

システム情報工学研究科修士論文概要

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論文題目 Analysis of Impact of Electronic Word-of-Mouth Information : An Empirical Investigation for Tablet Computers at Amazon.com (インターネットにおける口コミ影響力の分析: Amazon.com におけるタブレットコンピューターを具体例として)			
論文概要 <p>During the last decade the e-WoM (electronic Word-of-Mouth) has been growing exponentially in online forums, retailers' websites, news agencies, discussion boards, professional services market places, social networks, etc [1]. It is generally accepted that e-WoM has an impact on consumers purchasing intention, and increasingly number of researchers have been studying its communication effectiveness. Most of the published studies in this area are broad and fragmented making it difficult to understand specific markets [2]. This study offers an empirical analysis on tablet computers' e-WoM provided by Amazon.com, CNET.com, and PCMAG.com. The purpose of this paper is to provide means to manufacturers to adapt their marketing strategy based on consumer reviews text mining analysis. The results show that manufacturers are not always successful delivering their message to consumers, but on the other hand third-party reviewers seem to be aligned with consumers opinions related to products with high popularity, and high price range. By analyzing consumer reviews sentiment, and the perception gap between consumers, manufacturers, and professional reviewers, we could demonstrate a distinct method to provide useful information to business managers based on e-WoM.</p>			
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