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Thesis Outline

This paper, entitled "A Study on Customer Perception and Behavioral Intention in the Context of Smart Technology," focuses on robots, AR, and IoT to discuss the impact of changes in customer perception on changes in customer behavioral intention (Chapter 3 and Chapter 4). In addition, two models are extended and analyzed to investigate the impact of customer perception on satisfaction (Chapter 5 and Chapter 6).

Chapter 1, Introduction, first introduces the definition of smart technology and outlines the importance of smart technology for business and society in China and Japan, especially the importance and role of digitalization and the significant impact of smart technology on people's lifestyle, especially customer perceptions and behavioral intentions, in the context of digitalization. Based on it, the background of this dissertation, the purpose of this dissertation, and the structure of this dissertation are described. Chapter 1 clarifies the purpose of the dissertation. (1) To examine the effect of customer perception change on customer behavioral intention change. Clarify the relationship between word of mouth change and satisfaction change, and the relationship between word of mouth change and loyalty change. To predict the effect of customer perception changes on customer behavioral intentions change. (2) To investigate the effect of customer perception on satisfaction, the two models are expanded to analyze the effect of customer perception on satisfaction.

Chapter 2, Literature Review, is divided into two main parts. The first part presents previous studies on robotics, AR, and IoT, as well as definitions of the variables addressed in this dissertation and related literature. The second part details the industrial background of this dissertation and describes the current state of digitalization and the applications of robotics, AR, and IoT.

Chapter 3, "The Antecedents of Smart Technology-Induced Word-of-Mouth Change," examined the relationship between value perception change, privacy concern, word-of-mouth change, satisfaction change, and loyalty change induced by the application of smart technology. The data collected are examined for relationships among variables using path analysis. The results showed that value perception change has a positive and significant effect on satisfaction change and loyalty change. Satisfaction change and loyalty change has a positive and significant effect on word of mouth change. The results reveal that satisfaction change has a positive and significant effect on loyalty change.

Chapter 4, "Customer Changes Induced by the Adoption of the Internet of Things," used multiple regression analysis to investigate the predictive relationship between value perception change, satisfaction change, and privacy concern on word of mouth change and loyalty change. Data are collected from the same sample as in Chapter 3. The analysis reveals that in the context of IoT technology adoption, value perception change and satisfaction change have significant positive predictive power on word-of-mouth change and loyalty change, while privacy concern has a negative effect on loyalty change. Additional analyses in Chapter 4 also examine the effects of satisfaction change, value perception change, and privacy concern on word-of-mouth change and loyalty change in the context of robotics and AR technology.

Chapter 5, "The Development of Augmented Reality in Online Shopping: The Viewpoint of the Customer," is a modification of the Seddon model, analyzing the impact of innovativeness, enjoyment, and personalization on usefulness and satisfaction. The data collected are used to test the hypotheses using structural equation modeling. The results show that enjoyment and personalization have a positive and significant impact on usefulness in online shopping with AR technology. Personalization and usefulness have a positive and significant impact on satisfaction.

Chapter 6, "Analysis of the Antecedents and Consequences of Customer Value Co-Creation of Online Shopping

Equipped with AR Technology "analyzes the effects of performance expectancy, effort expectancy, social influence, hedonic motivation, and personalization on value co-creation and satisfaction. The results showed that social influence, hedonic motivation, and personalization have positive effects on value co-creation. Performance expectation, social influence, personalization, and value co-creation have a positive effect on satisfaction. This chapter also confirms that there are no significant differences by gender or by age group. In addition, Chapters 5 and 6 examine the effect of customer perception on satisfaction using different models.

Chapter 7, "Conclusion and Implication," is the final chapter of the dissertation. Firstly, the dissertation is summarized by outlining the research conducted in Chapter 3 through Chapter 6, and then research implications are developed based on each chapter. Finally, it presents the limitations of the dissertation and future research topics.

In summary, this dissertation analyzes the effect of customer perception change caused by technologies such as robotics, AR, and IoT on customer behavioral intention change, provides new research perspectives and ideas for exploring customer perception and customer behavioral intention in the context of smart technology, contributes to the understanding of customer perception and customer behavioral intention toward technology by companies, and provides suggestions to help companies choose the best smart technology for their development.