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The proposal using word-of-mouth data of service brand value evaluation technique

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The brand is not only a symbol for goods and services but also a source of competitive business advantages. Therefore, all companies are required to establish their own brands and improve the brand, thereby creating the additional value of goods and services. Especially, with trend toward service economy, more and more companies are having the necessity of building service brand recently. There is a need to identify how to build and improve their service brand from practical and academic perspectives.

Unlike goods, the services have unique characters, and it is called for that a provider and a recipient are completing the value to together. It is necessary to consider the formation of better service brand from the perspective of both company and customers. Speaking of the perspective of customers, there is information on customers' word-of-mouth. By the advancement of Internet technology, customers can transmit their opinion about products and services to the world. The word of mouth across the Internet has large impact on brand acknowledgment and influence of the company's

brand formation. However, there are few studies about the brand value evaluation using customers' word-of-mouth.

The aim of this study is to propose the new service brand value evaluation technique based on word of mouth data. First of all, we evaluate the customers' service value recognition from the perspective of marketing services' 7Ps that contribute to forming service brand identity. Then, we appraise the corporate value proposition. Finally, we determine the service brand value of the companies. We apply this method to Japanese hotel/Ryokan industry using Jalan-net word of mouth data and discuss the validity of the methodology, thereby considering the strategy of service brand value improvement.

As a result of evaluation, we showed that the gap between companies' value proposition and customers' service value recognition lead to the reduction of service brand value. In this research, we have proposed a new service-brand-value evaluation approach based on customer's word of mouth data. Our approach will be useful to make practical brand strategies for service business.