

Special Marketing Seminar

Keio University
Mita Campus, Room #132

2:45 p.m. to 4:15 p.m.
November 28 (Friday), 2014

「自虐広告の有効性」

by

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慶應義塾大学商学部小野晃典研究会 第12期

関東学生マーケティング大会担当

三田祭研究論文プロジェクト・チーム

(<http://news.fbc.keio.ac.jp/~onosemi/>)

要旨

近年、「めちゃくちゃ高いから買わないよ」というキャッチコピーで有名な「雪国もやし」のテレビCMをはじめとして、広告対象製品が抱えている劣位な属性をあえて訴求しつつ、それを笑いのネタにするような、「自虐的ユーモア」を伴った広告、すなわち「自虐広告」が、注目を集めている。このように自虐広告の事例は数多く報告されているが、自虐広告は、他の形態の広告に比して、果たして効果的なのだろうか。この疑問に回答すべく、本論は、「(非自虐的な)ユーモア広告」および「非ユーモア広告」という従来型の2つの形態の広告との間で、「注意」段階と「ブランド認知」段階、さらには「ブランド態度形成」段階に及ぶ多段階にわたる広告形態差異に関する分析を行った。分析の結果、消費者が「自虐広告」に露出した場合の、当該広告対象製品に対する消費者の「劣位属性の重視度」および「優位属性の重視度」は、「ユーモア広告」および「非ユーモア広告」に露出した場合に比して低い一方、「注目度」、「ユーモア知覚」、消費者の当該広告対象製品に対する「優位属性の知覚水準」、および「ブランド態度」は、「ユーモア広告」および「非ユーモア広告」に露出した場合に比して高いということが見出された。

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How do you know me? —Determinants of consumer avoidance of personalized advertising on the Web—

by

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Abstract

In this study, we attempt to explain why consumers avoid personalized ads on the Web. To do so, we propose a model describing four determinants of consumer avoidance of personalized advertising on a Website: perceived privacy intrusiveness, perceived boredom, irritation, and perceived usefulness. Using a self-administered consumer survey, the proposed model is tested with structural equation modeling. The results show that (1) privacy concerns have an indirect positive effect on ad avoidance, mediated by irritation; (2) perceived usefulness has direct and indirect negative effects via irritation on ad avoidance; and (3) perceived boredom has direct and indirect positive effects via irritation on ad avoidance.

Special Marketing Seminar

Keio University
Mita Campus, Room #527

4:30 p.m. to 6:00 p.m.
November 28 (Friday), 2014

“The Impact of WOM Content on New Software Downloads”

by

Mark Parry,

Professor of Marketing,
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University of Missouri-Kansas City

(<http://bloch.umkc.edu/faculty-staff/faculty-directory/profiles/parry-mark.aspx>)

Abstract

The authors examine the relationship between the textual content of online software reviews and software downloads. The authors hypothesize that software downloads will reflect reviewer statements about perceived quality, perceived value, post-purchase satisfaction, trust, and commitment. To test this reasoning, the authors apply sentiment analysis to data assembled from 75,372 reviews of 216 software products collected over a 44-week period. The resulting analysis yields several important findings. First, the five review-content variables examined in this study all have a significant impact on the number of software downloads. Second, while reviewers were much more likely to make motivational sentiment statements about the new software products being reviewed, downloads are also significantly related to reviewer statements about past products, as well as the company behind the product. Third, consistent with prior research, negative statements about new software products have a stronger impact (relative to positive statements) on software downloads. With the exception of statements about quality, however, this conclusion does not extend to negative statements about a company's past products or the company itself.