

Title	地域産品の持続的購買関係を形成する要因の研究
Author(s)	岩永, 洋平
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Description	Supervisor: 白肌 邦生, 先端科学技術研究科, 博士

氏名	岩永洋平		
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論文審査委員	白肌邦生	北陸先端科学技術大学院大学	教授
	内平直志	同	教授
	神田陽治	同	教授
	敷田麻実	同	教授
	宮下雄治	國學院大学	教授

### 論文の内容の要旨

The purpose of this study was to elucidate the factors that form sustainable purchasing relationships with customers outside the region for regional products, and to propose and test the Sustainable Purchasing Intention Model, which explains the factors and processes of relationship formation. Although the business growth of regional products contributes to regional development, in many cases sales to consumers outside the region have not been sufficiently considered, and it has been pointed out that it is difficult to expand in the market. Regional brand research on regional products has not sufficiently considered the introduction of products to the market, and there is a lack of research focusing on the relationship with the demand side that purchases regional products. Relationship marketing research and customer engagement research on sustainable purchasing relationships assume direct contact relationships between trading entities and close interaction with customers as the premise for sustainable purchasing relationships, and there is insufficient knowledge of relationship building based on the characteristics of general consumer goods. Existing research has not yet clarified what factors are involved in consumers' attitudes towards regional products and how they develop the intention to continue purchasing these regional products and form a sustainable purchasing relationship. The model of sustained purchase intention for regional products in this paper consists of a formative factor-attitude-consequence structure. Two types of knowledge, 'product evaluation' obtained through the experience of consuming the product and 'knowledge by observation' obtained through observation of the self-expression of the business, are assumed to be the relationship that influences attitudes. In conceptualising attitudes, the framework is set with reference to social action theory, positing that the outcome of sustained purchase intentions is determined by two attitudes: the instrumentally rational "trust," which expects product benefits, and the value-rational "commitment," which regards the transactional relationship itself as an end. To validate the model, a quantitative survey of 1,644 customers of five regional products was conducted and validated by structural analysis of covariance. As a result, the model was found to be valid, and it was revealed that the customers' sustained purchasing intentions towards regional products are influenced by both instrumentally rational trust and value-rational commitment. Based on the quantitative analysis, a case study of a regional products business affected by the Great East Japan Earthquake was analysed in order to clarify the specific formation process of the sustained purchasing relationship. In the initial purchasing stage, consumers made the initial purchase by applying knowledge about the region and recognition of the personhood of the entrepreneur. In the persistent purchase phase, in addition to the evaluation of the product, the consumer continued to purchase the product, having gained knowledge of the self-expression of the operator's thoughts and behaviour towards the customer through observation, which deepened their trust in the operator. The business side formed customer lifetime value through the resources of the dynamic expression development process and product development process, which continuously redeveloped self-expression and products in response to consumers' reactions. During the earthquake crisis, the business was able to support the recovery and growth of the business through sustained purchases with a sense of support based on the attitude of customer commitment, which was latent in the background of transactions based on economic rationality and trust. Unlike existing studies, the model in this study does not employ business-customer interaction or customer community factors. It was found that customers' 'knowledge by observation' of the business's self-expression was a factor in the formation of sustained purchase intentions towards regional products, which are indirectly traded general consumer goods. The conceptualisation of 'commitment' with reference to social action theory, rather than A theory of communal (and exchange) relationships on which existing research relies,

captures the wide-ranging sustainable purchase intentions of consumers with diverse values. The 'knowledge by observation' of consumers who come into contact with the self-expression of regional products operators in conjunction with market transactions, gives rise to an attitude of 'commitment' aimed also at the business relationship itself. It was found in this study that the marketing activities of regional products create a new social cohesion of a sustainable purchasing relationship beyond the region between regional operators and consumers outside the region, with whom there is no interaction.

**Keywords** Knowledge by Observation, Trust and Commitment, Customer Lifetime Value, Social Action Theory, Social Cohesion

## 論文審査の結果の要旨

地域性を活かした製品（地域産品）が多様な消費者に支持され、継続的販売に結実していくことは、地域活性化への重要な駆動力となる。この認識のもと、本研究は地域産品が地域外の顧客と持続的に購買関係を形成するための要因の解明を目的としている。第1章ではこうした問題意識および目的を説明し、とりわけ公的支援を得て地域産品を開発する6次産業化認定事業者の多くが持続的な購買を実現していないことから小規模事業の域を出ない現状を指摘している。そして第2章において、地域ブランドおよび持続的購買に関する先行研究をレビューし、既存研究が（1）地域産品の持続的購買意向に影響する因子の特定ができていないこと、（2）持続的購買において重要と考えられる取引主体間の関係性構築の考察が不十分であることを指摘した。

そこで第3章では、消費者の持続購買意向に影響する諸要因を考察したうえで、動機づけ—態度形成—結果としての持続購買意向のプロセスで規定される仮説モデルを提案した。動機付け要因には、商品の消費経験によって得られる商品評価と、事業者の自己表現の観察で得られる知識に分け、態度形成には、ウェーバーの社会的行為論を援用し商品便益の獲得を目的とする目的合理的な信頼と、事業者との取引関係自体を目的とする価値合理的なコミットメントの、2つの態度を設定した。

モデルの妥当性を検証すべく、第4章では5つの地域産品の1,644件の顧客を対象とした定量調査・分析を実施した。結果、観察による知識は商品評価に強い影響を与え、持続購買意向は価値合理的なコミットメントの影響が無視できないことを指摘した。この結果を受け、第5章では顧客と事業者の持続的購買関係の具体的な形成過程を明らかにすべく、岩手県の地域産品事業者を対象として事例研究を行った。初回購買段階で地域産品の消費経験をした消費者は、関連するマーケティング刺激（地域や作り手の情報）を通じて地域理解と事業者の人格認識を深め地域事業者への信頼を形成し、それが消費経験を経た後も、事業者の日常的の振舞いの観察を通じて強化され、事業者への信頼をさらに深めて継続購買に至っていることを説明した。

こうした本論文の論旨を踏まえ、審査では、従来の地域経営研究では十分な研究蓄積のなかった地域産品の持続的購買行動に注目し、量的・質的研究手法で、その行動には事業者の活動観察から獲得した知識が影響しうることを指摘した点に新規性があることを認めた。加えてその視点に基づくマーケティング活動は経済的な地域活性化を目指す上での新しい視点として、実務的にも一定の有用性があることを確認した。以上、本論文は、知識視点で地域産品の持続的購買を説明するモデルを提案したものであり、学術的に貢献するところが大きい。よって博士（知識科学）の学位論文として価値あるものと認めた。