

A STUDY ON SELECTION METHOD OF SURVEY COOPERATORS CONSIDERING Psychological Distance Scale in CONCEPT TEST

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Concept testing is a method to evaluate customers' acceptance and to understand points to be improved by showing concepts of new products or services at planning phase to survey cooperators believed to be the potential customers (hereinafter referred to as cooperators). In the method of interviewing several cooperators, there is a problem that recruiting appropriate persons affects the validity of the test. In response, focusing on the construal level theory and the action identification theory, we developed a scale for measuring psychological distance to automobiles and methods for selecting cooperators. Although this research provided a certain profit to understanding the characteristics of them, additional examination of the validity of the proposed classification method was required because it was necessary to reconsider including a wide range of concepts such as the sociality and hobbies of automobiles when considering the new value of automobiles. Therefore, in this study, we conducted further study of the validity of the concept test and grasped the characteristics of the collaborators, and examine the method to select the cooperators appropriately.

Based on previous studies, focusing on "their ability to develop usage images" and "their discernment", we started to develop a scale to classify cooperators according to their two abilities. Considering the new value of automobiles, in order to include a wide range of concepts such as the sociality and hobbies of automobiles, we assumed seven psychological distances with reference to the distances showed in the construal level theory and created a draft scale list consisting of 20 items. To narrow down the proper scale items, we conducted a quantitative survey using a Web questionnaire and a confirmatory factor analysis utilizing the assumed distance classification as a common factor. However, the goodness of fit was very low. Therefore, we installed new factors while maintaining the original hypothesis as much as possible and referring to the revised index, subsequently the following results were obtained with the five factors. ($\chi^2=357.2$, $df=98$, $p=.000$, $GFI=.94$, $AGFI=.91$, $RMSEA=.06$) Furthermore, based on the quantitative survey, we analyzed the individual discernment and the ability of imagination. It was found that the higher the imagination, the smaller the number of respondents who answered "Neutral" or "I don't understand", that is, the higher the discernment was. In the "upper" and "upper middle" groups, less than 3% of the respondents answered "Neutral" or "I don't know" in all 6 judgments. It was found that 69.4% of a high discernment group answered "0 to 1 time" in 6 judgements was divided into the "upper" and "upper middle" groups.

We confirmed how each group, divided by imagination, judged the idea, found that the "upper" group generally judged positive and within 20% of them answered "Neutral", which was less than that of the other groups. In the "lower middle" group, 70% or more answered "Neutral". In the "lower" group, the responses were mainly negative, the ratio of who answered "I don't understand" was high. This indicates the higher the imagination, the higher the discernment. Additionally, we used a decision tree (CHAID) with seven types of scale values. Focusing on the "higher" group of imagination, the result showed that 70.8% of the "upper" group was extracted if the scale value of "⑤ Interest in car future" was larger than 3.8 and also "Enjoy driving" of the construal level scale of car driving studied previously was bigger than 2.5.

In conclusion the cooperators were divided into four categories with the vertical axis of the construal level scale for "Enjoy driving (higher construal level)" and the horizontal axis of "interest in car future" (Fig.1). Compared to the previous scale, the ratio of those with higher imagination increased in the 1st and 2nd groups, and the difference between the groups and the 3rd and 4th groups became conspicuous. Hence it seems better to use the scale for valid concept tests due to the higher accuracy of user classification. In the concept test, it is conceivable to understand the tendency of cooperators in advance by the scale and select them from the appropriate category according to the purpose. What kind of operation should actually be used as a recruiting strategy is a topic for future study. Aiming at a useful concept test framework, we plan to improve the accuracy of the classification method through the actual concept test while confirming the usefulness of the scale.

