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市場の成熟と社会的関心の推移:新聞記事から読み解く段階的変化

Market Maturity and the Transition of Socio-Cognitive Focus: A Case Study from a Newspaper Article Analysis

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Abstract:

In this study, we examine the relationship between market maturity and the transition of market and social interests. We define “socio-cognitive focus” as a social construct that affects both consumers’ product preferences pertaining to attributions/functions and firms’ direction of product development/sales/promotion strategies, and examine the qualitative alteration. We set some hypotheses with respect to the transition and discuss the measurement and analytical procedures to examine them. As a result, we find that the change in product labels is closely related to the transition of the socio-cognitive focus. We empirically show that as the label indicating the product and market changes, the socio-cognitive focus also changes. In addition, we analyze the relationship between the changes in the label and marginal product attributions such as optional services and designs. Based on these findings, we propose the application of some market strategies.

Key words:

Diffusion of Product, Market Strategy, Institutional Theory, Socio-Cognitive Approach, Natural Language Analysis