Analysis of young female consumers in Japanese society using the mathematical model of hit phenomena

Akira Ishii, Hiroko Kurasaki and Yasuko Kawahata †

Department of Applied Mathematics and Physics, Tottori University, Koyama 680-8552, Japan

†Graduate School of Information Science and Technology, The University of Tokyo, Bunkyo-ku, Tokyo, Japan

Nowadays, intensions of persons in society are, in general, can be measured using the analysis of social media. For example, using the mathematical model for hit phenomena [1], we can analyze the intention of people in society for the intention of movies, TV drama[2], stage actors[3,4], local events[5] and social scandals[6]. However, in the analysis, the data of social media are consisted of the tweets or blogs by both male and female. Though there are many studies on the gender filtering, those are still not perfect.

In this study, we select the topic that is interesting only for young female. The topics are false eyelash, colored contact lens and colored wigs presented by Masuwaka Tubasa who is a Japanese popular charismatic fashion designer and fashion model in young women. Thus, young women write most of all texts on blogs and tweets for her. This is the automatic genetic filtering only for young women. We analyze the response of young female using the mathematical model for hit phenomena where we use data of advertisements on TV as input data. The results show us that the mathematical model for hit phenomena can analyze the response of young women in Japan also.

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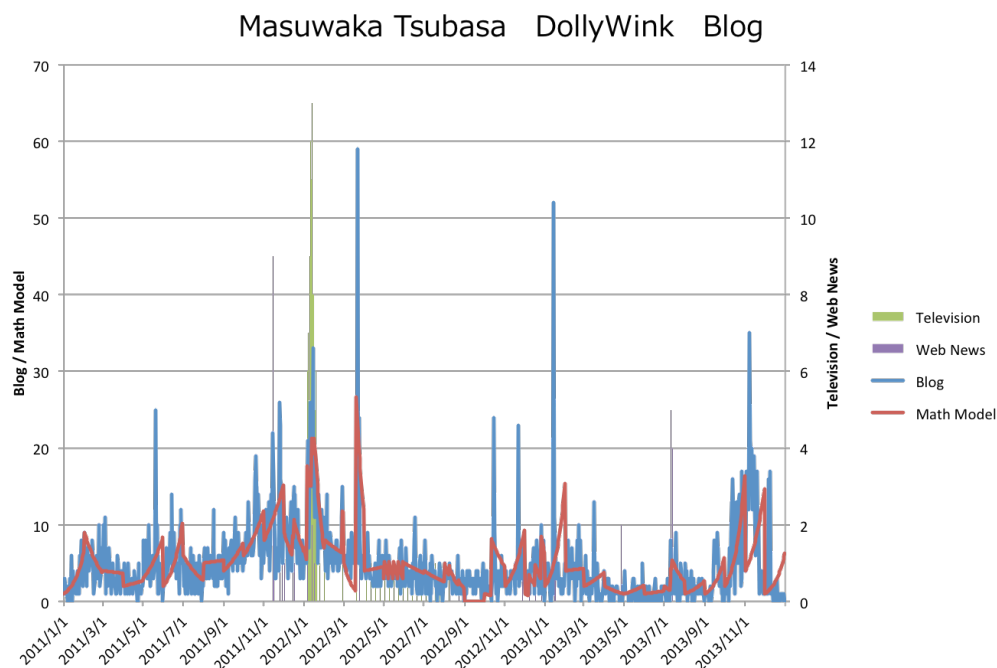
Fig.1 The observe and our calculation for daily number of blog posting for "Masuwaka Tsubasa" with "DollyWink", her brand of false eyelash.