
혁신확산이론 기반 소비자 행위의도에 관한 메타분석

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A Meta Analysis of Innovation Diffusion Theory based on Behavioral Intention of Consumer

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요 약

빅데이터 분석은 데이터 저장소에 저장된 대용량 데이터 속에서 의미 있는 새로운 상관관계, 패턴, 추세를 발견하여 새로운 가치를 창출하는 과정이다. 또한 빅데이터 분석은 소셜 빅데이터, 실시간 사물지능통신(M2M; Machine to Machine), 센서 데이터, 기업 고객관계 데이터 등 도처에 존재하는 다양한 성격의 빅데이터를 효과적으로 분석하는 것을 말한다. 빅데이터 시대에는 단순히 데이터 베이스에 잘 정리된 정형 데이터뿐만 아니라 인터넷, 소셜 네트워크 서비스, 모바일 환경에서 폭발적으로 생성되는 웹 문서, 이메일, 소셜 데이터 등 비정형 빅데이터를 효과적으로 분석하는 것이 무엇보다 중요해졌다. 그런데 메타분석은 여러 실증연구의 정량적인 결과를 통합과 분석을 통해 전체 결과를 조망할 기회를 제공하는 통계적 통합 방법이다. 따라서 본 연구는 우리나라에서 2000년-2017년 사이 혁신확산이론 모델을 기반으로 한 주제로 출판된 연구 50개 논문 750개 샘플을 대상으로 하였다.

ABSTRACT

Big data analysis, in the large amount of data stored as the data warehouse which it refers the process of discovering meaningful new correlations, patterns, trends and creating new values. Thus, Big data analysis is an effective analysis of various big data that exist all over the world such as social big data, machine to machine (M2M) sensor data, and corporate customer relationship management data. In the big data era, it has become more important to effectively analyze not only structured data that is well organized in the database, but also unstructured big data such as the internet, social network services, and explosively generated web documents, e-mails, and social data in mobile environments. By the way, a meta analysis refers to a statistical literature synthesis method from the quantitative results of many known empirical studies. We reviewed a total of 750 samples among 50 studies published on the topic related as IDT between 2000 and 2017 in Korea.

키워드

Innovation diffusion, Relative advantage, Compatibility, Complexity, Trialability

I. INTRODUCTION

Big data analysis is an effective analysis of various big data that exist all over the world

such as social big data, machine to machine (M2M) sensor data, and corporate customer relationship management data. In the big data era, it has become more important to effectively

analyze not only structured data that is well organized in the database, but also unstructured big data such as the internet, social network services, and explosively generated web documents, e-mails, and social data (text data of social network service, video data of you-tube, etc.) in mobile environments. Consequently in the perspective of research methodology, meta analysis is a technique of big data analysis. By the way, a meta analysis refers to a statistical literature synthesis method from the quantitative results of many known empirical studies. Consequently in the perspective of research methodology, meta analysis is a technique of big data analysis. In addition, the important issue of a meta-analysis is not the significance test, the effect size of the predictor variable on the criterion variable. In addition, the important issue of a meta-analysis is not the significance test, the effect size of the predictor variable on the criterion variable.

II. PREVIOUS RESEARCH

Innovation diffusion theory is a theory that understands and explains how innovation and new ideas are adopted within the social system. Rogers decided to recognize innovation first, recognize innovation, form an attitude toward it, and ultimately decide to adopt / reject innovation. We mean that the whole process of making sure your own decisions [3].

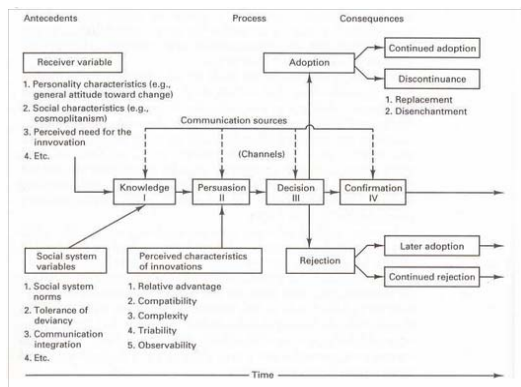


Fig. 1. Diffusion of innovation model (Rogers, 1995)

According to Rogers [2], based on the definition of technological innovation, important factors influencing innovative diffusion are innovation, communication channel, time and

social system. The category of innovative adopters can be divided into (1) innovators, (2) early adopters, (3) early majority, (4) late majority, (5) non-innovators (laggards). The process of innovation decision-making is a sequential process of acquiring knowledge, persuasion, decision, implementation, and confirmation [2,3]. The five attributes that can influence the diffusion of innovation are relative advantage, compatibility, complexity, trialability, and observability [1,2,3].

III. RESEARCH METHODOLOGY

We reviewed a total of 750 samples among 50 studies published on the topic related as IDT between 2000 and 2017 in Korea. The conceptual model is shown in Figure 2. Based on the methodology of meta-analysis, was utilized the CMA (comprehensive meta analysis) program developed by Biostat was utilized.

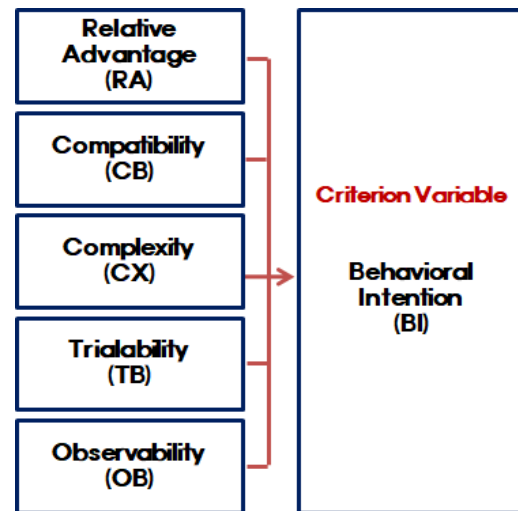


Fig. 2. The conceptual model

참고문헌

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