**＜論文要旨＞**

**Consideration of Impact about Innovativeness on Consumer and Entrepreneur**

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Consumer innovativeness is a concept to express psychological and behavioral tendencies of consumers who affect the usage process of innovativeness. In accordance with the results of existing research it is shown that it is possible to assume two dimensions of innovativeness, but it can not be said that there are many demonstration results targeting concrete usage behavior. From these results, it became clear that, firstly, consumer innovativeness can be applied to the service provided by the service industry in the course of recent years' things to experience. This could show that consumer innovativeness can be applied even to experiences experienced in recent years in which innovation has become high. Secondly, although consumer innovation was regarded as a recruitment behavior by consumers, there is a possibility that not only actions of adopting new things but also actions oriented towards entrepreneurship to create new ones can be expanded It has been shown. In this way, it became clear that consumer innovation affects consumers and entrepreneurs.