International Conference on Knowledge Based and Intelligent Information and Engineering Systems, KES2017, 6–8 September 2017, Marseille, France

Related Verification of Emotional Value and Company Brand Emitted from Pure Recall

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Abstract

In recent years, it has been pointed out that the management competitiveness is shifting from the “functional value” such as high performance and advanced technology to the “emotional value” such as experience and design, but there are few cases that quantitatively demonstrated it. Therefore, we verify the idea that emotional value is more important than functional value based on data of pure recall as a factor that contributes to corporate favor.

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Peer-review under responsibility of KES International

Keywords: Emotional Value, Pure Recall, Natural Language Processing

1. Introduction

In the early 1990s, manufacturing industry in Japan once had a large presence in the world from the high performance and quality. However, in recent years, although many companies have high technical capabilities, they have not been able to link them to high performance, in particular to profitability. One of the reasons is considered to be that the management competitiveness is shifting from the “functional value” such as high performance, high quality, advanced technology to “emotional value” such as concept, experience, design. Emotional value refers to "the value that the customer himself / herself finds additional meaning in the product beyond the function described in the specification of the catalog". As a result, Japanese manufacturers are rapidly losing market share to companies which emphasize on design, such as IKEA, Apple and Samsung\textsuperscript{1,2}.

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Therefore, since there is no universal evaluation axis, efforts to understand customer's sensitivity are necessary. However, the sensitive area which is difficult to evaluate with numbers is a field which many Japanese companies are not good at. Recently, studies on areas such as sensitivity engineering, neuro science, and deep learning are becoming popular as a technique to evaluate sensibility scientifically and quantitatively. By combining AI technology such as natural language processing and deep learning with customers' voice overflowing in the market such as SNS, bulletin board, blog etc., we have also verified that it is possible to quantitatively evaluate the sensitivity without showing the confidential products to customers.

However, while emotional value is regarded as important, there are few cases where quantitatively evaluated the impact compared with functional value. Therefore, in this research, we will verify the hypothesis that "emotional value contributes to brand more than functional value" based on data of pure recall. Pure recall is a method of asking respondents to answer images without presenting options. Pure recall is used because the degree of memory is strong and it is easy to influence emotions and behavior. The target industry is the automotive in which importance of emotional value is appealed particularly among manufacturers. Here, brand is set as the strength of feelings for a specific brand, and in this research "corporate brand favor" is measured.

2. Importance of emotional value

As shown in Figure 1, in the first half of the S curve of technological development, technical performance directly connects to company / product competitiveness, leading to significant benefits. Meanwhile, after the technical performance reaches the overshoot exceeding the customer's needs, the market will enter price competition.

Therefore, when the overshoot is exceeded, the manufacturing industry takes roughly two options. One is a strategy to exploit the merit of scale and challenge price competition by suppressing cost by mass production. In recent years, Hon Hai Precision Industry (Hon Hai) and Huawei Technology (Huawei) etc. correspond to this. Another strategy is to make products and services that emphasize emotional value in order to get out of price competition. Apple, IKEA, and Samsung are representative examples of this strategy. Taking such changes in the market environment, Japanese companies are hurried to change. Mazda has taken a strategy that emphasizes emotional value as a pillar of its management strategy, and actively announced outside.

![Fig.1. S curve of technology development and competitive area](image)

However, innovation is difficult to make alone with emotional value. As shown in Fig. 2, functional value is a prerequisite for the creation of emotional value. For example, Apple is known as a fabless manufacturer, but it is a
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