



Master(Management and
Information Science) / Professor

Tomoyuki Nozawa

Education

Chiba University Faculty of Literature Department of Behavioral Sciences Department of Applied Psychology, master's degree in Hosei University, Graduate School of Innovation Management, Department of Innovation Management.

Professional Background

Video Research Ltd., Asatsu-DK Inc. (ADK), Guest Professor, Graduate School of Digital Hollywood University, Part-time lecturer, Fukui University of Technology, Part-time Lecturer, Komazawa University, Project Researcher, Hosei University Graduate School

Consultations, Lectures, and Collaborative Research Themes

Marketing research design, analysis, and visualization of results (advertising and campaign effectiveness), Social media analysis (Twitter), Character development, operation, and utilization effectiveness measurement (corporate original, LMC)

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Main research themes and their characteristics

「Elucidation of the value of using Local Mascot Character for regional revitalization」

Local Mascot Character (Hereinafter LMC), once in the limelight as the savior of regional revitalization, peaked around 2013-2014, but since then the boom, which was a mere flower of the times, has subsided, and the opportunities for their introduction in the mass media have long since diminished. However, few studies have systematically examined the roles that LMCs have played in the past and what effects they can be expected to have in the future, both during the boom and now.

In this study, We first conducted quantitative and qualitative analysis on the volume of transmission & content of posts for individual LMC Twitter accounts to see what kind of Tweet responses are favorable.

A multivariate analysis using original quantitative survey data was then used to extract evaluation axes for regional revitalization by LMC. Then, for each type of LMC classified according to the penetration status of residents inside and outside the region, we used structural equation modeling (SEM) to visualize the causal relationship between each variable to see how much recognition, likability, and attachment to each LMC leads to the development of local pride among residents within the region and how much it leads to increased interest in the region where the LMC comes from among residents outside the region (Fig. 1).

In order to solve the problems faced by each region, public relations activities targeting residents inside and outside the region will be made more effective and efficient, thereby contributing to regional revitalization. To provide material for this purpose, a test analysis will be completed in 2021, and trials are still underway to build a more elaborate model.

「Building a campaign effectiveness measurement model for the smartphone era that takes into account the consumer-provided experience.」

Through the spread of the Internet and smartphones, the flow of consumer behavior from contact with advertisements and products to purchase has changed dramatically.

The objective of this study is to develop a new advertising effectiveness measurement model that clarifies the role of the smartphone as an information search and dissemination tool.

Specifically, based on the concept of "Experience Value Marketing" proposed by Professor Bernd H. Schmitt of Columbia University Business School, and on the past 30 years of practical analysis of entire campaigns using TV commercials, Internet advertising, trade show events, and other contact points, we will first observe and organize what experiences the various contact points provide consumers and what specific actions are encouraged at each "AISAS" stage.

Then, in the test survey and the main survey, we will refine the questionnaire items and clarify causal relationships among variables (Fig. 2). The use of celebrities and mascot characters will also be elaborated in a way that reaffirms the results of previous analyses of how consumer experience is enhanced and behavior is transformed through attachment.

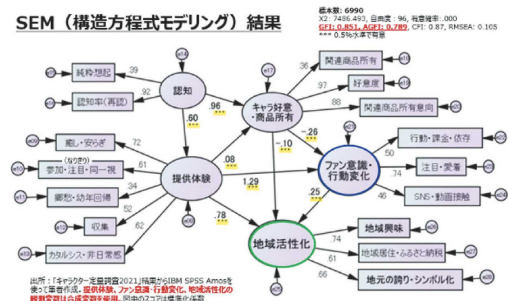


Fig.1 Causal model of LMC recognition, favorability, and providing experience and Local revitalization.(2021)

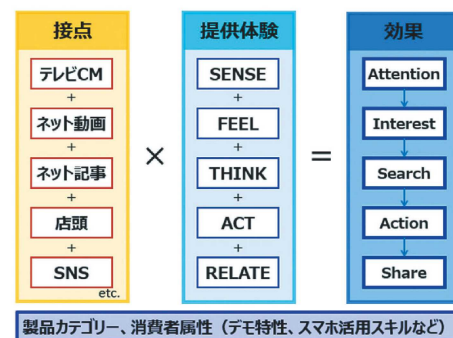


Fig.2 Advertising Effectiveness Measurement Model (conceptual diagram)

Major academic publications

- Tomoyuki Nozawa, "The Influence of Celebrity and Mascot Characters on TV Commercial Recognition and Evaluation," Advertising Science No. 40 (2000), P93-99.
- Tomoyuki Nozawa, "Exploring the Relationship between SNS Transmission and Support for Local Characters: An Empirical Study on Search, Twitter Writing, and Unaided Recall," DHU JOURNAL VOL. 05 2018, P29-37.
- Park Jeong-Soo and Tomoyuki Nozawa, "The Actual Conditions and Effects of Mascot Character Use in Marketing Communications," Nikkei Advertising Research Institute Report VOL.268 (2013), P18-25.
- Tomoyuki Nozawa and Park Jeong-Soo, "An Empirical Study on Definition, Classification, and Support Factors of LMCs," Nikkei Advertising Research Institute Report Vol. 277 (2015), P10-17.
- Media Circulation "Communicative Mechanisms," edited by Tatsuya Iwasaki and Kosuke Ogawa, Productivity Publishing (2017), Chapters 3 (P42-45) and 5 (P67-75)