

THE INVESTIGATION OF NEW STYLE WOM FROM THE NETA COMSUMPTION

Kengo Toda, Keio University, Japan
Mio Shionoiri, Keio University, Japan
Miyuki Yamada, Keio University, Japan
Shunsuke Kunitomo, Keio University, Japan
Akira Shimizu, Keio University, Japan¹⁾

ABSTRACT

Purpose- This study is intended to investigate purchase and characteristic of “neta” consumer. "Neta" means "topic" in Japanese. People usually buy something because they want it. But this natural behavior as people seems to be changed mainly among some young people. To make the topic of conversation people buy interesting goods. This is “neta” consumption definitely. To clarify purchase and characteristic of “neta” consumer, we focus on difference between normal consumer and “neta” consumer.

Design/methodology/approach- The model of this study is developed and tested with data from young Japanese consumers. We use binomial logistic regression analysis to clarify the characteristic difference between normal consumers and "neta" consumers, and we also use chi-square test to clarify the difference of each stage in the decision-making process of two different types of consumers.

Findings- The “neta” consumption has 2 patterns: one is a product that interesting, other is a new product. In the case of a product that interesting, the consumers do WOM without buying a product. In addition, in the case of a new product, the consumers have a characteristic of the tip layer such as the market maven and opinion leader.

Academic implications- At first we found a difference in decision-making process: when we catch a product in an original meaning or subjective interpretation. In particular, the latter has not been treated in the conventional study by "meaning". And some “neta” consumers are the tip layer such as the market maven and opinion leader. In the modern consumer behavior study that tip layer attracts attention, the “neta” consumers have this characteristic is significant. We regard above-mentioned two points as academic implications.

Practical implications- There are two type of fortune targeted for the “neta” consumption, as for one, a fortune feeling that consumers are “interesting” or “anxious to make this a topic”, the other are a fortune feeling that it “looks delicious” or “looks like a new”. In this study, it was revealed that “neta” consumer make a different decision by this difference in the perceptions of the goods. Therefore the marketer can determine whether promotion to perform at which stage of the decision-making process is useful.

¹⁾ ashimizu@fbc.keio.ac.jp

In addition, the point that “neta” consumers have the characteristic of the tip layer shows that they are a valuable person in a meaning to widen information. By the characteristic of material consumers having become clear, we became able to approach them directly. We regard above-mentioned two points as practical implications.

Keywords: Word of mouth, The tip layer, Market maven, Opinion leader, Meaning

References available upon request: Akira Shimizu <ashimizu@fbc.keio.ac.jp>