

Analysis of Consumer Behavior on Representations

—Decision Making in Choosing the Price Plans of Mobile Phones—

【 Abstract 】

In order to ascertain a mechanism of how consumers misunderstanding is caused, this study analyzes (1) what kind of expression or contents of advertisements (such as the appealing points of quality and the function of goods, layout and point size) consumers misunderstand, (2) what types of consumers (categorized by their involvement, the sense of value, lifestyle, knowledge and the likes) are likely to misunderstand, and (3) what effect on consumers' misunderstanding a brand image has (built from favorability rating, the feeling of trust, etc.) . This analysis is based on questionnaire on the web targeting consumers, using newspaper advertisements which were attached to the JFTC's press release concerning its warnings against three mobile-phone companies on 12th December 2006.

Our approach is as follows. First, based on the data gained through the questionnaire, we analyze the relationship between point size of letters on the advertisement of the mobile-phone companies and consumers misunderstanding. In addition, under the theory of consumers' behavior, in order to ascertain the mechanism of how consumers misunderstanding is caused, we conduct quantitative analysis (discriminant analysis) on what expression or contents of advertisements consumers misunderstand, using the data gained through the questions about layout, point size, explanation, etc. Also, we undertake qualitative analysis (text-mining approach), using the answers to open-questions about the examples of misunderstanding. Moreover, we carry out the analysis of covariance structure to verify the validity of the mechanism of how consumers misunderstand (hypothetic model) and to ascertain the difference among several groups.

In conclusion, this report has addressed some policy implications about representations which cause no consumers misunderstanding, including desirable negative representations.