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The Growth of End User Innovators and Changing Precedent Factors: A Case Study of the Comics Industry

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Abstract

In this study, we examine the motivation structure for individuals' consumption, purchase, and innovation behaviors. In particular, we divide innovation into three stages: privatized, publicized, and profitable innovation. These three stages are determined by whether individuals share their works with others and whether they obtain monetary rewards for selling their works. To examine this topic, we carry out an empirical survey focusing on the Japanese comics industry. We find that there are substantial differences in the motivation involved in the three stages. In privatized innovation, users are motivated by intrinsic pleasure. On the other hand, in publicized and profitable stages, the effect of pleasure becomes negative, while userness becomes a main precedent factor for creators. Our results suggest that firms and industry groups need to better understand users' internal changes in motivation, so that they can address related issues.

Keywords: user innovation, consumer behavior, content industry, information goods