

2026年2月24日 大学院入試（マネジメント研究科 英語）
入試問題、出題意図、模範解答採点基準

【入試問題】

(1) Customers are more likely to purchase products or services when they are satisfied with their experience. Customers' repeat business is an important revenue generator for organizations (Alhabash et al., 2015). Online sellers face a particularly challenging task when attempting to understand what motivates consumers to make purchases (Gaustad et al., 2018). Additionally, consumers are wary of online purchasing because of such issues as satisfaction, payment procedures, and quality of services (Torres et al., 2019). Despite constant growth over the last two decades (Abidin, 2016), the e-commerce industry remains a minor business. Consumers rely on social media to gather information on their products (Khamis et al., 2016). Businesses use SNS to maximize their conversion rates. Satisfied customers post positive feedback on social media, which influences online communities (Khamis et al., 2016). According to Arora and Narula (2018), engaging with existing consumers is less expensive than appealing to new ones. In this way, firms can attract loyal customers with value-added services, and digital marketing increases the overall return on investment by reducing promotion expenses and increasing return on investment (Wang et al., 2020).

Many people purchase goods and services online. (2) Many business organizations use AI to the fullest extent to provide customers with a better experience and increase their intention to purchase certain products and services. Customers can experience virtual products at their convenience and make decisions by using this service. With AI, consumers can choose from a wide range of options with abundant information available to them, enabling them to choose the most appropriate alternative from a pool of choices with a variety of options. (3) A recent study found that AI technology can be used in augmented reality applications to help consumers visualize products differently and make the best purchasing decisions possible (Pantano et al., 2019). AI-enabled technologies have been integrated into the latest generation of organizations to offer consumers the finest and utmost tailored solutions (Reinartz et al., 2019). AI uses creative and innovative technologies to help consumers understand their purchase preferences. AI assists customers automatically upon availing of the service. Several studies have suggested that AI aims to create programs that can solve problems in a way that is parallel to humans and enhance decision-making abilities regarding purchase intention (Liu et al., 2019; Hasan et al., 2021; Flavi ´ an et al., 2022). AI is relevant and successful, because it provides consumers with a bulky amount of relevant, structured, and high-quality information on purchase-related actions (Sohn and Kwon, 2020). AI-enabled online stores are more successful in attracting customers after they make purchases.

出典：Bilal, M., Zhang, Y., Cai, S., Akram, U., & Halibas, A. (2024). Artificial intelligence is the magic wand

making customer-centric a reality! An investigation into the relationship between consumer purchase intention and consumer engagement through affective attachment. *Journal of Retailing and Consumer Services*, 77, 103674.

- (1) 下線部(1)を和訳しなさい。
- (2) 下線部(2)を和訳しなさい。
- (3) 下線部(3)を和訳しなさい。

【出題意図】

経営学分野の基礎知識および専門用語の理解に基づき、英語論文の内容を把握する読解力と、その内容を適切な日本語へ訳出する能力を問う問題である。

【模範解答】

(1)顧客は、自身の体験に満足している場合に、製品やサービスを購入する可能性が高くなる。顧客のリピート購入は、企業にとって重要な収益源である (Alhabash et al., 2015)。オンライン販売業者は、消費者の購買動機を理解する際に特に困難な課題に直面する (Gaustad et al., 2018)。

(2)多くの企業組織は、顧客により良い体験を提供し、特定の製品やサービスに対する購買意図を高めるために、AI を最大限に活用している。顧客は、都合の良い時に仮想的な製品を体験し、このサービスを用いて意思決定を行うことができる。

(3)近年の研究では、AI 技術が拡張現実 (AR) アプリケーションに活用され、消費者が製品を異なる方法で視覚化し、可能な限り最適な購買意思決定を行うことを支援することが示されている (Pantano et al., 2019)。

以上