

## 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  A Study on US Video-game Console Market by Analyzing e-WOM from Amazon.com ( 口コミ情報を用いた米国におけるゲーム機市場に関する研究 )			
論文概要  With the development of science and technology, the Internet has become one of the indispensable parts in our daily life. E-shopping tends to take over the position of window shopping. When people purchase goods through the Internet, e-WOM plays a significant role in product judgment and purchasing decision. This thesis is an attempt to study the US video-game console market by analyzing e-WOM from Amazon.com. Previous papers mainly focus on the sales rate and the growth rate of the video-game console market. However, to the best knowledge of the author, no literature exists treating e-WOM and the video-game console market together. The purpose of this thesis is to fill this gap by analyzing the perception gap between consumer's attention and product intents. Based on the results of this research, some constructive suggestions are provided to manufacturers.			
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