

FIG.1A

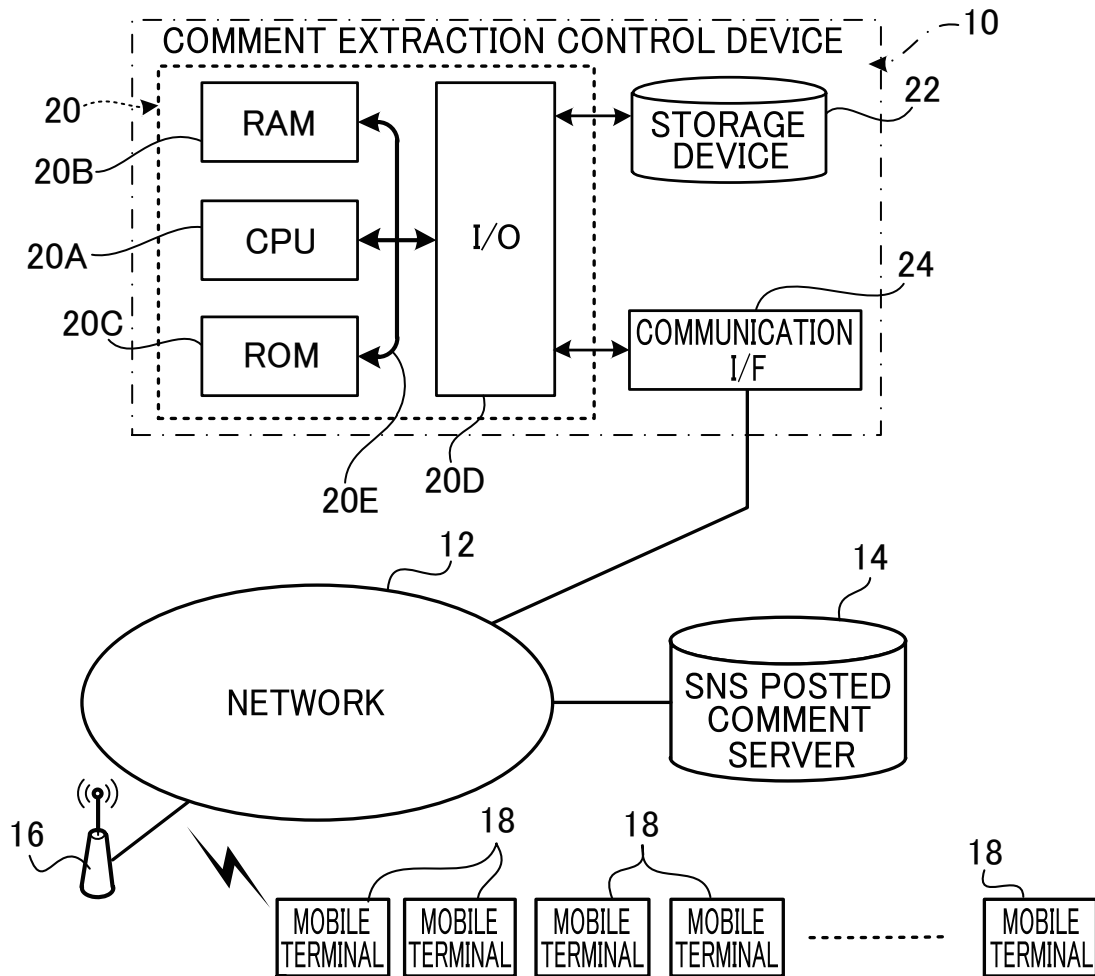


FIG.1B

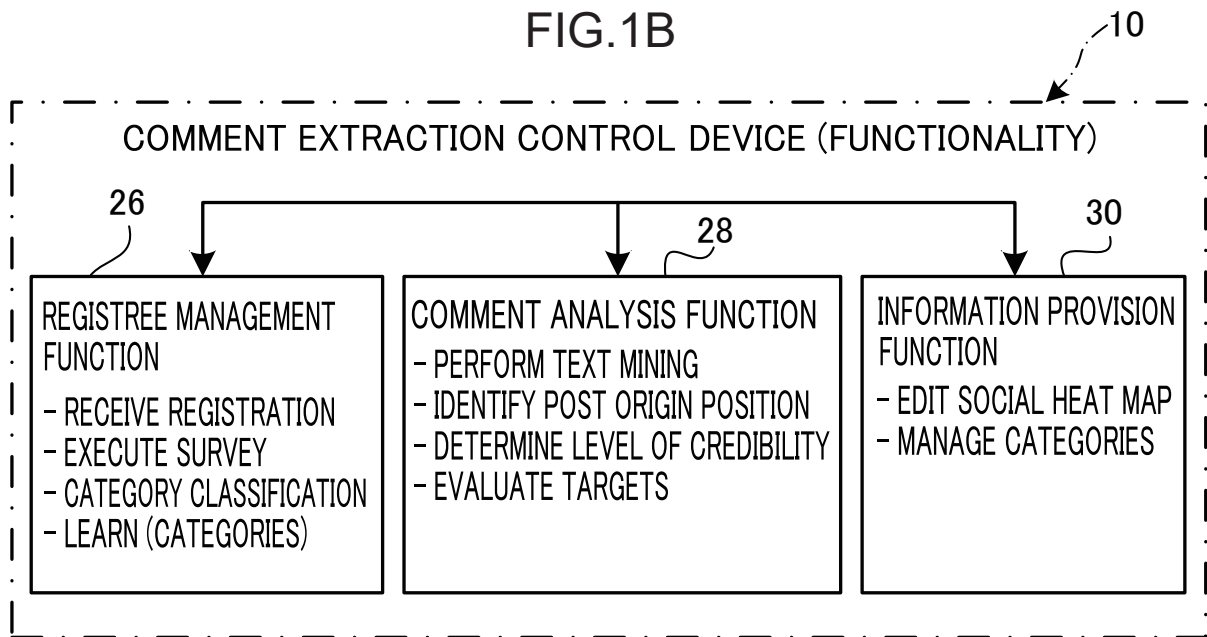


FIG.2

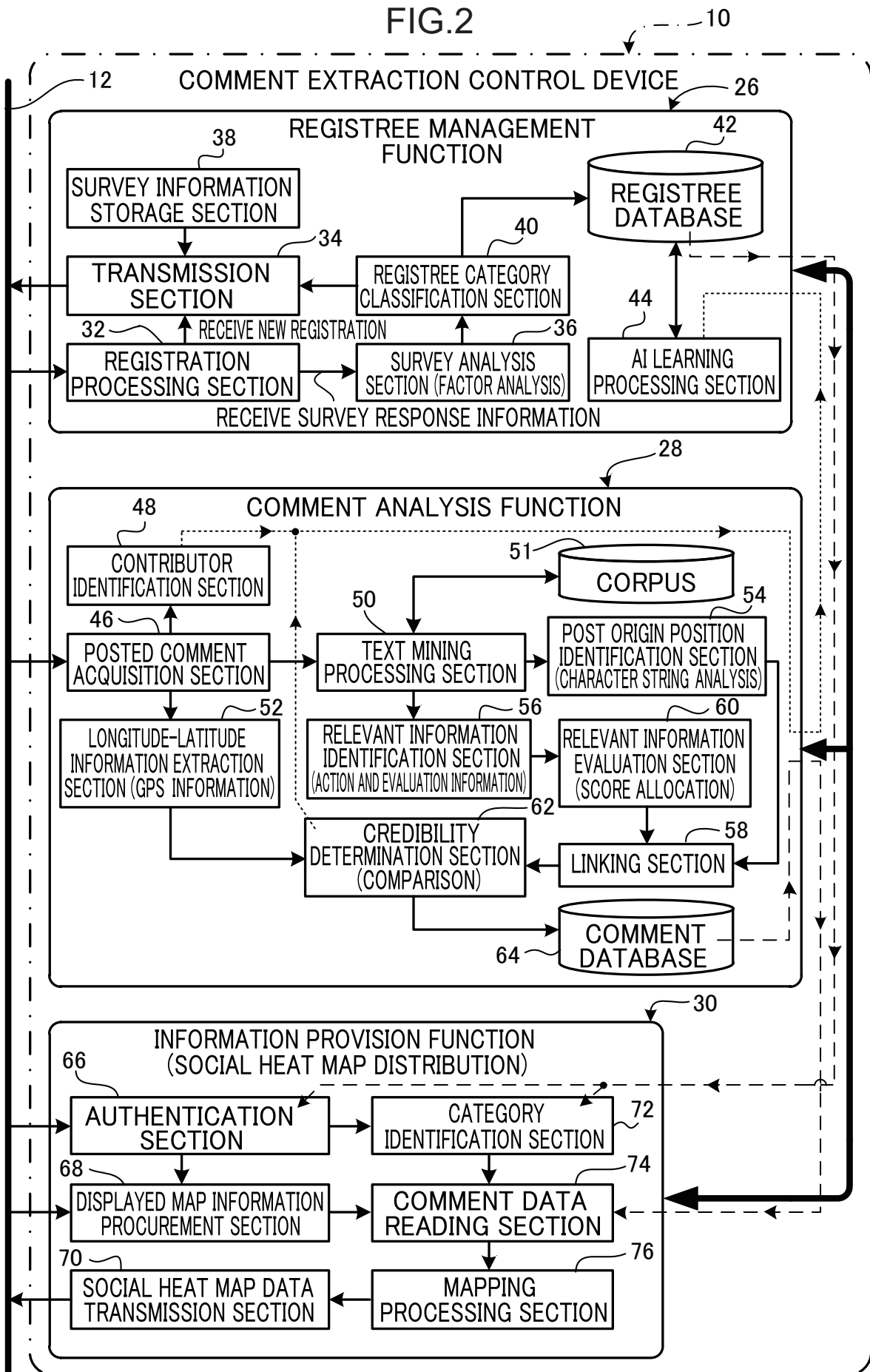


FIG.3

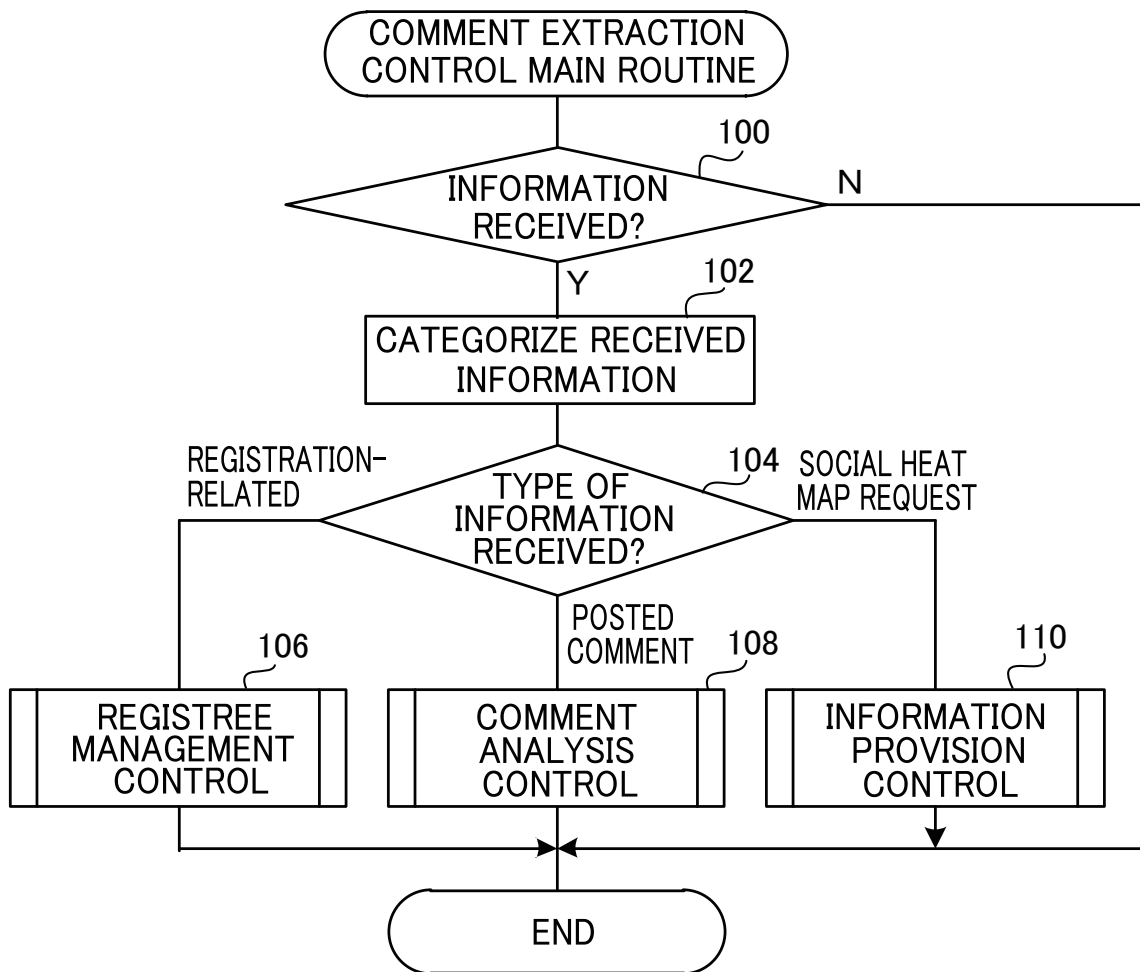


FIG.4

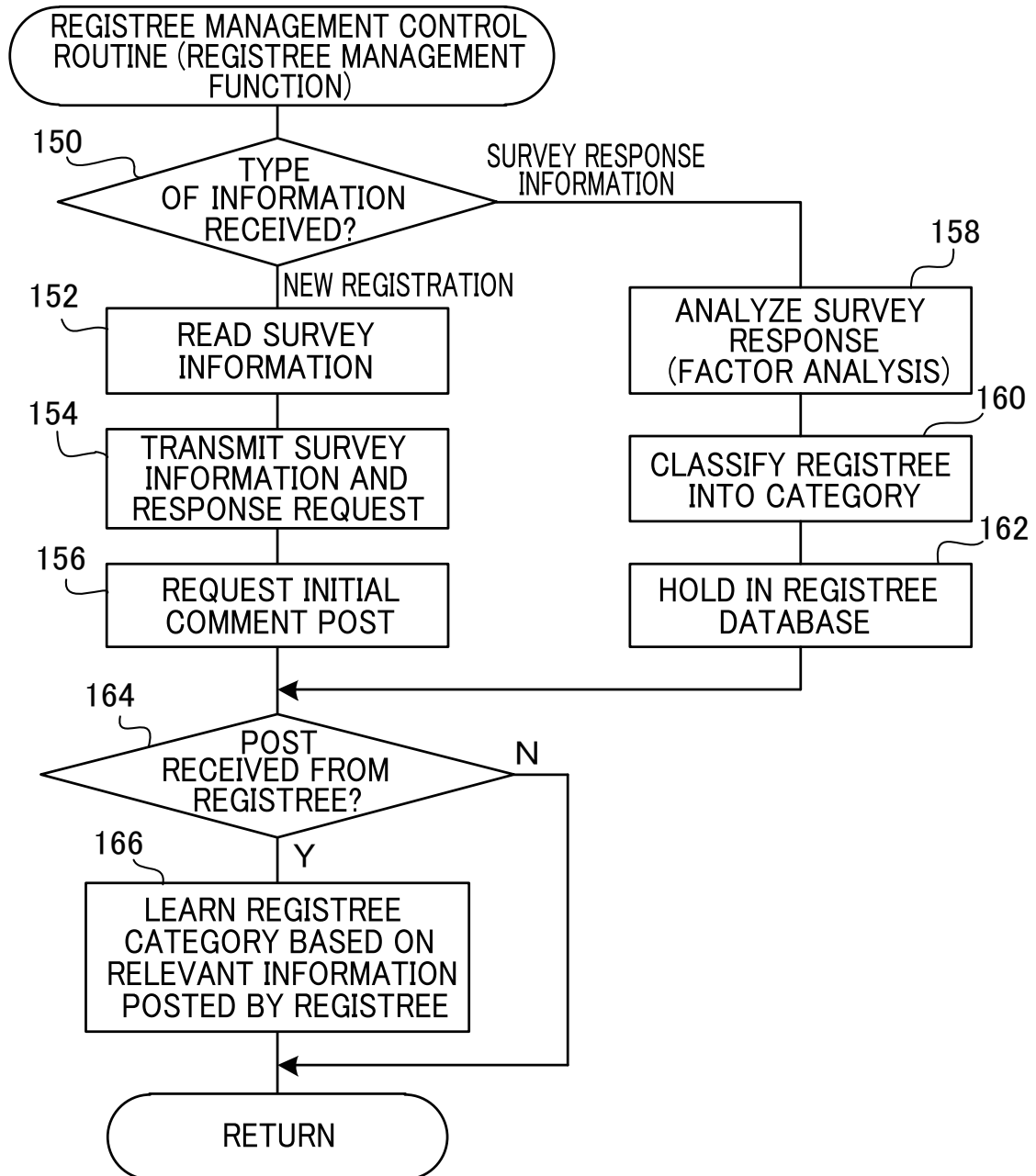


FIG.5

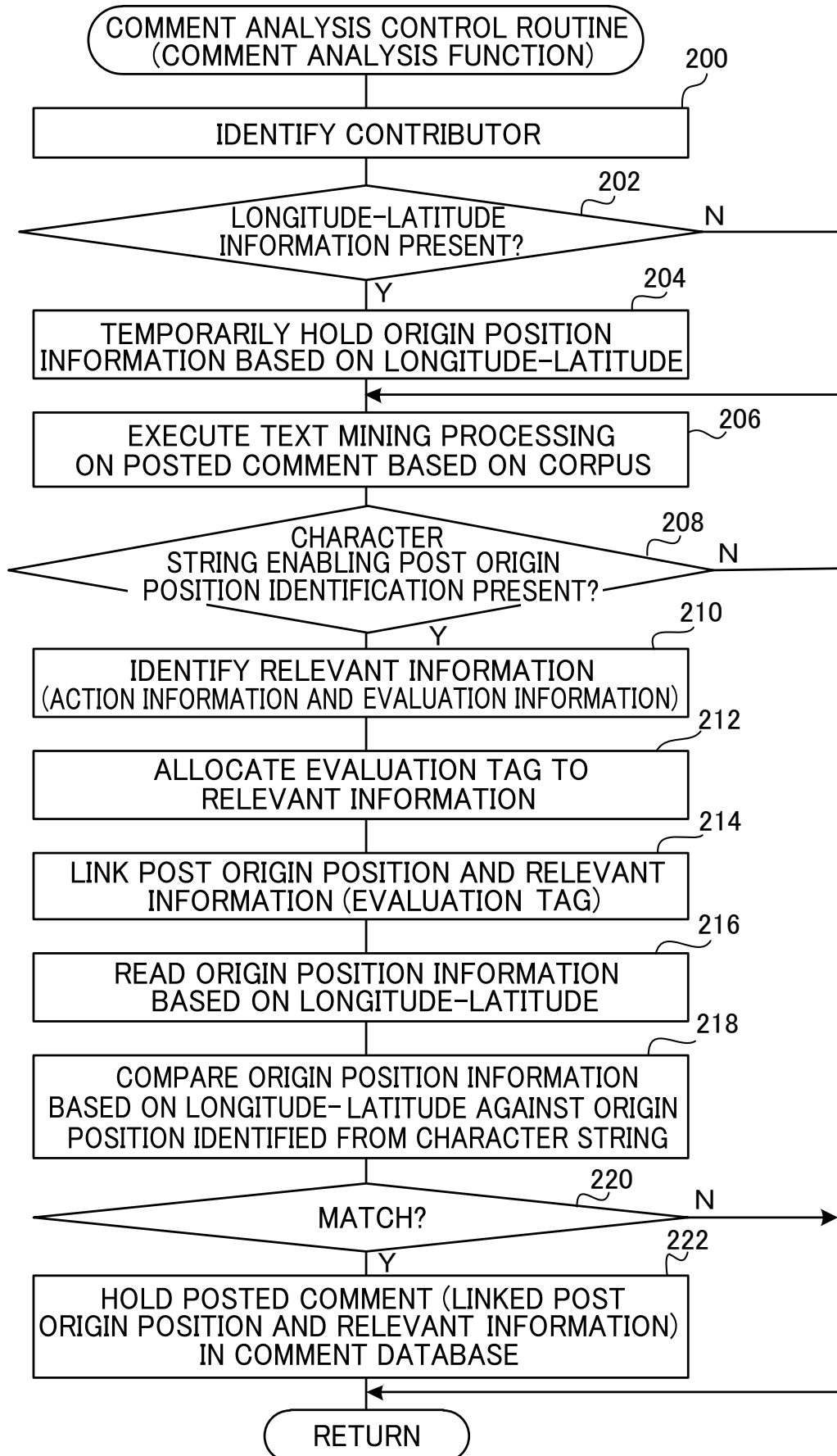
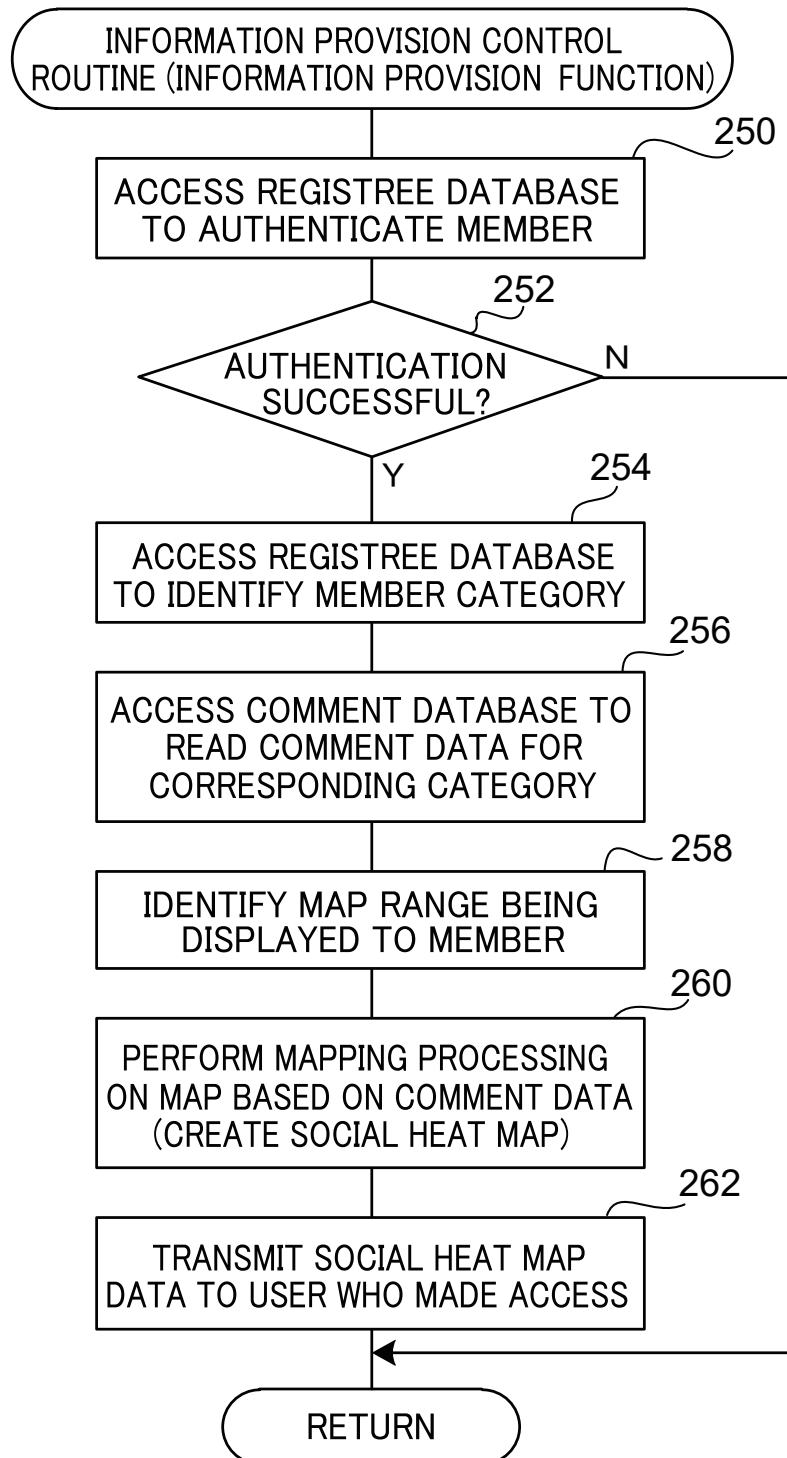


FIG.6



SURVEY INFORMATION STORAGE SECTION (CLARIFICATION OF STORED CONTENT)

1	I WANT TO BE ENVIRONMENTALLY CONSCIOUS
2	I LIKE BEING CLOSE TO NATURE
3	I TAKE CARE OF MY HEALTH (EAT HEALTHILY AND EXERCISE REGULARLY)
4	I WANT TO TAKE PART IN LOCAL COMMUNITY AND/OR VOLUNTEER ACTIVITIES
5	I LET MY FAMILY AND FRIENDS KNOW ABOUT THINGS I LIKE AND OTHER INFORMATION
6	I'M ALERT TO TRENDS
7	I HAVE A WIDE-RANGING INTEREST IN WHAT'S GOING IN THE WORLD
8	I LIKE FINDING NEW PRODUCTS AND STORES
9	I DON'T MIND SPENDING MONEY AND TIME ON THINGS THAT INTEREST ME
10	I FOLLOW MY OWN PATH AND AM NOT EASILY SWAYED
11	I WANT TO IMPROVE MYSELF
12	I WANT TO BE ACKNOWLEDGED BY OTHERS
13	I RESPECT TRADITION AND MANNERS
14	I VALUE SPIRITUAL FULFILMENT OVER MATERIAL WEALTH
15	I WANT TO PRIORITIZE HOME LIFE OVER WORK
16	I CHOOSE ENVIRONMENTALLY FRIENDLY PRODUCTS, EVEN IF THEY'RE SLIGHTLY MORE EXPENSIVE
17	I WANT TO BUY PRODUCTS FROM ENVIRONMENTALLY AND SOCIALLY CONSCIOUS BUSINESSES AND STORES
18	I CHOOSE HEALTHY PRODUCTS, EVEN IF THEY'RE SLIGHTLY MORE EXPENSIVE
19	I FOCUS ON SAFETY WHEN BUYING PRODUCTS AND SERVICES
20	I CHOOSE DURABLE PRODUCTS, EVEN IF THEY'RE SLIGHTLY MORE EXPENSIVE
21	I CHOOSE KNOWN BRANDS OVER GENERIC GOODS, EVEN IF THEY'RE SLIGHTLY MORE EXPENSIVE
22	I GENERALLY LOOK AT THE PRICE AND CHOOSE THE CHEAPER OPTION
23	I OFTEN CHOOSE BY APPEARANCE WHEN BUYING PRODUCTS
24	I CHOOSE PRODUCTS WITH GOOD PERFORMANCE, EVEN IF THEY'RE SLIGHTLY MORE EXPENSIVE
25	I RESEARCH A PRODUCT BEFORE BUYING IT
26	I OFTEN CHOOSE A PRODUCT BECAUSE IT'S CONVENIENT TO BUY (CONVENIENCE IS A CONDITION FOR PURCHASE)
27	I ALWAYS BUY THE SAME BRAND
28	I CHOOSE POPULAR PRODUCTS
29	I REFER TO OTHER PEOPLE'S OPINIONS WHEN CHOOSING PRODUCTS
30	I CHOOSE THINGS THAT MOST OTHER PEOPLE DON'T HAVE

* Taken from *Survey and research on the segmentation of consumers based on lifestyle and environmental consciousness/assessment of value*, Norihisa Miyahara, Momoko Yamamura, Jiro Furuki, Journal of Mitsubishi Research Institute No. 51 (2009), pages 76 to 91.

FIG.8A

18

18M

SURVEY IN PROGRESS ...

STATEMENT 1/30
I WANT TO BE ENVIRONMENTALLY CONSCIOUS

STRONGLY DISAGREE	DISAGREE	NEITHER AGREE NOR DISAGREE	AGREE	STRONGLY AGREE
☐	☒	☐	☐	☐

BACK NEXT

FIG.8B

STATEMENT 2/30 I LIKE BEING CLOSE TO NATURE						
STRONGLY DISAGREE	DISAGREE	NEITHER AGREE NOR DISAGREE	AGREE	STRONGLY AGREE	STRONGLY AGREE	STRONGLY AGREE
☐	☐	☐	☐	☐	☐	☐

STATEMENT 30/30 I CHOOSE THINGS THAT MOST OTHER PEOPLE DON'T HAVE				
STRONGLY DISAGREE	DISAGREE	NEITHER AGREE NOR DISAGREE	AGREE	STRONGLY AGREE
☐	☐	☐	☐	☒

11/22

FIG.9

FACTOR ANALYSIS BY PRINCIPAL FACTOR METHOD (FIRST STAGE)
CONVERT TO SCORE BASED ON RESPONSE RESULTS AFTER
PERFORMING SURVEY

STRONGLY DISAGREE	DISAGREE	NEITHER AGREE NOR DISAGREE	AGREE	STRONGLY AGREE
-2	-1	0	+1	+2

12/22

FIG.10

FACTOR ANALYSIS BY PRINCIPAL FACTOR METHOD (SECOND STAGE)
EXCLUDE ITEMS WITH LOW LEVEL OF ULTIMATE COMMONALITY DURING PROCESS
OF FACTOR ANALYSIS AFTER PERFORMING SURVEY
(NOS. 13, 15, 25, AND 30 EXCLUDED AS AN EXAMPLE)

No.	SET NAME	ITEM NAME
1	I WANT TO BE ENVIRONMENTALLY CONSCIOUS	ENVIRONMENTALLY CONSCIOUS
2	I LIKE BEING CLOSE TO NATURE	NATURE LOVER
3	I TAKE CARE OF MY HEALTH (EAT HEALTHILY AND EXERCISE REGULARLY)	HEALTH CONSCIOUS
4	I WANT TO TAKE PART IN LOCAL COMMUNITY AND/OR VOLUNTEER ACTIVITIES	LOCAL VOLUNTEER
5	I LET MY FAMILY AND FRIENDS KNOW ABOUT THINGS I LIKE AND OTHER INFORMATION	INFORMATION SHARER
6	I'M ALERT TO TRENDS	TREND FOLLOWER
7	I HAVE A WIDE-RANGING INTEREST IN WHAT'S GOING IN THE WORLD	BROAD RANGE OF INTERESTS
8	I LIKE FINDING NEW PRODUCTS AND STORES	LOVER OF NEW THINGS
9	I DON'T MIND SPENDING MONEY AND TIME ON THINGS THAT INTEREST ME	HOBBY FANATIC
10	I FOLLOW MY OWN PATH AND AM NOT EASILY SWAYED	SELF-BELIEVER
11	I WANT TO IMPROVE MYSELF	SELF-IMPROVER
12	I WANT TO BE ACKNOWLEDGED BY OTHERS	RECOGNITION SEEKER
13	I RESPECT TRADITION AND MANNERS	CONSERVATIVE
14	I VALUE SPIRITUAL FULFILMENT OVER MATERIAL WEALTH	UNMATERIALISTIC
15	I WANT TO PRIORITIZE HOME LIFE OVER WORK	AT-HOME TYPE
16	I CHOOSE ENVIRONMENTALLY FRIENDLY PRODUCTS, EVEN IF THEY'RE SLIGHTLY MORE EXPENSIVE	ECO CONSUMER
17	I WANT TO BUY PRODUCTS FROM ENVIRONMENTALLY AND SOCIALLY CONSCIOUS BUSINESSES AND STORES	SUPPORTER OF ECO BUSINESSES
18	I CHOOSE HEALTHY PRODUCTS, EVEN IF THEY'RE SLIGHTLY MORE EXPENSIVE	HEALTH CONSCIOUS CONSUMER
19	I FOCUS ON SAFETY WHEN BUYING PRODUCTS AND SERVICES	SAFETY FOCUSED
20	I CHOOSE DURABLE PRODUCTS, EVEN IF THEY'RE SLIGHTLY MORE EXPENSIVE	DURABILITY FOCUSED
21	I CHOOSE KNOWN BRANDS OVER GENERIC GOODS, EVEN IF THEY'RE SLIGHTLY MORE EXPENSIVE	BRAND DRIVEN
22	I GENERALLY LOOK AT THE PRICE AND CHOOSE THE CHEAPER OPTION	PRICE FOCUSED
23	I OFTEN CHOOSE BY APPEARANCE WHEN BUYING PRODUCTS	APPEARANCE DRIVEN
24	I CHOOSE PRODUCTS WITH GOOD PERFORMANCE, EVEN IF THEY'RE SLIGHTLY MORE EXPENSIVE	PERFORMANCE DRIVEN
25	I RESEARCH A PRODUCT BEFORE BUYING IT	INFORMATION ANALYST
26	I OFTEN CHOOSE A PRODUCT BECAUSE IT'S CONVENIENT TO BUY (CONVENIENCE IS A CONDITION FOR PURCHASE)	CONVENIENCE DRIVEN
27	I ALWAYS BUY THE SAME BRAND	REPEAT BUYER
28	I CHOOSE POPULAR PRODUCTS	POPULARITY DRIVEN
29	I REFER TO OTHER PEOPLE'S OPINIONS WHEN CHOOSING PRODUCTS	LIKES RECOMMENDED PRODUCTS
30	I CHOOSE THINGS THAT MOST OTHER PEOPLE DON'T HAVE	QUIRKY

*Taken from *Survey and research on the segmentation of consumers based on lifestyle and environmental consciousness/assessment of value*, Norihisa Miyahara, Momoko Yamamura, Jiro Furuki, Journal of Mitsubishi Research Institute No. 51 (2009), pages 76 to 91.

FIG.11

FACTOR ANALYSIS BY PRINCIPAL FACTOR METHOD (THIRD STAGE)
 IDENTIFY FACTOR TYPE OF SURVEY SUBJECT BASED ON FACTOR ANALYSIS
 RESULT FOR EACH ITEM NAME (COMPUTE FACTOR LOADING)

No.	Item name	first factor	second factor	third factor	fourth factor	fifth factor	sixth factor
1	ENVIRONMENTALLY CONSCIOUS	.713	-.064	-.015	.040	.032	-.084
4	LOCAL VOLUNTEER	.655	-.168	.014	.108	-.062	.039
2	NATURE LOVER	.626	-.131	-.087	.031	-.068	.101
17	SUPPORTER OF ECO BUSINESSES	.561	.296	.003	-.003	.089	-.125
16	ECO CONSUMER	.520	.401	-.013	-.075	.079	-.080
14	UNMATERIALISTIC	.501	-.005	-.0197	-.022	.030	.175
3	HEALTH CONSCIOUS	.483	-.006	.086	.036	-.067	.070
20	DURABILITY FOCUSED	.001	.727	.030	-.050	-.117	.083
24	PERFORMANCE DRIVEN	-.179	.708	.126	-.048	-.023	.084
21	BRAND DRIVEN	-.199	.585	-.070	.296	.050	-.012
22	PRICE FOCUSED	.095	-.521	.062	-.048	.354	.025
18	HEALTH CONSCIOUS CONSUMER	.332	.512	.063	-.023	.062	-.062
19	SAFETY FOCUSED	.247	.512	.060	-.072	.036	-.027
6	TREND FOLLOWER	-.111	.029	.802	.003	.060	-.044
8	LOVER OF NEW THINGS	-.083	.050	.711	.032	.000	.030
7	BROAD RANGE OF INTERESTS	.127	.088	.504	-.072	-.019	.120
5	INFORMATION SHARER	.174	.006	.415	.242	-.068	.038
29	LIKES RECOMMENDED PRODUCTS	.125	.002	.062	.703	-.112	-.159
28	POPULARITY DRIVEN	-.016	.064	-.021	.567	.267	-.106
12	RECOGNITION SEEKER	.081	-.094	.185	.371	.015	.140
23	APPEARANCE DRIVEN	-.032	-.212	.278	-.032	.583	-.061
26	CONVENIENCE DRIVEN	.087	-.123	-.030	-.027	.570	.074
27	REPEAT BUYER	-.099	.187	-.294	.103	.427	.203
10	SELF-BELIEVER	.100	.005	.004	-.201	.083	.650
11	IMPROVER	.384	-.042	.073	.083	.005	.528
9	HOBBY FANATIC	-.204	.269	.212	.031	.012	.439

* Taken from *Survey and research on the segmentation of consumers based on lifestyle and environmental consciousness/assessment of value*, Norihisa Miyahara, Momoko Yamamura, Jiro Furuki, Journal of Mitsubishi Research Institute No. 51 (2009), pages 76 to 91.

FIG.12

FACTOR ANALYSIS BY PRINCIPAL FACTOR METHOD (FOURTH STAGE)
 ALLOCATE NAME TO FACTOR TYPE AND NOTIFY SURVEY SUBJECT

FACTOR TYPE	FACTOR NAME
FIRST FACTOR	BELIEVER IN HEALTHY AND SUSTAINABLE LIFESTYLE
SECOND FACTOR	SELECTIVE PERSON
THIRD FACTOR	MARKET WATCHER
FOURTH FACTOR	PASSIVE PERSON
FIFTH FACTOR	CONVENIENCE-FOCUSED PERSON
SIXTH FACTOR	SELF-BETTERING PERSON

* Taken from *Survey and research on the segmentation of consumers based on lifestyle and environmental consciousness/assessment of value*, Norihisa Miyahara, Momoko Yamamura, Jiro Furuki, Journal of Mitsubishi Research Institute No. 51 (2009), pages 76 to 91.

FIG.13A

CLASSIFICATION OF ACCUMULATED DATA, ALLOCATION OF EVALUATION TAGS
(CLASSIFYING AND ACCUMULATING COMMENTS THAT IDENTIFY POSITION AND
INFORMATION RELATING TO THE POSITION FROM LARGE QUANTITY OF SNS-
POSTED COMMENTS)

POST DATE/TIME	POSTED CONTENT	EVALUATION TAG
Jan 15 2018 13:12	... REALLY DELICIOUS... DEPARTMENT STORE AT XXX STATION...	A
Jan 15 2018 13:15	... BAD REPUTATION... IN MARUNOUCHI BRANCH OF FAMOUS XXX STORE	D
Jan 15 2018 14:15	... WENT... XXX BOOK STORE...	C
Jan 15 2018 14:18	... LUNCH... SOUP... YESTERDAY'S LEFTOVERS? VERY UNHAPPY...	E
Jan 15 2018 14:20	XXX FLAGSHIP STORE... STYLISH...	B
Jan 15 2018 14:22	...PREPARING SEATS IN BETWEEN RESERVATIONS ... 2 ND FLOOR LOUNGE OF XXX HOTEL	C
...	...	
Jan 15 2018 14:28	...STATION ON THE XXX LINE... SWEET AT FIRST... BECOMING SPICY... WONDERFUL	A
Jan 15 2018 14:30	... RESTAURANT NEAR XXX STATION... LARGE GALBI RICE BOWL... QUANTITY OVER QUALITY... PRETTY DISGUSTING	E
Jan 15 2018 14:32	... XXX TOWN... OMG SO STYLISH... WENT IN FOR FIRST TIME	A
...	...	

FIG.13B

EVALUATION TAG ALLOCATION CRITERIA

EVALUATION TAG	EVALUATION CRITERION
A	POSITIVE EVALUATION INCLUDING BOTH DESCRIPTOR AND MODIFIER, E.G. "REALLY DELICIOUS", "THE MOST BEAUTIFUL EVER"
B	POSITIVE EVALUATION INCLUDING DESCRIPTOR, E.G. "DELICIOUS", "BEAUTIFUL"
C	DOES NOT INCLUDE AN EVALUATION COMMENT, BUT REPORTS ON A SITUATION, E.G. "WENT", "BOUGHT"
D	NEGATIVE EVALUATION INCLUDING DESCRIPTOR, E.G. "DISGUSTING", "DIRTY"
E	NEGATIVE EVALUATION INCLUDING BOTH DESCRIPTOR AND MODIFIER, E.G. "ABSOLUTELY DISGUSTING", "REALLY DIRTY"

FIG.14A

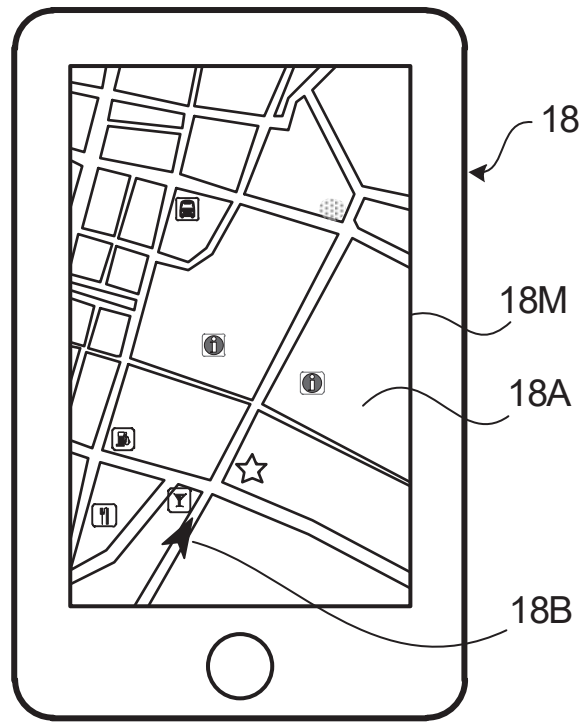


FIG.14B

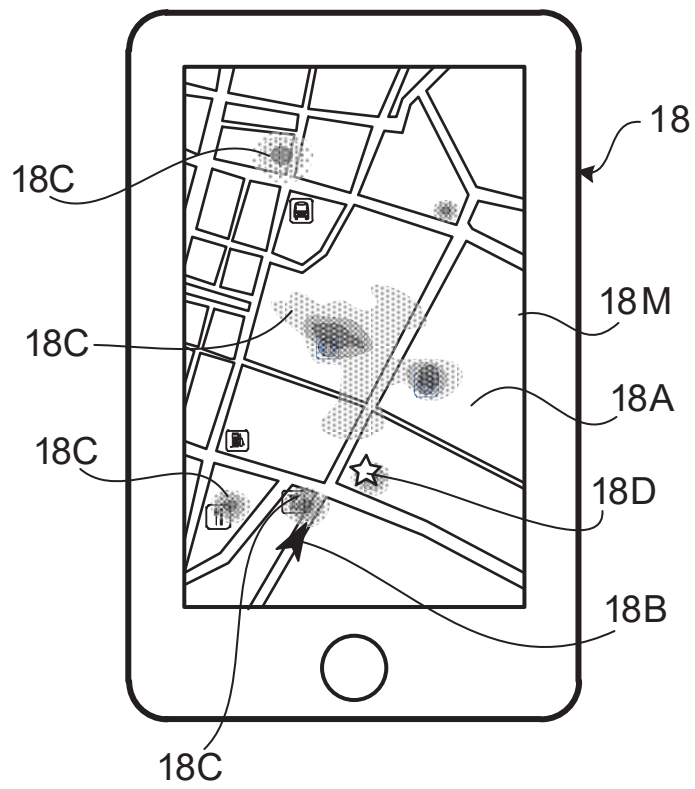


FIG.15

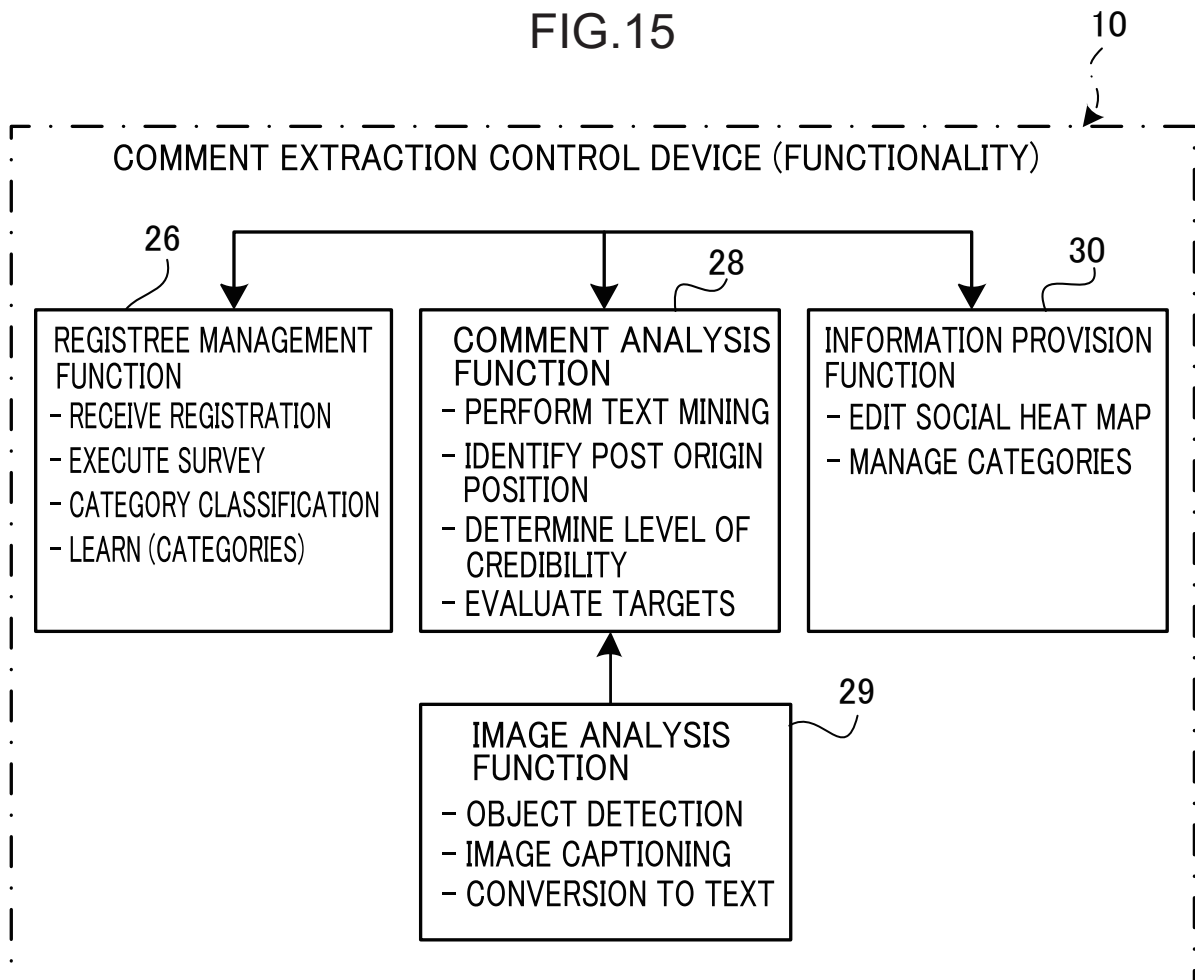


FIG.16

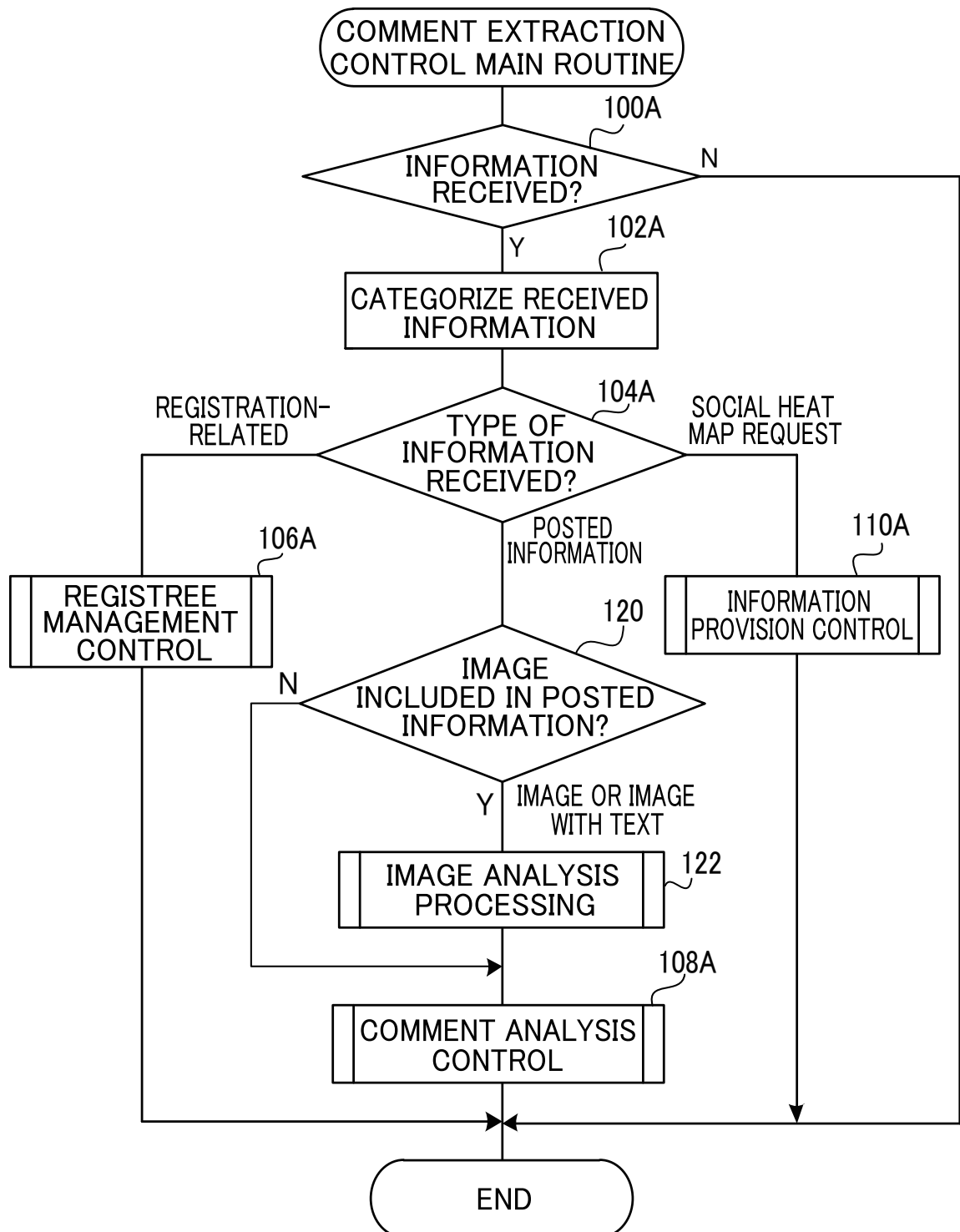


FIG.17

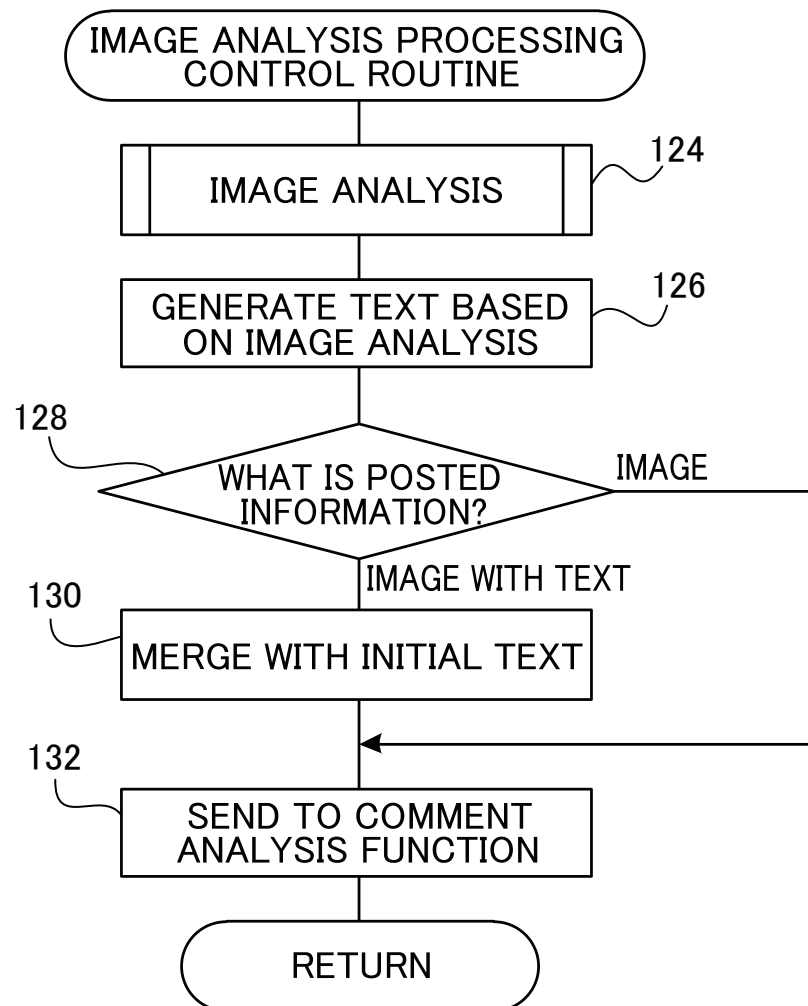


FIG.18A

SOURCE IMAGE (POSTED INFORMATION)

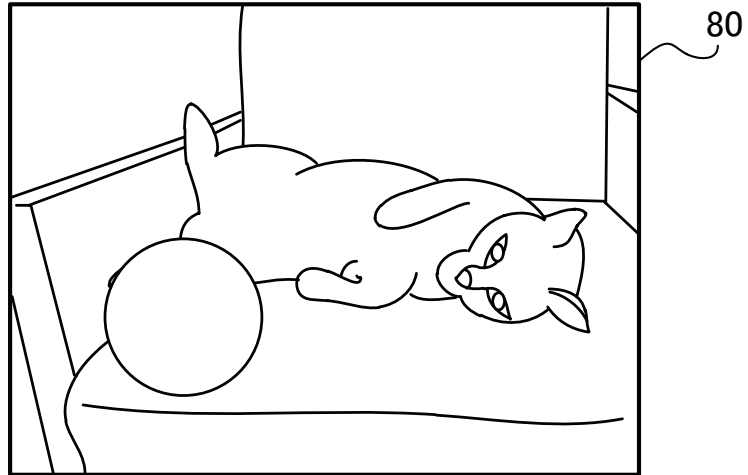


FIG.18B

OBJECT DETECTION AND CAPTIONING

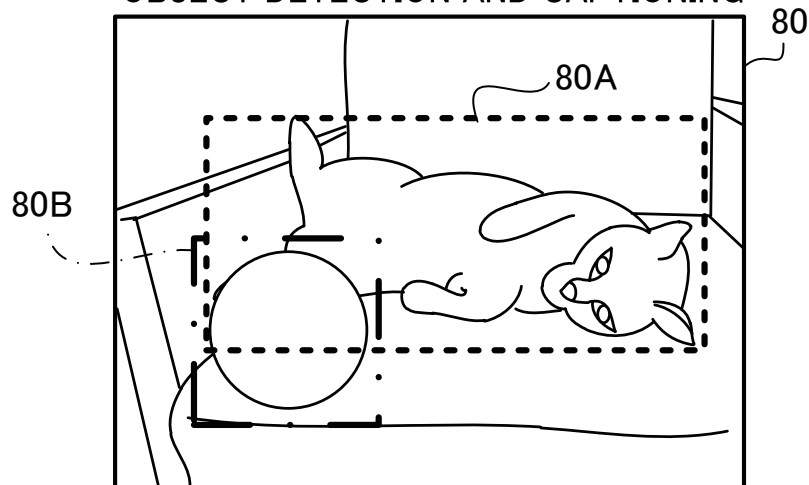


FIG.18C

TEXT GENERATION

