

〈シンポジウム II〉

『コスメサイコロジー（心理・生活者行動学）の真髄』

化粧品と消費者行動：ブランド価値の構築に向けて

新倉 貴士

Cosmetics and Consumer Behavior: For Building Sustainable Brand Value

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Abstract

Consumers might have their own category of cosmetics in their mind. Consumers might categorize cosmetics by their own logics. Their logics are dependent on their involvement, their knowledge, and their context. Brand marketers need to know the position of their own brand in the category, to know consumer logics, and to exploit effective brand marketing strategies. Consumer research has investigated several types of category structure in consumer mind. Taxonomical category structure, typicality-based category structure, and *ad hoc* category structure are useful for brand marketing strategies. Consumer information processing approach is in the main stream of consumer research nowadays, provides a variety of consumer perspectives, and implies many brand marketing strategies. Determinants of consumer information processing are divided into motivation factors, ability factors, and opportunity factors. Especially cognitive information processing are influenced by self, others, affect, and context. Brand marketers typically build new cognitions for their brands, create positive attitude or preference toward their brands, and make consumers purchase their brands. Consumers might purchase attractive brand value. Total brand value consists of basic value, convenient value, feeling value, and conceptual value. Brand marketers need to build structural paths of these values for their sustainable brands.

Key words: category structure, consumer information processing, consumer cognition, brand value.