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Well-Being Value Co-Creation Service System Model for Promoting Cooperation in Local Community: A Case Study of Buying Behavior of the Elderly in Nomi, Ishikawa

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All the world's most advanced economies are dominated by services. To develop sustainable service economy, we need to pay attention to the contribution to human well-being. Service research should not only pursue the development of economic scale, but also improve the well-being of human and develops a sustainable society and environment.

In Japan, grocery stores are decreasing in rural areas. The elderly people are having difficulties in their life due to decreasing buying abilities and this has become a serious problem. The research that analyzes social issues related to buying behavior of the elderly people from the point of view of the service research is in the beginning stage. The assessment of what kind of service should be important for human well-being has not well developed yet.

Based on this background, this research defines well-being value co-creation service system as “the service system for enhancing human well-being through promoting value co-creation” and focuses on the buying behavior of the elderly people as a case. For this purpose, this research proposes the model of well-being value

co-creation service system for enhancing human well-being through setting three research questions: (i) How the resources of entities are exploited sustainably in the well-being value co-creation service system? (ii) What value is created in the well-being value co-creation service system? (iii) How the well-being value co-creation service system is evaluated?

This research conducted mixed methods approaches. Regarding demand analysis of buying behavior support, firstly, I obtained the qualitative data from interview to 136 elderly people who live in Nomi city and face problems of buying behavior. Second, I used secondary application of quantitative data from three kinds of questionnaires which have been conducted in Nomi city. Data were analyzed by grounded theory approach which is effective in the aim of generating theory from qualitative data. Regarding support system analysis, this research obtained the qualitative data by participant observation of six months to two support entities who conduct buying support services and the qualitative data from interview to some supply entities who supply goods and grocery for the demand entity.

As a result, it revealed that difficulties in buying behavior can be categorized by three factors; (1) Life factor, (2) Service factor, and (3) Access factor. In order to support for buying behavior, it needs a support method in accordance with the categories. In addition, demand entity that requires buying support services by motive dispositions from the analysis. It can indicate how the elderly people motivated to buying behavior by this typing. In order to continue to practice sustainable support services for the buying behavior, to get to participate in value co-creation aggressively to demand entity is essential. Therefore, its value co-creation participation for promoting the power motivation of demand entity is important.

In addition, in order to support entity and supply entity to participate in value co-creation sustainably, it is necessary to promote their power motivation. Four factors are important to promote the power motivation of support entity and supply entity; (i) entities regards each other as a partner, (ii) there is an environment that can make knowledge co-creation for demand entity, (iii) there is the appropriate information provided by supply entity, (iv) there is a vision rooted in the social value in support entity.

I proposed the model of well-being value co-creation service system by combine these two analyze results. It is revealed that three properties of system promote value co-creation. They are motivational property, leadership property, and system reciprocity property. By the leadership of support entity and system reciprocity constructed by support entity, demand entity, and supply entity are motivated to the participation to

value co-creation of economic, social, and human well-being value. The well-being value can be obtained when each entity participate sustainably to the service system.

Each entity is promoted to sustainable participate to the value co-creation and resources are utilized sustainably by leadership and system reciprocity of support entity. This is the answer of first research question, how the resources of entities are exploited sustainably in the well-being value co-creation service system. The answer of second research question is economic value, social value and well-being value. The second research question is what value is created in value co-creation by each entity in well-being value co-creation service system and three values can be obtained through sustainable participant to the service system. The third research question is how well-being value co-creation service system is evaluated. This research proposed four assessment perspectives to measure robustness of well-being value co-creation service system: (i) the tripartite value co-creation system composed with the demand entity, supply entity and support entity is established, (ii) there is an environment that can make knowledge co-creation for demand entity, (iii) there is the appropriate information provided by supply entity, and (iv) there is a vision rooted in the social value in support entity. This research discussed assessment perspective underlying in promoting service research as new service research area.