

# Exploratory Study on Web Communities and Privacy: The Case of Word-of-Mouth-Marketing in the Foot Care Industry in Japan

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# 0. OUTLINE

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- Introduction and Purpose
- Consumer Behavior Process and Privacy
- Privacy Issues Inherent in AISAS.
- Case Study of Word-of-Mouth-Marketing in Japan
- Conclusions

# 1. INTRODUCTION

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This study attempts to examine the contradictory relations between the two kinds of informational privacy, the right to control the circulation of one's personal information and the right to be forgotten, from the viewpoint of businesses which operate web community sites.

- In order to facilitate active and effective communications in a community, whether they are virtual or real, proper and continual disclosure of personal information made by community members is one of the most important factors.

- Here, "proper" contains the meaning that all the members of the community can ensure their capacity to autonomously control the types and extent of disclosed personal information of them.

- In this regard, informational privacy as an individual's right *to control the circulation of information relating to him/her* should be protected to ensure effective communications in a community.

- On the other hand, recently, the idea of "*the right to be forgotten*" was proposed and has been empathised reflecting the reality that organizations don't need to delete any data from their databases thanks to the tremendous advances in ICT.

- However, this variant contradictorily has an aspect that denies the right to control the circulation of information relating to oneself.

- The challenge to businesses which operate web community sites is to let their customers not exercise the right to be forgotten.

# 1-3. Method

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- To clarify the discussion, the case-study method is adopted in this study.
- In particular, the case of LIBERTA Co., Ltd., which sell hot product "baby foot", is examined to demonstrate their effective management of consumer generated media (CGM).

## 1-4. Purpose

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- Media strategies such as omni-channel relating to unify all sales and distribution channels at stores in both real space and cyberspace and O2O (Online to Off-line) which aims at coordinating online activities with off-line purchasing behavior are also taken into consideration.

## 2. Consumer Behavior Process

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- AIDMA
  - Attention / Interest / Desire / Memory / Action
- AMTUL
  - Attention / Awareness / Memory / Trial / Usage / Loyalty
- AISAS
  - Attention / Interest / Search / Action / Share

## 2-2. AISAS and Personal Data

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- Search and Share
  - Real Price, Experience, Complaint and so on.
  - People want to show their ideas and experiences.
- People to provide personal information actively.
  - It's like a feeling of excitement before the festival.

# 3 Personal Data in AISAS

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- From the viewpoint of businesses which set up web community sites, to encourage their existing and potential customers to disclose their personal information on those sites through creating the atmosphere of "ante-festum" (Kimura, 1982) on the web community sites.

## 3-2 Privacy Issue in ALSAS

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- The customers' execution of the right to be forgotten is an evidence of the businesses' failure of the management of their web communities which has lead to the atmosphere of "post-festum" (Kimura, 1982) on the community sites.

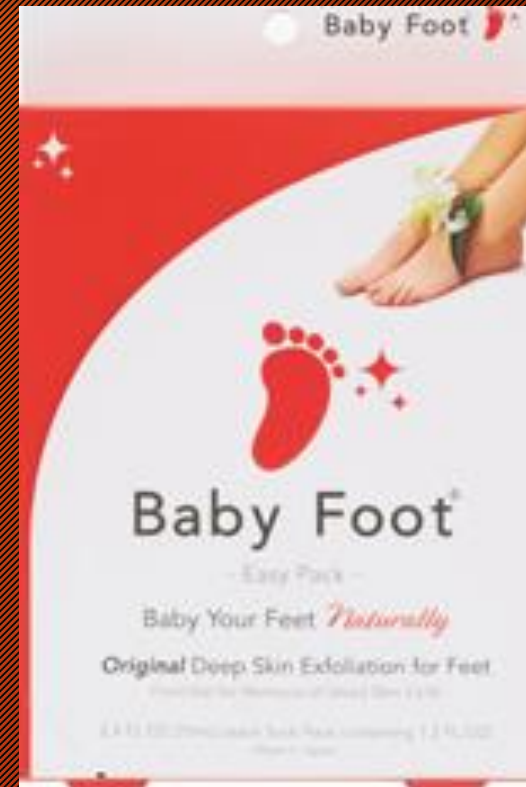
## 3-3 Ante-Intra-Post-festum

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- Before the festival(*ante-festum*)
  - People are excited and expect the festival.
- During the festival(*intra-festum*)
  - people are feeling fun.
- After the festival(*post-festum*)
  - People regret the past as a failure of their own.

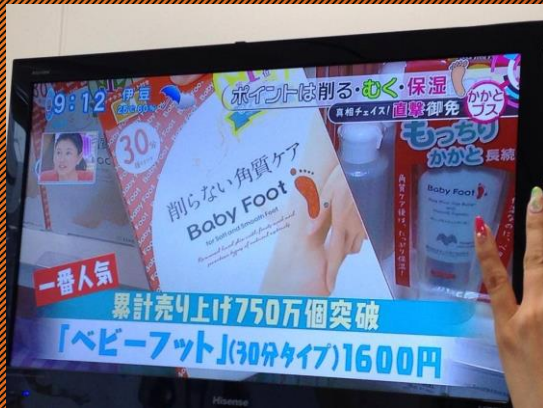
# 4 Case Study *BABY FOOT*

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## 4-2. About *Baby Foot*

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## 4-3. Peeling Contest

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- Baby Foot Peeling Contest, which was a competition on the impact of peeling of the sole during or after the peeling period of Baby Foot.



# 4-3. Peeling Contest

2/3

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ニックネーム：  
ずるむけ♡23cm さん

コメント：  
何度目かの使用で  
コツがつかめました(´ε`)♪

焦らずじっくりです！笑

いいね！ 37 ツイート 0  
イネ！ +1 0 Pinit

## 2nd Peeling Contest 日本



After three days of trying, the instep appeared like sunburnt skin on the back. I resisted the temptation to peel the skin off and the skin around the heel NATURALLY came off on the sixth day. I was surprised that shedding had started from the soft part of the foot. This dealt with my discolored-yellowish skin on my sole which afterwards appeared totally white. The age of the sole would correspond to a teenager's sole : )

nick name ICHIHANA  
sex Female

Baby Foot®

# 4-3. Peeling Contest

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## 4-4. Contest and Personal Data

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- It is necessary to register personal information for subscribing for a contest.
- Name, pronunciation, sex, mail address, and password are required fields.

エントリーはこちらから!!



ベビーフットを使っている様子、ズルむけしている様子、ツルすべな足裏の様子、足をケアしている様子など、様々な「フットケア」にまつわる写真をエピソードと共に募集いたします！  
足裏をケアしている画像ならなんでもOK!! みなさまのエントリーお待ちしております♪

\\ エントリー方法はとってもカンタン♪ //

STEP1 写真を用意する

ベビーフットを使用している様子やキレイになった足裏・ベビーフットにまつわる写真を募集いたします。

STEP2 エントリーフォームに入力

エントリーフォームに、ニックネーム・コメント・メールアドレスをご入力してください。

STEP3 送信する

送信してください。とっておきの1枚をお待ちします！

📌 エントリーする

【エントリーフォームはログイン後に表示されます】

- ・以前エントリーされたことのある方は、パスワード再発行(パスワードをクリック)へお進みください。
- ・初めてエントリーされる方は、会員登録(こちらをクリック)へお進みください。

※お名前とメールアドレスのみでご登録いただけます。

## 4-5. Results of Peeling Contest

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- There were 40 contributors of the first time.
- Photos became a hot topic.
- When the first contest was held in February 2008, it was a reputation in a variety of media (including Web-media, TV and magazines).

# 5 Conclusions

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- The challenge to businesses which operate web community sites is to let their customers not exercise the right to be forgotten.
- In This presentation, the right to be forgotten is considered a feeling such as regret after the festival(*post-festum*).

## 5-2 Conclusions

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- A sense of regret (to exercise the right to be forgotten) occurs is low.
  - People are connected with a photograph of the skin peeled off from the foot.
  - To identify personally from only photograph is difficult.
  - There is no participation a whole personality.

# Acknowledgment

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