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Author(s)	沼野, 誠
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Description	Supervisor:中森 義輝, 知識科学研究科, 修士

Study on market monopoly by consumers behavior simulation

Makoto Numano

School of Knowledge Science,
Japan Advanced Institute of Science and Technology
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The fashion and the innovation occur with the consumer action strongly activated. The individual has the difference like the situation etc. when the idea, the sensibility, and buying. However, the consumer action concentrates on a specific commodity when this state is generated. The fashion and the innovation are the results of deciding the intention that a consumer who must be uneven buys the same commodity. This has the possibility that some factors work in consumer's decision making.

In this research, the state of the fashion and the innovation was reproduced by the simulation, and the generation was researched. Especially, the simulation paid attention to the following three factors.

- 1) Stress which social environment gives
- 2) Expectations
- 3) Sensibility

The psychology potential was used to build this factor into the simulation. This is a system which does the decision making by using the concept of the stress and uplift as for consumer's psychology. In the simulation, the consumer action was controlled in case of giving a high stress, and no commodity in the market which flapped consumer's euphoria. And, when the commodity which flapped consumer's euphoria after such a state continued was turned on, the consumer action was strongly activated. The result of this simulation showed similar behavior to the transition of the number of the car registration taken up by the

case.

It is thought that the stress given from that to the consumer like anxiety to economic stagnation and unemployment etc. is strongly related to the occurrence of the fashion and the innovation. And, expectations to the commodity show the possibility to assume the sensibility to be a medium and to form the scene. It seems that this shows that three above-mentioned factor and consumer actions are deep the connection.