studies, consumer voices on social media are not a representative sample of the population. If we identify consumer's attributions, the value of social listening as a marketing research method will be higher. Nevertheless, current social listening software could to predict mainly ages, gender and location. In addition, in marketing research field, when firms listen to consumer opinions, they should know not only demographic and geographic variables but also psychological and behavioral variables behind posting messages. It means that it is necessary to know these variables for enough consumer understanding by social listening because consumer lifestyles became diversified. Current social listening software are not able to find out them. In this paper, we focus on consumer attitude as psychographic and behavioral variables because attitude is effective for market segmentation and enhances the value of consumer voices by gathering social listening. Hence, we are going to explore consumer attitude from posting messages. The following is RQ1.

RQ1: How is consumer attitude toward products behind posting messages?

Chinese consumers became more valued for Japanese business because of a great

impact of traveler's consumption. Also, Japanese firms conduct social listening for Chinese because social listening is available to analyze consumers around the world. From interview with companies, we found out needs to analyze Chinese by social listening in practical scene. Nevertheless, social listening could not grasp Chinese consumer attitude as well as Japanese. Hence, when conducting social listening to grasp consumer attitude, it is necessary to clear considerable differences between Japanese and Chinese. As mentioned above, Chinese are more active to post messages on social media than Japanese because Chinese accept other's self-assertion. Also, Chinese behavior is extremely affected by face so that they purchase GLB due to get satisfactions. We supposed that Japanese and Chinese have a different attitude even if both of them post same contents. Therefore, we will compare consumer attitude between Japanese and Chinese when posting messages on social media. The following is RQ2.

RQ2: What is differences of consumer attitude toward products between Japanese and Chinese when posting messages on social media?

3. HYPOTHESES DEVELOPMENT

In this section, we conducted consumer group interview and developed our hypotheses based on previous studies and the result of group interview.

3-1. Focus Group Interview Method

We carried out group interviews to grasp consumer attitude because it was difficult to find out it in practice and academic area. To grasp consumer attitude, we aimed to find out how is consumer attitude toward products behind posting messages. Also, we aimed to identify factors that relate consumer attitude from group interviews. Group interviews caused chain reactions by discussing with others and could gather frank opinions in a comfortable atmosphere (S. Vaughn, 1999). Since we will conduct group interview.

The target was Japanese and Chinese living in Japan who got SNS's accounts. In addition, they were 18 to 29 years old because the age groups were more active to use than others. 95 percent of 20s use social media and the rate of usage was the highest in all ages. Also, 20s was ranked second next to 10s that was their average hours per day to use social media (Ministry of Internal Affairs and Communications, 2015). We conducted group interviews with 24 Japanese and 24 Chinese. We carried out an interview with four to six participants per interview. All participants were students and Chinese belonged to Japanese-language school in Japan.

We conducted group interviews by three steps. First step was that we remind participants of posting messages, in particular, on Twitter and Weibo. Second step was that we asked five things, “posting messages”, “attitude toward products when participants posted”, “reasons to post a message” and “the ways how to use social

media”. Third step was that we reconfirmed their attitudes by questionnaire.

We estimated attitude toward products by brand commitment scale (Inoue, 2009).

Brand commitment is defined an emotional or psychological bond for the particular brand in a product category (Aoki, 2010). Also, brand commitment is explained an attitudinal index in a theory of consumer’s behavior. Attitude toward products and brand commitment are alike in an emotion and mind toward object so that we set brand commitment as an alternative index of attitude. In our study, we will estimate the positive level of consumer attitude toward products. We divided participant’s attitudes into three level, a low level, a neutral level and a high level. We finished group interviews when the result was converged.

The limitation of group interviews was that we gathered a narrow age group of Japanese who are 18 to 22 years old.

3-2. Focus Group Interview Results

From group interviews, we confirmed four things.

Firstly, we could divide posting messages into five messages. It was not shown in previous studies that classified posting messages on social media. Since, we referred to a literature about WOM motivation to post messages on bulletin boards (Hennig, 2004). It showed that motivations mostly reflect in posting messages.

As a result, we could divide posting messages into five categories, “Positive Concern

for other consumers” (hereinafter called “Positive Concern”), “Negative Concern for other consumers” (hereinafter called “Negative Concern”), “Helping the company”, “Venting Negative Feeling”, and “Positive Self-Enhancement”. Figure 4 is the results.

Figure 4: Five Posting messages

Posting message	Contents of posting message	Examples
1. Positive concern for other consumers	Consumers want to share their positive experience of purchasing products with others	<ul style="list-style-type: none"> •"Today is too hot!! Green tea is must item for me:)" •"Japanese wine is low price. And it is delicious!!"
2. Negative concern for other consumers	Consumers wanted to share their negative experience of purchasing products with others	<ul style="list-style-type: none"> •"Juice was terrible taste, awesome!!" •"Why do everyone really like the taste? I cannot believe that!!"
3. Helping the Company	Consumer are satisfied with a product, they wanted to support companies which selling the product	<ul style="list-style-type: none"> •"You should watch the stage. I really recommend it!!" •"I got a lot of ice cream! You must try it!!"
4. Venting Negative Feeling	Consumer are unsatisfied with a product	<ul style="list-style-type: none"> •"The new movie was too boring. I wasted money." •"Miso soup was not what I expected."
5. Positive Self-Enhancement	Consumer want to get good reputations from others	<ul style="list-style-type: none"> •"I bought many luxury cosmetics !!! " •"I made custom shoes:) "

Source: authors

Secondly, consumer attitude was related to posting messages because their attitudes were different by five contents (Figure 5). In case of Japanese, when posting “Positive Concern”, “Helping the Company” and “Positive Self-Enhancement”,

Japanese tended to have a higher positive attitude than when posting “Negative Concern” and “Venting Negative Feeling”. On the other hand, Chinese tended to have a neutral positive attitude except when posting “Helping the Company”. Hence, we confirmed that posting messages may related to consumer attitude.

Thirdly, we confirmed different positive level of attitudes between Japanese and Chinese when they posted same contents. When posting “Positive Concern” and “Positive Self-Enhancement”, Chinese tended to have a lower positive attitude toward products than Japanese. Therefore, we supposed that Japanese and Chinese have a different attitude, even if they post a same content on social media.

Figure 5: The findings of consumer attitude from group interview

Posting message	Attitude level	
	Japanese	Chinese
1. Positive concern for other consumers	High	Neutral
2. Negative concern for other consumers	Neutral	Neutral
3. Helping the company	High	High
4. Venting Negative Company	Neutral	Neutral
5. Positive Self-Enhancement	High	Neutral

Source: authors

Four one was that we could identify a considerable factor to ask reasons to post a

messages that is possibly related by consumer attitude. Participant tended to post a message when they experienced special situations. For example, when a product is greater than their expectation, they share in SNS. Therefore, we defined this factors as contextual factor.

3-3. Hypotheses

One purpose of this paper is to clear consumer attitude toward products behind posting messages to grasp consumer attitude toward products from postings on social media. Previous literatures indicated that data by gathering social listening were not the representative sample of the population. If firms identify more specific consumer's attributions, postings as consumer voices would be more valued for marketing. In market research field, it was described that it is necessary to divide consumer voices not only demographic and geographic variables but also psychologic and behavioral variables for consumer understanding because of the diversity of consumer's lifestyle. We focused on consumer attitude toward products because consumer attitude was effective for a market segmentation. Nevertheless, existing social listening software are not available to grasp it because social listening software classify mainly by consumer's ages, gender and location. From group interviews, we confirmed that posting messages may related to consumer attitude. Also, we confirmed differences of level of participant's positive attitude by each posting messages. If posting messages related do

not to consumer attitude, it would be unable to grasp consumer attitude behind posting messages so that it is necessary to confirm the relationship. Therefore, we developed a two-tailed hypothesis so that we carry out an explorative test.

H1 (experimental): Differences in posting messages affect the degree of consumer attitude toward products.

H1 (null): Differences in posting messages do not affect the degree of consumer attitude toward products.

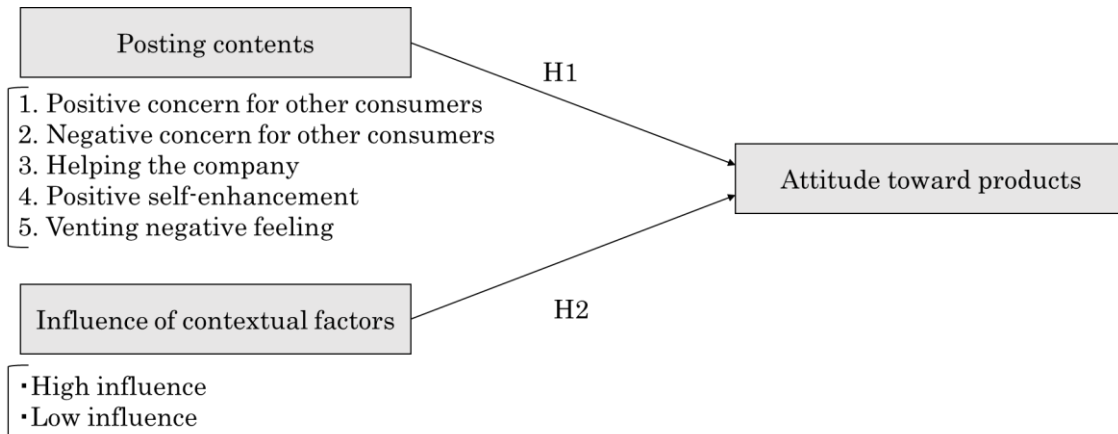
From group interviews, we found contextual factors as a considerable factor to relate consumer attitude. When contextual factors strongly affect participants, they tend to post a message even if they do not have a positive attitude toward a product.

We supposed that contextual factors related to consumer attitude. Therefore, we assumed that when consumers are strongly affected contextual factors, they have a low positive attitude. Thus, we made the following two-tailed hypothesis.

H2 (experimental): Differences of influence of contextual factors affect the degree of consumer attitude toward products.

H2 (null): Differences of influence of contextual factors do not affect the degree of consumer attitude toward products.

Figure 6: Conceptual framework for H1, 2



Source: authors

We found out tendencies from group interviews that Chinese had a lower positive attitude than Japanese, when posting about “Positive Concern” and “Positive Self-Enhancement”. We supposed that distinctions of Chinese caused this phenomenon. Chinese have face that it is try to feel satisfactions by getting high reputation. Li (2016) mentioned that GLB is suitable to improve self-image because GLB provided Chinese good impressions from others. Chinese got satisfactions, when GLB evaluation is high. Therefore, we supposed that when Chinese evaluate highly GLB, they have a lower positive attitude toward GLB. Also, we supposed that Chinese are strongly affected by face when posting. Chinese tended to post “Positive Concern” and “Positive Self-Enhancement” even if they have a lower positive attitude compared with Japanese.

Hence, we developed H3 and H4.

H3 (experimental): When posting “Positive Concern”, Chinese have a lower positive attitude toward products than Japanese.

H3 (null): When posting “Positive Concern”, Chinese do not have a lower positive attitude toward products than Japanese.

H4 (experimental): When posting “Positive Self-Enhancement”, Chinese have a lower positive attitude toward products than Japanese.

H4 (null): When posting “Positive Self-Enhancement”, Chinese do not have a lower positive attitude toward products than Japanese.

4. HYPOTHESES TESTING

We conducted a large-scale consumer questionnaire survey to verify hypotheses. The reason to select the method is that consumer voices by collecting social listening are big data. Since it is necessary to test hypotheses by large amount of data.

4-1. Sampling

The target was Japanese and Chinese who fulfill two criterions. First was 18 to 29 years old as well as group interview. Second was people who have an experience of

posting about products and services on social media. We targeted only Chinese who live in Japan because it was difficult to collect responses of local Chinese. We conducted questionnaire by online survey web site for Japanese and Chinese. In addition, we also carried out by papers for Chinese. Native Chinese who is living in Japan translated questionnaire from Japanese into Chinese. We counted one posting as one sample because we needed to see consumer attitude by postings which social listening can collect (Figure 7).

Figure 7: Detail of samples

	Japanese	Chinese
Period	2016/10/5~10/28	2016/10/10~11/2
Sample size	737 (Valid response: 674, Response rate: 91.5%)	783 (Valid response :563, Response rate: 71.9%)
Detail of samples	<ul style="list-style-type: none"> ● Gender <ul style="list-style-type: none"> •Male: 293 (56.5%) •Female: 381 (43.5%) ● Age <ul style="list-style-type: none"> •18-22years: 629 (93.3%) •23-29years: 45 (6.7%) ● Occupation <ul style="list-style-type: none"> •Student: 602 (89.3%) •Office worker: 59 (8.8%) •Others: 13 (1.9%) 	<ul style="list-style-type: none"> ● Gender <ul style="list-style-type: none"> •Male: 246 (43.7%) •Female: 317 (56.3%) ● Age (Missing values: 4) <ul style="list-style-type: none"> •18-22years: 315 (56.0%) •23-29years: 244 (43.3%) ● Occupation <ul style="list-style-type: none"> •Student: 491 (87.2%) •Office worker: 59 (10.5%) •Others: 13 (2.3%)

Source: authors

4-2. Data collection and analysis

We analyzed by two statistical methods because we wanted to test hypotheses by two steps. Firstly, we tested H1 and H2 to reveal the relationship between posting messages

and consumer attitude toward products. After exploring H1 and H2, we tested H3 and H4 to clear differences of the relationship between Japanese and Chinese.

We tested H1 and H2 by quantification theory type-I because five posting messages were categorical variables and consumer attitude was ordinal scale. The reason to select quantification theory type-I was able to predict consumer attitude from posting messages by creating the model. We tested H3 and H4 by independent-samples t-test because we confirmed differences of consumer attitude between Japanese and Chinese when posting “Positive Concern” and “Positive Self-Enhancement”. Based on these statistical method, we made questionnaires.

We set up questions about consumer attitude and posting messages to test all hypotheses. We replaced consumer attitude with brand commitment as an alternative index as well as group interview. We set up question items of brand commitment to refer to Inoue (2009). We asked their attitudes to respondents by five-point Likert scales of each questions (Strongly disagree=1: Strongly agree=5). We applied five types of posting messages that are classified by the result of group interviews and Hennig (2004). We showed examples of five posting messages because respondents could fully understand and select question items easily.

For testing H2, we asked three questions about influence of contextual factors through the group interview. We measured influence of contextual factors by four-point Likert scales (Strongly disagree=1: Strongly agree=4). We divided influence of contextual

factors into a high-level group and a low-level group at the middle of level.

We added control four variables, the frequency of posting, product category, nationality and gender composed in a model. We divided frequency of posting into two groups, a high frequency group and a low frequency group by referring to a survey (Macromill, 2012). A high frequency group was consisted by “many times in a day”, “about one time in a day”, and “more than one time in a week”. A low frequency group was consisted by “more than one time in a month” and “less than one time in a month”. We set up product category which is “convenience products”, “shopping products” and “special products”.

For testing H3 and H4, we made five questions about GLB evaluation by reference to Li (2016). We measured GLB evaluation by four-point Likert scale (Strongly disagree=1: Strongly agree=4). We divided GLB evaluation into two groups, a high-level group and a low-level group at the middle of degree because we analyze only postings with high GLB evaluation.

We expected a matter of a designing of the survey. We divided posting messages into five categories by the results of group interview. There was a fear that posting messages could not be divided completely. To solve this matter, we added a question item that is “others”.

In addition, we integrated “Negative Concern” and “Venting Negative Feeling” because the number of data was small and there was no significant difference that degree

of attitude by a difference of posting messages since we integrated them. Moreover, responses were eliminated because of incomplete questionnaires.

4-3. Result

We analyzed by SPSS and integrated Japanese sample with Chinese one. Firstly, we explain the result of H1 and H2 analyzed by quantification theory type-I. As a result, posting messages and influence of contextual factors were significant. We eliminated other items because it was insignificant, then we carried out the analysis again. The result was illustrated in Figure 8 ($R^2 = .183$, $F(4, 1232) = 70.4$, $p < .001$). As a result, posting messages and influence of contextual factors yielded a significant effect on brand commitment. Hence, H1 (experimental) was supported and H1 (null) was rejected. H2 (experimental) was supported and H2 (null) was rejected.

Figure 8: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constat)	7.757	.251		30.866	.000		
Positive Concern [Posting message]	3.183	.273	.567	11.655	.000	.280	3.58
Helping the Company [Posting message]	3.628	.282	.591	12.859	.000	.313	3.2
Positive Self-Enhancement [Posting message]	4.011	.287	.632	13.980	.000	.323	3.09
High [Influence of contextual factors]	1.125	.149	.197	7.554	.000	.976	1.03
a. Dependent Variable: Brand commitment							

Source: Based on an analysis result of SPSS

The sample scores that are brand commitment's estimated value were following Figure 9. We calculated sample scores by a regression formula in order to reveal how the relationship existing between posting messages and brand commitment.

Figure 9: Sample scores

Posting message	Influence of contextual factors	Sample score
Positive concern for other consumers	High	12.1
	Low	10.9
Helping the company	High	12.5
	Low	11.4
Positive self-enhancement	High	12.9
	Low	11.8
Negative concern for other consumers / Venting negative feeling	High	8.88
	Low	7.76

Source: Based on an analysis result of SPSS

Secondly, we explain the result of H3 and H4 analyzed by independent-samples t-test. We tested the significant difference of brand commitment between Japanese and Chinese for each “Positive Concern” and “Positive Self-Enhancement” when GLB evaluation was high. The result of analysis of “Positive Concern” was in Figure 10. An independent-samples t-test indicated that there was no significant difference between Japanese ($M = 11.9$, $SD = 2.20$) and Chinese ($M = 12.0$, $SD = 2.10$), $t(268) = 0.42$, $p > .05$. Therefore, H3 (experimental) was rejected and H3 (null) was supported.

Figure 10: The result of t-test (“Positive Concern”)

Group Statistics										
		Nationality	N	Mean	Std. Deviation	Std. Error Mean				
Brand commitment		Japanese	144	11.88	2.198	.183				
		Chinese	126	11.99	2.096	.187				
Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
Brand commitment	Equal variances assumed	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
	Equal variances assumed	.005	.945	-.420	268	.675	-.110	.262	-.627	.406
	Equal variances not assumed			-.421	266.016	.674	-.110	.262	-.625	.405

Source: Based on an analysis result of SPSS

Figure 11 was the result about “Positive Self-Enhancement”. An independent-sample t-test indicated that scores were significantly lower for Chinese ($M = 12.1$, $SD = 2.37$) than for Japanese ($M = 12.7$, $SD = 2.00$), $t(141) = 1.89$, $p < .05$. Levene’s test indicated unequal variances ($F = 5.26$, $p = .023$), so degrees of freedom were adjusted from 141 to 213. Thus, H4 (experimental) was supported and H4 (null) was rejected.

Figure 11: The result of t-test (“Positive Self-Enhancement”)

Group Statistics										
		Nationality	N	Mean	Std. Deviation	Std. Error Mean				
Brand commitment		Japanese	139	13.07	1.728	.148				
		Chinese	79	12.47	2.068	.233				
Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Brand commitment	Equal variances assumed	5.255	.023	2.300	213	.022	.605	.263	.087	1.124
	Equal variances not assumed			2.194	140.732	.030	.605	.276	.060	1.151

Source: Based on an analysis result of SPSS

5. DISCUSSION AND IMPLICATION

In this section, we discussed the result of hypotheses testing and mentioned our academic and practical contributions.

5-1. Discussion

Posting messages have a relationship with consumer attitude toward products (H1). Since, we supposed the reason is that consumer attitude is expressed in posting messages. Therefore, we could estimate consumer attitude from posting messages.

The significant finding of this study is that we could grasp consumer attitude from posting messages. The finding improves the accuracy of social listening as a marketing research method for Japanese and Chinese. Previous studies indicated that if social listening identify more specific consumer attributions, social listening would be more valued (Nagashima, 2015; Goto, 2012). Literatures about marketing research described that it is necessary to segment psychographic and behavioral variables like consumer attitude for consumer understanding (Edo et al, 2002). Nevertheless, social listening was not available to grasp attitude in practical scene. If there were no relationship between posting messages and consumer attitude, it would be unable to grasp consumer attitude from posting messages so that it was necessary to confirm the relationship. From H1 result, we explored that posting messages are related to consumer attitude. Hence it is available to grasp consumer attitude from posting messages.

In this model, we reveal differences of the degree of attitude between positive posting messages and negative one. When posting positive messages “Positive Concern”, “Positive Self-Enhancement” and “Helping the Company”, consumers have a positive attitude toward its products. In contrast, when posting negative messages “Negative Concern” and “Venting Negative Feeling”, consumers have a lower positive attitude. Consequently, the model could estimate consumer’s positive or negative attitude from posting messages. It means that we could find out their attitude from postings gathered by social listening.

Consumer attitudes are different because of different strengths of influence of contextual factors (H2). The result of group interviews was as followed. When contextual factors strongly affect participants, they tend to post a message even if they do not have a positive attitude toward a product. On the other hand, the result of a large-scale survey differed from the result of group interviews. A large-scale survey showed that consumers who were strongly affected by the influence of contextual factors tend to have a higher positive attitude compared with others. It is supposed that consumers feel good about limited-sale products and special situations. Different strengths of influence of contextual factors did not caused big gaps of consumer attitudes since contextual factors do not greatly affect consumer attitude.

When posting “Positive Concern”, Japanese and Chinese attitudes are not different (H3). From group interviews, Chinese tended to post “Positive Concern” even if they did

not have a positive attitude. The result of a large-scale survey differed from group interview. It is supposed that when posting “Positive Concern”, Chinese are not affected by face.

On the other hand, when posting “Positive Self-Enhancement”, Chinese have a lower positive attitude than Japanese (H4). We consider that Chinese tend to post “Positive Self-Enhancement” compared with Japanese because of the concept of face. Therefore, Chinese tend to post “Positive Self-Enhancement” to feel satisfactions in order to get other’s good reputations even if they do not have a positive attitude.

5-2. Implication

In academic field, the findings contribute to social listening’s study field. Our theoretical contribution is to focus on consumer attitude. Previous studies indicated that the grasp of consumer’s attributions is to enhance the potential of social listening. In marketing research field, it was necessary to classify segments by psychographic and behavioral variables such as attitude for consumer understanding (Edo et al., 2002). Nevertheless, existing software have not identified consumer attitude relation with posting messages. Hence, the grasp of consumer attributions such as attitude improves the potential of social listening however it was not showed. We revealed the relationship between posting messages and consumer attitude toward attitude, hence the finding contributes to research area of social listening.

This study also contributes to practitioner conducting social listening, in particular, firms that treat Chinese as valued customers. We revealed that when posting positive messages, consumers have a positive attitude toward products and when posting negative messages, consumers have a negative attitude toward products. Therefore, companies could grasp consumer attitude toward products by social listening. Also, firms do not need to pay attention to a difference between Japanese and Chinese to grasp consumer attitude. Since consumers who post a positive message about a product on social media tend to purchase goods because consumer have a positive attitude. Also, consumers who post a negative message do not tend to purchase it. For these reasons, companies could identify more specific consumer group's opinions by using the new social listening than existing one. Hence, the findings contribute to minimize the weakness of social listening and to improve the accuracy of social listening.

6. CONCLUSION

Social listening is an innovative method as new marketing research. Compared with traditional marketing researches, social listening has advantages. One of the advantages is to investigate consumer in the world. Since Japanese firms located in Japan are available to research non-Japanese consumers. Previous studies indicated that social listening would be more valued to identify consumer's attributions, however, it was not revealed. The weakness of social listening was unable to grasp consumer attitude as

necessary variables for consumer understanding. From interview with companies, we confirmed needs that companies wanted to grasp consumer attitude and to analyze for Chinese. To improve the accuracy of social listening as a marketing research method, we reveal consumer attitude toward products behind posting messages by exploring the relationship between consumer attitude and posting messages. We revealed that consumer attitude could be grasped by dividing posting messages whether positive messages or negative ones. When Chinese post “Positive Self-Enhancement” and have a high GLB evaluation, Chinese have a lower positive attitude than Japanese. The gap was small so that we considered that it’s not necessary to recognize it in practical scene. These findings contribute that company could utilize consumer’s posting for marketing. Consequently, companies could grasp consumer attitude by dividing posting messages whether positive messages or negative one regardless of the difference between Japanese and Chinese.

As the limitation of this study, we could not see each consumer attitude by five posting messages. We consider that it is caused by an inadequacy of other factors affecting consumer attitude. Further insight into this aspect is left to future work.

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Accompanying material 2: Focus group interview's questionnaire.

ソーシャルメディアの投稿、いいね、シェア行動に関するグループインタビューアンケート

各製品に対するあなたのお気持ちについて、以下の1～5に当てはまるものに○をつけてください。

5. 当てはまる 4. やや当てはまる 3. どちらでもない 2. やや当てはまらない 1. 当てはまらない

テーマ1: あなたがインタビュー中に挙げた製品やブランド (_____)
についてお伺いします。

28	自分にとっては、このブランドしか考えられない	5 ・ 4 ・ 3 ・ 2 ・ 1
29	このブランドだったら多少は他のブランドより高くても買う	5 ・ 4 ・ 3 ・ 2 ・ 1
30	このブランドは自分にぴったり合っている	5 ・ 4 ・ 3 ・ 2 ・ 1
31	このブランドを信頼している	5 ・ 4 ・ 3 ・ 2 ・ 1
32	このブランドに対して愛着や親しみを抱いている	5 ・ 4 ・ 3 ・ 2 ・ 1
33	他のブランドを検討するのは面倒である	5 ・ 4 ・ 3 ・ 2 ・ 1
34	他のブランドを買って失敗したくない	5 ・ 4 ・ 3 ・ 2 ・ 1
35	あまり深く考えていない、なんとなくこのブランドになる	5 ・ 4 ・ 3 ・ 2 ・ 1

テーマ2: あなたがインタビュー中に挙げた製品やブランド (_____)
についてお伺いします。

36	自分にとっては、このブランドしか考えられない	5 ・ 4 ・ 3 ・ 2 ・ 1
37	このブランドだったら多少は他のブランドより高くても買う	5 ・ 4 ・ 3 ・ 2 ・ 1
38	このブランドは自分にぴったり合っている	5 ・ 4 ・ 3 ・ 2 ・ 1
39	このブランドを信頼している	5 ・ 4 ・ 3 ・ 2 ・ 1
40	このブランドに対して愛着や親しみを抱いている	5 ・ 4 ・ 3 ・ 2 ・ 1
41	他のブランドを検討するのは面倒である	5 ・ 4 ・ 3 ・ 2 ・ 1
42	他のブランドを買って失敗したくない	5 ・ 4 ・ 3 ・ 2 ・ 1
43	あまり深く考えていない、なんとなくこのブランドになる	5 ・ 4 ・ 3 ・ 2 ・ 1

これにてグループインタビューを終了いたします

お忙しい中、ご協力ありがとうございました。 白井ゼミナール9期かめ班

Accompanying material 3: Consumer questionnaire (Japanese and Chinese).

SNSの投稿に関するアンケート

日本大学法学部白井ゼミナール
 かめ班：小野澤太、高橋ゆり花、矢坂星成

この調査はアンケートにご協力頂き誠にありがとうございます。私達は日本大学白井ゼミナールのかめ班と申します。今回、ゼミナールの研究の一環として、日本人と中国人の方にアンケートのご協力をお願いしております。アンケートの結果は研究の論文に利用いたします。ご回答いただいた内容は厳密的に処理し、個人の回答内容が明らかになることはございません。ご多忙のところ恐縮ではございますが、何卒アンケートにご協力くださいますようお願い致します。

【対象】・18-29歳

- ・SNSで投稿をしたことがある方
- ・日本人、中国人の方

1. まず、あなた自身についてお伺いします。

- ①性別
 1. 男性 2. 女性

- ②年齢
 () 歳 ※18-29歳から選択

- ③職業
 1. 学生 2. 会社員 3. その他 ()

- ④国籍
 1. 日本 2. 中国

⑤あなたが現在アカウントを持っているSNSを選択してください。(複数選択可)

- 1.Twitter 2.Facebook 3.Instagram 4.Tumblr 5.WeChat (チャットアプリ) 6.Weibo 7. 人々網

⑥あなたは普段、SNSにどのくらいの頻度で投稿しますか？

1. 1日に複数回以上 2. 1日に1回程度 3. 週1回以上 4月に1回以上 5. 月に1回未満

ここからは、SNSで今までに行った「商品・サービスについての投稿」を1つ思い出してご回答ください。過去の投稿を見返していただいても構いません。

※商品やサービスについての投稿
 「コーラが一番好き！」「iPhoneはいい」「スマホアプリよりもスマホアプリ派」など、投稿に商品・サービスが出てくるような、商品・サービスに関する投稿を指します。

まず1つ目の投稿についてお聞きします。

⑦その投稿はどのような内容でしたか？1〜5で最も近いものを選択してください。

- 「○○おいしかった！ぜひ食べてみて！」「期間限定の○○はじめてきた！」など、その商品に関する経験を周りの人に伝えたいというような投稿
- 「○○買った！（自慢）」など、周りの人から肯定的に認識されたい（見せびらかしたい）というような投稿
- 「全然よくなかったから○○買わない方が早いよ」など、その商品に関するネガティブな経験をみんなに伝えたいというような投稿
- 「○○めっちゃ好き！」「やっぱり○○が一番おいしい」など、その商品を宣伝したいというような投稿
- 「○○本当に期待外れ！」「最悪！」「など、商品へのネガティブな感情を発信して発散したいというような投稿
- その他 ()

なぜその投稿をしたのですか？当てはまるものを、1〜4から選択してください。

- 1.全く当てはまらない 2.あまり当てはまらない 3.やや当てはまる 4.とても当てはまる

- ⑧その商品が特徴的だったから投稿した。
 全く当てはまらない 1 . 2 . 3 . 4 とても当てはまる

- ⑨珍しい状況だったから投稿した
 全く当てはまらない 1 . 2 . 3 . 4 とても当てはまる

- ⑩特別な体験をしたから投稿した。
 全く当てはまらない 1 . 2 . 3 . 4 とても当てはまる

- ⑪その商品があなたの期待を上回った(または下回った)から投稿した。
 全く当てはまらない 1 . 2 . 3 . 4 とても当てはまる

⑫友人や世間の人たちがその商品を話題にしていたから投稿した。
 全く当てはまらない 1 . 2 . 3 . 4 とても当てはまる

投稿した商品・サービスについて

⑬投稿した商品・サービスはどのようなものですか？

1. 食品・飲料 2. アプリケーション (アプリ) 3. ゲーム 4. その他 _____

⑭その投稿をした商品・サービスに近いものを選択してください。

- 食料品・日用品・生活雑貨など、比較的価格が安く、よく購入するような商品・サービス
- 家電製品・ファッション・家具など、比較的価格が高く、購入頻度が低いような商品・サービス
- 高級ブランド・時計・自動車など、価格以外に特別な魅力のあるような商品・サービス

投票した商品・サービスに関する①～④の質問に以下の1～4でお答えください。

1.全くそう思わない 2.あまりそう思わない 3.ややそう思う 4.とてもそう思う

①その商品が世界中に流通していると思いますか？

全くそう思わない 1 . 2 . 3 . 4 とてもそう思う

②その商品が世界のどこでも購入できると思いますか？

全くそう思わない 1 . 2 . 3 . 4 とてもそう思う

③その商品の品質は、信頼性が高いと思いますか？

全くそう思わない 1 . 2 . 3 . 4 とてもそう思う

④その商品は高級感があると思いますか？

全くそう思わない 1 . 2 . 3 . 4 とてもそう思う

⑤その商品はプレミアム感（贅沢感、特別感など）があると思いますか？

全くそう思わない 1 . 2 . 3 . 4 とてもそう思う

投票した商品・サービスに関する質問に以下の1～5でお答えください。

1.全く当てはまらない 2.あまり当てはまらない 3.どちらともいえない 4.やや当てはまる 5.とても当てはまる

⑥その商品は自分にぴったり合っている

全く当てはまらない 1 . 2 . 3 . 4 . 5 とても当てはまる

⑦その商品を信頼している

全く当てはまらない 1 . 2 . 3 . 4 . 5 とても当てはまる

⑧その商品に対して愛着や親しみを抱いている

全く当てはまらない 1 . 2 . 3 . 4 . 5 とても当てはまる

これより先は、もう一つ別の「商品・サービスについての投票」を思い出し、お答えください。

※もう一つは、「商品・サービスについての投票」をしたことがない方は、回答を終了してください。

⑨その投票はどのような内容でしたか？ 1～5で最も近いものを選択してください。

1. 「○○おいしかった！ぜひ食べてみて！」 「期間限定の○○！はじめてみた！」

など、その商品に関する経験を周りの人に伝えたいというような投票

2. 「○○買った！（自慢）」など、周りの人から肯定的に認識されたい（見せびらかしたい）というような投票

3. 「全然よくなかったから○○買わない方が良いよ」

など、その商品に関するネガティブな経験をみんなに伝えたいというような投票

4. 「○○めっちゃ好き！」「やっぱり○○が一番おいしい」

など、その商品を重宝したいというような投票

5. 「○○本当に期待外れ！！最悪！！」など、商品へのネガティブな感情を発信して発散したいというような投票

6. その他

（ ）

なぜその投票をしたのですか？当てはまるものを、1～4から選択してください。

1. 全く当てはまらない 2. あまり当てはまらない 3. やや当てはまる 4. とても当てはまる

⑥その商品が特約的だから投票した。

全く当てはまらない 1 . 2 . 3 . 4 とても当てはまる

⑦珍しい状況だから投票した

全く当てはまらない 1 . 2 . 3 . 4 とても当てはまる

⑧特別な体験をしたから投票した。（限定品を購入したからなど）

全く当てはまらない 1 . 2 . 3 . 4 とても当てはまる

⑨その商品があなたの期待を大きく上回った（または下回った）から投票した。

全く当てはまらない 1 . 2 . 3 . 4 とても当てはまる

⑩友人や世間の人たちがその商品を話題にしていたから投票した。

全く当てはまらない 1 . 2 . 3 . 4 とても当てはまる

投票した商品・サービスについて

⑪投票した商品・サービスはどのようなものでしたか？

1. 食品・飲料 2. フラッグシップ（プレミアム） 3. ゲーム 4. その他

⑩その投稿をした商品・サービスに近いものを選択してください。

1. 食料品・日用品・生活雑貨など、比較的低価格な手帳に買えて、よく購入するような商品・サービス
2. 家電製品・ファッション・家具など、比較的価格が高く、購入頻度が低いような商品・サービス
3. 高級ブランド・時計・自動車など、価格以外に特別な魅力のあるような商品・サービス

投稿した商品・サービスに関する⑪～⑬の質問に以下の1～4でお答えください。

1全くそう思わない 2あまりそう思わない 3ややそう思う 4とてもそう思う

⑪その商品が世界中に流通していると思いますか？

- 全くそう思わない 1 . 2 . 3 . 4 とてもそう思う

⑫その商品が世界のどこでも購入できると思いますか？

- 全くそう思わない 1 . 2 . 3 . 4 とてもそう思う

⑬その商品の品質は、信頼性が高いと思いますか？

- 全くそう思わない 1 . 2 . 3 . 4 とてもそう思う

⑭その商品は高級感があると思いますか？

- 全くそう思わない 1 . 2 . 3 . 4 とてもそう思う

⑮その商品はプレミアム感（贅沢感、特別感など）があると思いますか？

- 全くそう思わない 1 . 2 . 3 . 4 とてもそう思う

投稿した商品・サービスに関する質問に以下の1～5でお答えください。

1全く当てはまらない 2あまり当てはまらない 3どちらともいえない 4やや当てはまる 5とても当てはまる

⑯その商品は自分にぴったり合っている

- 全く当てはまらない 1 . 2 . 3 . 4 . 5 とても当てはまる

⑰その商品を信頼している

- 全く当てはまらない 1 . 2 . 3 . 4 . 5 とても当てはまる

⑱その商品に対して愛着や親しみを抱いている

- 全く当てはまらない 1 . 2 . 3 . 4 . 5 とても当てはまる

アンケートは以上でございます。ご協力ありがとうございました。

关于社交媒体平台发言的调查问卷

十分感谢您本次配合我们填写这份调查问卷。我们是日本大学日井研究会的 kame 小组，作为研究的一个环节，我们希望中日的网络用户协助我们完成本次调查。调查结果将不作为数据在论文中使用。另外，由于回答结果会被进行统计处理，您的回答内容不会其他人知晓。感谢您在百忙中抽出时间协助我们。

【问卷对象】

- ・18-29 岁
- ・有过在社交媒体平台发言经验的日本人和中国人。

1. 首先请就您自身信息进行回答。

①性别

1. 男 2. 女

②年龄

- () 岁 ※从 18-29 岁中选择

③职业

2. 学生 2. 公司职员 3. 其他 ()

④国籍

2. 日本 2. 中国

○现在所

1. 日本 2. 中国 3. 其他 ()

⑤请从以下选择您注册过账号的社交媒体平台。(可复选)

1. Twitter 2. Facebook 3. Instagram 4. Tumblr 5. 微信 6. 微博 7. 人人网

⑥在日常生活中，您在社交媒体平台的发言频率如何？

1. 一天数次 2. 一天一次左右 3. 一周一次以上 4. 一个月一次以上 5. 一个月不到一次

现在，请就您在社交媒体平台上关于商品、服务的发言进行回答。

※在回答本题时，您可以翻阅您的发言历史。

※关于商品和服务的发言

意指“我最喜欢可尔！”“想买 iPhone”之类，发言中含有商品、服务内容，或者有关商品、服务的发言。

首先请找出一条发言。

⑦请在 1-5 中选择最能接近这条发言内容的选项。

7. 类似于“○○很好吃！大家一定要吃吃看！”“看了期间限定的○○”的，将关于某商品的经验分享给周围人的发言

8. 类似于“买了○○！（得意）”的，想得到周围人肯定的（想要炫耀一下的）发言

9. 类似于“○○非常不好用，大家最好别买”的，想要把关于某商品的负面经验告诉大家发言。

10. 类似于“超喜欢○○”，“果然还是○○最好吃”的，想要宣传某商品的发言

11. 类似于“对○○好失望！！太差劲了！！”的，想要发泄关于某商品的负面感情的发言

12. 其他 ()

您为什么进行了这条发言呢？请在 1-4 中选择。

1. 完全不符合 2. 不太符合 3. 有点符合 4. 非常符合

⑧因为那件商品特征性很强

完全不符合 1 . 2 . 3 . 4 非常符合

⑨因为是非常罕见的情况

完全不符合 1 . 2 . 3 . 4 非常符合

⑩因为是很特别的体验

完全不符合 1 . 2 . 3 . 4 非常符合

⑪因为那件商品超出（低于）您的期望

完全不符合 1 . 2 . 3 . 4 非常符合

⑫因为大家都在讨论那件商品。

完全不符合 1 . 2 . 3 . 4 非常符合

有关您发言中提及的商品或服务

⑬您发言中提及的商品或服务是什么样的东西？

1. 食品/饮料 2. 时尚品(服饰) 3. 游戏 4. 其他 ()

⑭请选择与您发言中提及商品或服务相近的选项。

1. 食品, 日用品, 生活杂货等, 价格相对较低并经常性地购买的商品或服务

2. 家电产品, 时尚品, 家具等, 价格相对高的, 购买频率低的商品或服务

3. 奢侈品, 手表, 汽车等, 在价格以外有特别吸引人之处的商品或服务。

关于发言中提及的商品或服务, 请用以下的 1-4 进行回答。

1. 完全不认为 2. 不太认为 3. 有些这么认为 4. 非常这么认为

⑮您认为这件（您发言中提及的）商品在世界各地都流通吗？

完全不认为 1 . 2 . 3 . 4 非常这么认为

⑯您认为这件商品在世界的任何地方都能买到吗？

完全不认为 1 . 2 . 3 . 4 非常这么认为

⑰您认为这件商品的品质和可靠性高吗？

完全不认为 1 . 2 . 3 . 4 非常这么认为

⑱您认为这件商品给人以高级的感觉吗？

完全不认为 1 . 2 . 3 . 4 非常这么认为

⑲您认为这件商品给人以奢侈、特别的感受吗？

完全不认为 1 . 2 . 3 . 4 非常这么认为

关于发言中提及的商品或服务, 请用以下的 1-5 进行回答。

1. 完全不符合 2. 不太符合 3. 不好说 4. 有点符合 5. 非常符合

⑳这件商品非常适合自己

完全不符合 1 . 2 . 3 . 4 . 5 非常符合

㉑我很喜欢这件商品

完全不符合 1 . 2 . 3 . 4 . 5 非常符合

㉒我对这件商品有种喜爱感或亲近感。

完全不符合 1 . 2 . 3 . 4 . 5 非常符合

接下来, 请找出您在社交网络平台另一条有关商品或服务的发言, 并进行选择。

※如果您没有进行过第二条有关商品或服务的发言, 可以结束回答。

⑳请在 1-5 中选择最能接近这条发言内容的选项。

1. 类似于“○○很好吃！大家一定要吃吃看！”“看了期间限定的○○”的，将关于某商品的经验分享给周围人的发言

2. 类似于“买了○○！（得意）”的，想得到周围人肯定的（想要炫耀一下的）发言

3. 类似于“○○非常不好用，大家最好别买”的，想要把关于某商品的负面经验告诉大家发言。

4. 类似于“超喜欢○○”，“果然还是○○最好吃”的，想要宣传某商品的发言

5. 类似于“对○○好失望！！太差劲了！！”的，想要发泄关于某商品的负面感情的发言

6. 其他 ()

您为什么进行了这条发言呢？请在1-4中选择。

1. 完全不符合 2. 不太符合 3. 有点符合 4. 非常符合

⑩因为那件商品特征性很强

完全不符合 1 . 2 . 3 . 4 非常符合

⑪因为是非常罕见的情况

完全不符合 1 . 2 . 3 . 4 非常符合

⑫因为是很特别的体验

完全不符合 1 . 2 . 3 . 4 非常符合

⑬因为那件商品超出（低于）您的期望

完全不符合 1 . 2 . 3 . 4 非常符合

⑭因为大家都在讨论那件商品。

完全不符合 1 . 2 . 3 . 4 非常符合

有关您发言中提及的商品或服务

⑮您发言中提及的商品或服务是什么样的东西？

1. 食品/饮料 2. 时尚品(服饰) 3. 游戏 4. 其他 _____

⑯请选择与您发言中提及商品或服务相近的选项。

1. 食品, 日用品, 生活杂货等, 价格相对较低并经常性购买的商品或服务
2. 家电产品, 时尚品, 家具等, 价格相对高的, 购买频率低的商品或服务
3. 奢侈品, 手表, 汽车等, 在价格以外有特别吸引人之处商品或服务。

关于发言中提及的商品或服务, 请用以下的1-4进行回答。

1. 完全不认为 2. 不太认为 3. 有些这么认为 4. 非常这么认为

⑰您认为这件 (您发言中提及的) 商品在世界各地流通吗？

完全不认为 1 . 2 . 3 . 4 非常这么认为

⑱您认为这件商品在世界的任何地方都能买到吗？

完全不认为 1 . 2 . 3 . 4 非常这么认为

⑲您认为这件商品的质量和可靠性高吗？

完全不认为 1 . 2 . 3 . 4 非常这么认为

⑳您认为这件商品给人以高级的感觉吗？

完全不认为 1 . 2 . 3 . 4 非常这么认为

㉑您认为这件商品给人以奢侈、特别的感知吗？

完全不认为 1 . 2 . 3 . 4 非常这么认为

关于发言中提及的商品或服务, 请用以下的1-5进行回答。

1. 完全不符合 2. 不太符合 3. 不好说 4. 有点符合 5. 非常符合

㉒这件商品非常适合自己

完全不符合 1 . 2 . 3 . 4 . 5 非常符合

㉓我信赖这件商品

完全不符合 1 . 2 . 3 . 4 . 5 非常符合

㉔我对这件商品有种喜爱或亲近感。

完全不符合 1 . 2 . 3 . 4 . 5 非常符合

以上为调查问卷的所有内容。感谢您的协助。

Accompanying material 4: First results of quantification theory type-I

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.447 ^a	.200	.194	2.465

a. Predictors: (Constant), Chinese [Nationality], Male [Gender], High [Influence of contextual factors], High [Frequency of posting], Shopping products [Product category], Positive Concern [Posting contents], Positive Self-Enhancement [Posting contents], Convenience products [Product category], Helping the Company [Posting contents]

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1865.830	9	207.314	34.123	.000 ^a
	Residual	7454.592	1227	6.075		
	Total	9320.422	1236			

a. Predictors: (Constant), Chinese [Nationality], Male [Gender], High [Influence of contextual factors], High [Frequency of posting], Shopping products [Product category], Positive Concern [Posting contents], Positive Self-Enhancement [Posting contents], Convenience products [Product category], Helping the Company [Posting contents]

b. Dependent Variable: Brand commitment

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	8.067	.349		23.092	.000		
Positive Concern [Posting message]	3.353	.281	.597	11.937	.000	.261	3.834
Helping the Company [Posting message]	3.758	.289	.612	12.992	.000	.293	3.407
Positive Self-Enhancement [Posting message]	3.934	.292	.620	13.487	.000	.309	3.239
High [Influence of contextual factors]	1.114	.148	.195	7.524	.000	.974	1.072
High [Frequency of posting]	.273	.163	.043	1.677	.094	.991	1.009
Convenience products [Product category]	-.780	.207	-.138	-3.775	.000	.488	2.048
Shopping products [Product category]	-.267	.232	-.041	-1.152	.249	.525	1.906
Male [Gender]	-.005	.145	-.001	-.034	.973	.956	1.046
Chinese [Nationality]	-.109	.144	-.020	-.756	.450	.953	1.050

Source: Based on an analysis result of SPSS