

**ANALYSIS OF CONSUMER COMMUNITY STRUCTURE WITHIN SOCIAL MEDIA - A CASE STUDY OF  
COMPETING BRANDS IN JAPANESE FASHION MARKET -**

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**ABSTRACT**

Spread of Social Networking services (SNSs) changes personal communication around the world has changed rapidly in recent years and the impact has affect to the business field. Many companies approach to their consumer by using SNSs, but the consumer community structure formed among consumers is completely different between companies. There is a large difference in the cost that diffuses the information transmitted when the community is concentrated or scattered. It is important to do a marketing approach that considers the community structure on each company. In this study, we use five competing brands in the market to detect consumer community structure on SNSs. In addition, based on the characteristics of the formed community, we compare from the viewpoint of the possibility of attracting and promoting consumers via SNSs.

Keywords: *Network Analysis, Consumer Community, Social Networks Service, Twitter*