

研究論文

Consideration of Impact about Innovativeness on Consumer and Entrepreneur

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1. Introduction

The realization of innovation has become increasingly important in recent years, but a lot of factors are related to realization. For example, it is necessary to create new values themselves, and a new way of thinking is needed. Human resources and organizations that play a wide range from value creation to market provision are also important. It is also important to disseminate developed products, but the complexity of dissemination is stated¹⁾²⁾. With regard to popularization, differences in consumer attributes and psychology in the diffusion process also affect, and for innovative products and services, it is necessary to consider the innovativeness of targeted consumers. For human resources who are responsible for a wide range from value creation to market offering, it is necessary to consider the characteristics of human resources who are oriented toward entrepreneurship.

2. Previous research

In this section we will quote previous research and describe consumer innovativeness³⁾. About consumer innovativeness it is stated as "The first point is that there is no direct relationship between general consumer innovativeness and usage behavior and it is mediated by several stages. The second point is the degree of abstraction and it is possible to predict explorative behavior by general consumer innovativeness by grasping the high innovativeness of cognitive innovativeness and

emotional innovativeness in two dimensions". About the factor structure it is stated as "As the two factors of innovative innovativeness, we measure the desire for cognitive experience and sensory experience, and the following factor structure is clarified using the experimental data". The factor structure mentioned is cited and is shown below.

- Externally sensory innovativeness: tendency to like (dislike) active and physical participation in thrilling behavior
- Internal sensory innovativeness: tendency to prefer (dislike) experiences of unusual dreams, fantasies, and emotions generated inside
- Externally cognitive innovativeness: a tendency to prefer (dislike) finding new facts or things and learning how to handle new things. It is a concept of likes and dislikes about newly learned things.
- Internal cognitive innovativeness: a tendency to prefer (dislike) unusual cognitive processes that focus on descriptive principles and cognitive schemes. It is related to the tendency toward likes and dislikes.

Based on the results of previous studies, we have assumed that we can assume two dimensions of innovativeness in the cognitive aspect and innovativeness in the sensory / emotional aspect as previous studies mentioned earlier³⁾. However, it can not be said that there are many demonstration results targeting usage behavior of concrete products and services in recent years. In particular, there is little

evidence of the usage behavior and innovativeness of services that correspond to experiences in recent years, rather than the product itself provided by conventional manufacturing industry.

In the previous research on the service, the viewpoint of the service and the characteristics of the service, "From the service point of view, there are four perspectives of trading, enterprises, industries, policies, service characteristics are useless, inseparable, variable, consumable four characteristics" are shown.⁴⁾ In this way, it is necessary to consider different viewpoints and characteristics from the product.

3.Hypothesis and purpose of research

We investigate the relationship between innovativeness and usage behavior described in the previous research for specific subjects. We will clarify the relationship between innovativeness and usage behavior, especially for services of recent years, for experiences rather than product alone. Regarding target services, relaxation services that are not in the early stage of dissemination but in the middle of development of dissemination are targeted. The reason for targeting the relaxation service is because the degree of diffusion at the present time is not saturated and is not at the very beginning of popularization but has become moderately popularized and it is possible to reduce the influence of the investigation due to the spread of popularization is there. Secondly, it meets the characteristics of the service. When relaxation service is compared with the characteristics of the service described above, conformity is considered to be satisfied because it corresponds to the four characteristics of uselessness, indivisibility, variability, and consumable.

In addition, although innovativeness is targeted to consumers' usage behavior, this research sets hypothesis that innovativeness will influence

behavior that creates new things beyond the framework of actions adopted by new things . In order to verify this hypothesis, we clarify the relationship between entrepreneurial orientation and innovation.

The hypothesis in this research is as follows.

[Hypothesis 1] There is a correlation between the innovation of consumers and the adoption behavior of services corresponding to experiences in recent years.

[Hypothesis 2]

If the innovation as a consumer is high, entrepreneurial orientation will also increase.

We examine these hypotheses using a questionnaire survey and examine the verification results. The service corresponding to experiences has been increasingly important as the object of innovation in recent years. Entrepreneurial talent is important for realizing innovation. Therefore, depending on hypothesis verification and consideration, the relation and influence of innovativeness and innovation realization are considered.

4.Questionnaire Survey(relaxation business)

4-1 Relaxation business

In this section, we quote previous research and describe the relaxation business⁵⁾. The rise in the relaxation business seems to be based on "the progress of a stress society to be said in the street and the rise in consumption from "goods" to "Experience", and similar tendencies are seen throughout the country. "The characteristics of recent years are stated.

About the definition of the relaxation industry "The" relaxation industry "is defined as" a business establishment that performs treatment to relieve mental and physical tensions using hands. "

"Body care that is classified as" relaxation industry "plays a central role in relaxation business. Body care is stated as "using a procedure other than similar

medical practice requiring national qualifications based on the so-called "Ahaki law "(law concerning an agricultural massage, straps, cucumbers, etc.)" .

"Aesthetic is the whole body beauty that was done for the purpose of beauty such as beautiful face, slimming, hair loss etc before, the aesthetic salon that provides the service provides the healing function in addition to these beauty There are cases in many cases ",esthetic is described.

"Aromatherapy is a natural remedy that is trying to improve health and psychological troubles such as stress and fatigue by making full use of the fragrance and ingredients of essential oil extracted from plants and to promote health promotion and beauty," aromatherapy is described.

"Reflexology eliminates body disorders such as health promotion, headaches, back pain, etc. by stimulating blood circulation and activating the body's metabolism by stimulating specific zones leading to organs and organs on the soles of the feet It is a treatment surgery to be done ", and reflexology is described.

Regarding the spa, "Since natural hot springs spurt out in various places in our country, natural remedies using hot baths have long been established, but in spa services that are offered at resort areas and luxury city hotels etc. in recent years it is clear There is no clear definition" ,spa is described as no clear definition. It can be seen that there is also a classification with no definite definition for the relaxation service described above.

In addition to yoga and bedrock bathing, as for yoga "Power yoga which was improved by adding element of strength training to the yoga developed in India originally, and burden on joints is reduced by doing in high room temperature and humidity , Yoga is generally classified as hot yoga which promotes metabolism by sweating a lot of sweat, "some of which have been shown that some of the original things have developed.

Regarding rock bathing, "The bedrock bathing is a unique relaxation service of our country, the origin of which is the Tamagawa Onsen in Akita Prefecture, famous as a hot spring bath for the purpose of recuperation and rest, is a thermal bath that lays down on rocky ground with geothermal heat It is said that there are also services unique to our country.

As stated above, there are various kinds of relaxation services, but the bodycare which can grasp the transition committee of market size is stated as follows." Body care is "15-minute massage" in Tokyo in 1994 "Body care is" "Was opened and it is said that it was originated. With stores located around the station, downtown area and office town, it has become popular because it can receive treatment easily and in a short time, and in the 1990s many companies such as "Temomin", "Relax", "Raffiné" and others entered A market was formed. "It describes the history and market formation of body care. Since body care has been steadily growing in this way, it is appropriate as a subject of questionnaires for this dissemination and body care was selected.

In this research, we question the questionnaire survey on the year when we first offered services offered at " Temomin ", "Relax", "Raffiné" etc. mentioned in the previous research, and consider the relationship with innovativeness.

4-2 Questionnaire outline

The contents of the questionnaire survey consists of survey 1 and survey 2. Survey 1 investigates the year in which the service provided by the relaxation industry was first used. This survey 1 can grasp the degree of early adoption of target consumers. Survey 2 set questions on consumer innovativeness. We set up questions corresponding to the four factors that constitute consumer innovativeness clarified in previous research. According to this survey 2, consumer innovativeness of target consumers can be grasped. From the results of survey 1 and survey

2, we clarify the relationship between consumer innovativeness and usage behavior.

-Questionnaire contents-

Survey method: Internet research (nationwide)

Implementation time: January 27 - January 28, 2017

Target attribute: 15 years old and over

Collection method: Internet input method to survey table

Number of valid samples: 53

-Survey item-

[Survey 1]

Q: How long have you been using services provided for the first time by the relaxation industry? (Quick massage performing treatment using hands such as "Temomin" "Relax" "Raffine")

1 2 3 4 5 6 7 8 9
2009 2010 2011 2012 2013 2014 2015 2016 unused

[Survey 2]

Q1: Do you like active and physical participation in thrilling behavior? (Do you like to participate in new experiences?)

← I do not like it I like it →
1 2 3 4 5 6 7 8 9

Q2: Do you like experiences of unusual dreams, fantasies, and emotions generated on the inside?

(Do you like to imagine a new experience?)

← I do not like it I like it →
1 2 3 4 5 6 7 8 9

Q3: Do you like finding new facts or things and learning how to handle new things?(Do you like to learn newly?)

← I do not like it I like it →

1 2 3 4 5 6 7 8 9

Q4: Do you like the unusual cognitive process that focused on explanatory principles and cognitive schemes?

(Do you like to think newly?)

← I do not like it I like it →
1 2 3 4 5 6 7 8 9

4-3 Questionnaire result

From the questionnaire results, we could derive a multiple regression equation expressing the relationship between the four factors that constitute consumer innovativeness and usage behaviors. The multiple regression equation obtained is shown.

Rapid use of services offered by relaxation industry (how many years passed since 2008)
= 0.39 X Q1 - 0.11 X Q2 + 0.07 X Q3 - 0.03 X Q4 + 2.78

The questionnaire result information is shown in Table 1 and Table 2.

Table 1 Analysis analysis of variance

	Degree of freedom	Variance	Dispersion	Dispersion	Ratio Significance F
Regression	4	41.0	10.3	3.1	0.03
Residual error	48	161.4	3.4		
total	52	202.5			

Table 2 Coefficient table

	coefficient	Standard error	t	P-value
Intercept	2.779	0.836	3.324	0.002
Q1	0.387	0.134	2.890	0.006
Q2	-0.109	0.149	-0.729	0.470
Q3	0.070	0.183	0.381	0.705
Q4	-0.033	0.157	-0.212	0.833

Regression statistics are as follows.

Multiple correlation R: 0.45

Heavy determination R2: 0.20
 Correction R2: 0.14
 Standard error: 1.83
 Number of observations: 53

4-4 Consideration

Discuss the results of questionnaire on relaxation service.

- The obtained multiple regression equation
 Rapid use of services offered by relaxation industry (how many years passed since 2008)
 $= 0.39 \times Q1 - 0.11 \times Q2 + 0.07 \times Q3 - 0.03 \times Q4 + 2.78$
- Although correction R2 = 0.14, it is considered that the trend can be referenced because the object is not natural science but social science.
- Analysis accuracy is significant at significance level 0.05 (reliability 95%).
- The extrinsic sensory innovativeness (Q1) is more influential than the t value. The other Q2, Q3 and Q4 have small influence because the t value is small.

As a result of the questionnaire survey above, the tendency of correlation tends to be seen although R2 = 0.14 for recruitment behavior and consumer innovativeness of relaxation service, and the influence of external sensory innovativeness (Q1) is great.

5.Questionnaire Survey

(entrepreneurial orientation)

5-1 Questionnaire outline

Questionnaire survey contents set up questions corresponding to the four factors that constitute consumer innovativeness clarified in the previous research, and at the same time questions of enthusiasm for motivation were set. This survey will clarify the relationship between consumer innovativeness and entrepreneurial orientation.

-Questionnaire contents-

Survey method: Internet research (nationwide)

Implementation time: September 9 - September 16, 2016

Target attributes: 20 years and over

Collection method: Internet input method to survey table

Number of valid samples: 86

-Survey item-

Q1: Do you like active and physical participation in thrilling behavior? (Do you like to participate in new experiences?)

← I do not like it I like it →
 1 2 3 4 5 6 7 8 9

Q2: Do you like experiences of unusual dreams, fantasies, and emotions generated on the inside? (Do you like to imagine a new experience?)

← I do not like it I like it →
 1 2 3 4 5 6 7 8 9

Q3: Do you like finding new facts or things and learning how to handle new things?(Do you like to learn newly?)

← I do not like it I like it →
 1 2 3 4 5 6 7 8 9

Q4: Do you like the unusual cognitive process that focused on explanatory principles and cognitive schemes? (Do you like to think newly?)

← I do not like it I like it →
 1 2 3 4 5 6 7 8 9

Q5: How much will you want to start a business in the future?

← I do not want to start a business
 I want to start a business →
 1 2 3 4 5 6 7 8 9

5-2 Questionnaire outline

From the questionnaire results, we could derive a multiple regression equation expressing the relationship between the four factors that constitute consumer innovativeness and entrepreneurial motivation. The multiple regression equation obtained is shown.

$$\text{Motivation for entrepreneurship} = 0.31 \times Q1 + 0.06 \times Q2 - 0.18 \times Q3 + 0.69 \times Q4 - 0.69$$

The questionnaire result information is shown in Table 3 and Table 4

Table 3 Analysis analysis of variance

	Degree of freedom	Variance	Dispersion	Dispersion	Ratio Significance F
Regression	4	288.6	72.1	12.7	4.7E-08
Residual error	81	461.0	5.7		
total	85	749.5			

Table 4 Coefficient table

	coefficient	Standard error	t	P-value
Intercept	-0.69	0.88	-0.77	0.44
Q1	0.31	0.13	2.41	0.02
Q2	0.06	0.15	0.45	0.66
Q3	-0.18	0.21	-0.85	0.40
Q4	0.69	0.19	3.65	0.00

Regression statistics are as follows.

Multiple correlation R: 0.62

Heavy determination R2: 0.39

Correction R2: 0.35

Standard error: 2.39

Observed: 86

5-3 Consideration

Discuss the results of questionnaire on entrepreneur motivation.

· The obtained multiple regression equation

$$\text{Motivation for entrepreneurship} = 0.31 \times Q1 + 0.06 \times Q2 - 0.18 \times Q3 + 0.69 \times Q4 - 0.69$$

· Analysis accuracy is significant at the significance level 0.01 (reliability 99%).

· Externally sensory innovativeness (Q 1) and internal cognitive innovativeness (Q 4) are more influential than t values.

As a result of the questionnaire survey above, start-up motivation

Although R2 = 0.35 for consumer innovation, there is a tendency of correlation, and the influence of external sensory innovation (Q1) and internal cognitive innovation (Q4) is great.

6.Hypothesis verification result

In this research, we used the questionnaire survey to verify the following hypotheses.

[Hypothesis 1]

There is a correlation between the innovation of consumers and the adoption behavior of services corresponding to experiences in recent years.

[Hypothesis 2]

If the innovation as a consumer is high, entrepreneurial orientation will also increase.

As a result of the hypothesis verification, as for the hypothesis 1, There was a correlation between consumer innovation and the recruitment behavior of the relaxation service provided by the service industry, and the hypothesis was supported. As for the hypothesis 2, if consumer innovativeness is high, entrepreneurial orientation is also high, and the hypothesis was supported

7. Conclusion

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 innovativeness and sensory / emotional aspects in cognitive aspects 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. In particular, there is little evidence of recent service usage behavior and consumer innovativeness provided by the service industry that corresponds to what you experience, not the product provided by the conventional manufacturing industry alone. In addition, although consumer innovativeness is targeted to consumers' usage behavior, few studies are targeted on behaviors that create new ones through entrepreneurship beyond the usage behaviors of new ones

Based on this background, this study was conducted to verify the following hypothesis.

[Hypothesis 1]

There is a correlation between the innovation of consumers and the adoption behavior of services corresponding to experiences in recent years.

[Hypothesis 2]

If the innovation as a consumer is high, entrepreneurial orientation will also increase.

As a result of the hypothesis verification, as for the hypothesis 1, There was a correlation between consumer innovation and the recruitment behavior of the relaxation service provided by the service industry, and the hypothesis was supported. As for the hypothesis 2, if consumer innovativeness is high, entrepreneurial orientation is also high, and the hypothesis was supported

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.

Second, 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 .

The limit of this research is that the services provided by the service industry are limited to the services provided by the relaxation industry, and it is a small sample.

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