

Abstract of Doctoral Thesis

The impact of behavioral experience on the perception of innovation in the process of introducing new products/services

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This research focuses on customer experience during the introduction phase of innovation. In this research, we examine the influence of behavioral experience on the perception of innovation in the process of introducing new products / new services.

Innovative new products and new services often fail because they are not understood by consumers so much during the introduction phase. On the other hand, some researches have been made that providing customer experiences that appeal to customers' feelings and senses supports the understanding of products and services, but these studies are not sufficient. Meanwhile, in the field of consumer behavior, the concept of embodied cognition that captures human beings as judging not only their mind but also their bodies is attracting attention. It is pointed out that the influence of body promotion is important in understanding consumer's new products. Therefore, this research will examine the influence focusing on behavioral experience that is one of the customer experiences related to physical stimulation, new behavior and lifestyle.

This research examined these issues by using some methodologies such as preceding research review, case study, theoretical study, scale development and verification using structural equation modeling. This diversely clarified the impact of behavioral experience on adoption of new products / new services in many ways.

Research on experience in the introduction phase of innovation was not accumulated much though despite its great involvement in innovation being widely adopted. On the other hand, this research contributed to the research of customer experience by studying the influence of behavioral experience on individual employment intention of new product / new service by developing and associating with technical acceptance model.