

Title	C2Cプラットフォーム上の消費者行動に関する研究
Sub Title	Consumer behavior on online consumer-to-consumer platform
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Abstract	<p>本研究の目的はC2Cプラットフォームに参加する消費者に焦点をあて、消費者のC2Cプラットフォームへの参加, 出品, 購買といった行動の規定要因の解明である。初年度である2017年度は, 関連領域の先行研究レビューを入念に行った。その成果は, 以下の学会において発表された。</p> <p>「新メディア環境におけるマーケティング革新の研究」『日本マーケティングサイエンス学会第101回研究大会』 2017年6月17日, 大西浩志, 澁谷覚, 松村真宏, 水野誠との共著。</p> <p>また, C2Cプラットフォームに参加する消費者の信頼と参加行動についての調査分析は, 以下の国際会議に投稿し, 採択された。</p> <p>"Proactive or Reactive? Customer Support Strategy in C2C Marketplace", 2017年7月16日-20日, Proceedings of The Pacific Asia Conference on Information Systems (PACIS) 2017,116, Hiroumi Ohshimaとの共著。</p> <p>研究分担者は, C2C, 特に母娘のシェアリング行動について研究を推進させた。その成果は以下のとおりである。</p> <p>"Identity (Re)construction through Sharing: A Study of Mother and Teenage Daughter Dyads in France and Japan", Journal of Retailing and Consumer Services, Vol.37, July 2017, (pp.67-77). Elodie Gentina, Margaret K. Hoggとの共著。</p> <p>"Mothers' consumption behavior with their teenage daughter from social comparison theory : A cross-cultural study", 2017年6月28日-30日, Proceedings of Global Innovation and Knowledge Academy Annual Conference, Lisbon, Portugal, USB Memory, pp.1-2)Elodie Gentina, Kun-Huang Huarngとの共著。</p> <p>"A social comparison theory approach to mothers' and daughters' clothing co-consumption behaviors : A cross-cultural study in France and Japan", Journal of Business Research, December 2017, (In Press) Elodie Gentina, Kun H. Huarngとの共著。</p> <p>上記の発表, およびそこから得られたフィードバックなどをベースに, 研究代表者と研究協力者は頻繁なディスカッションを行い, 研究枠組みの精緻化に努めた。</p> <p>The goal of our research is to understand consumer behavior on the consumer-to-consumer (C2C) platform. To pursue our goal, we started the research project by thorough survey of the related research. The output of the survey was presented in the academic conference listed below.</p> <p>As for the first year of the research project, the project leader conducted a case study of two major C2C marketplaces that adopt different platform governance strategies and examine how the users of each marketplace trust other users and the marketplace platforms. The finding from our interview with the operators of two major C2C marketplaces shows that the both operators acknowledge an effective governance system as the key factor of success, but adopt different approaches to ensure effectiveness. Two different strategies for platform governance are adopted : proactive and reactive. The finding from our user survey indicates that users perceive a reactive strategy as more effective compared to a proactive strategy.</p> <p>The research project member pursued research focused on sharing behavior between mother and daughter. The authors use the transitional and liminal stage when daughters enter adolescence to investigate how sharing practices within families are employed as a resource in identity work. The result show the importance of "sharing in" within some French dyads, as a means for discovering new life projects and for rediscovering past identity projects driven by self-expressive motivations. In contrast, Japanese dyads are often reluctant to share personal possessions (sharing out) in order to maintain hierarchical relationships (affiliation motivations) and remain fashionably up-to-date (self-expressive motivations) in their identity work, and in their drive to maintain and prolong their mothering role. In order to better target adolescent girls' mothers, retailers could develop more clothing appeals based on inter-generational approaches in France and intra-generational approaches in Japan.</p> <p>The products of our research were accepted and published in the proceedings of academic conferences and journals listed below.</p>

Notes	
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1. 研究成果実績の概要							
<p>本研究の目的は C2C プラットフォームに参加する消費者に焦点をあて、消費者の C2C プラットフォームへの参加、出品、購買といった行動の規定要因の解明である。</p> <p>初年度である 2017 年度は、関連領域の先行研究レビューを入念に行った。その成果は、以下の学会において発表された。</p> <p>「新メディア環境におけるマーケティング革新の研究」『日本マーケティングサイエンス学会第 101 回研究大会』2017 年 6 月 17 日、大西浩志、澁谷寛、松村真宏、水野誠との共著。</p> <p>また、C2C プラットフォームに参加する消費者の信頼と参加行動についての調査分析は、以下の国際会議に投稿し、採択された。</p> <p>“Proactive or Reactive? Customer Support Strategy in C2C Marketplace”, 2017 年 7 月 16 日-20 日, Proceedings of The Pacific Asia Conference on Information Systems (PACIS) 2017,116, Hiroumi Ohshima との共著。</p> <p>研究分担者は、C2C、特に母娘のシェアリング行動について研究を推進させた。その成果は以下のとおりである。</p> <p>“Identity (Re)construction through Sharing: A Study of Mother and Teenage Daughter Dyads in France and Japan”, Journal of Retailing and Consumer Services, Vol.37, July 2017, (pp.67-77)。Elodie Gentina, Margaret K. Hogg との共著。</p> <p>“Mothers’ consumption behavior with their teenage daughter from social comparison theory: A cross-cultural study”, 2017 年 6 月 28 日-30 日, Proceedings of Global Innovation and Knowledge Academy Annual Conference, Lisbon, Portugal, USB Memory, pp.1-2) Elodie Gentina, Kun-Huang Huarng との共著。</p> <p>“A social comparison theory approach to mothers’ and daughters’ clothing co-consumption behaviors: A cross-cultural study in France and Japan”, Journal of Business Research, December 2017, (In Press) Elodie Gentina, Kun H. Huarng との共著。</p> <p>上記の発表、およびそこから得られたフィードバックなどをベースに、研究代表者と研究協力者は頻繁なディスカッションを行い、研究枠組みの精緻化に努めた。</p>							
2. 研究成果実績の概要（英訳）							
<p>The goal of our research is to understand consumer behavior on the consumer-to-consumer (C2C) platform. To pursue our goal, we started the research project by thorough survey of the related research. The output of the survey was presented in the academic conference listed below.</p> <p>As for the first year of the research project, the project leader conducted a case study of two major C2C marketplaces that adopt different platform governance strategies and examine how the users of each marketplace trust other users and the marketplace platforms. The finding from our interview with the operators of two major C2C marketplaces shows that the both operators acknowledge an effective governance system as the key factor of success, but adopt different approaches to ensure effectiveness. Two different strategies for platform governance are adopted: proactive and reactive. The finding from our user survey indicates that users perceive a reactive strategy as more effective compared to a proactive strategy.</p> <p>The research project member pursued research focused on sharing behavior between mother and daughter. The authors use the transitional and liminal stage when daughters enter adolescence to investigate how sharing practices within families are employed as a resource in identity work. The result show the importance of “sharing in” within some French dyads, as a means for discovering new life projects and for rediscovering past identity projects driven by self-expressive motivations. In contrast, Japanese dyads are often reluctant to share personal possessions (sharing out) in order to maintain hierarchical relationships (affiliation motivations) and remain fashionably up-to-date (self-expressive motivations) in their identity work, and in their drive to maintain and prolong their mothering role. In order to better target adolescent girls’ mothers, retailers could develop more clothing appeals based on inter-generational approaches in France and intra-generational approaches in Japan.</p> <p>The products of our research were accepted and published in the proceedings of academic conferences and journals listed below.</p>							
3. 本研究課題に関する発表							
発表者氏名 (著者・講演者)	発表課題名 (著書名・演題)	発表学術誌名 (著書発行所・講演学会)	学術誌発行年月 (著書発行年月・講演年月)				

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大西浩志、澁谷覚、松村真宏、水野誠、山本晶	新メディア環境におけるマーケティング革新の研究	日本マーケティングサイエンス学会第101回研究大会	2017年6月
Yamamoto, Hikaru, Ohshima, Hiroumi	Proactive or Reactive? Platform Governance Strategy in C2C Marketplace	Proceedings of PACIS 2017	2017年7月
Elodie Gentina, Margaret K. Hogg, Mototaka Sakashita	Identity (Re)construction through Sharing: A Study of Mother and Teenage Daughter Dyads in France and Japan	Journal of Retailing and Consumer Services	2017年7月
Elodie Gentina, Kun Huang Huarng, Mototaka Sakashita	Mothers' consumption behavior with their teenage daughter from social comparison theory: A cross-cultural study	Proceedings of Global Innovation and Knowledge Academy Annual Conference	2017年7月
Elodie Gentina, Kun Huang Huarng, Mototaka Sakashita	A social comparison theory approach to mothers' and daughters' clothing co-consumption behaviors: A cross-cultural study in France and Japan	Journal of Business Research	2017年12月