

Title	地域産品の持続的購買関係を形成する要因の研究
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ABSTRACT.

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