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日本におけるウインドサーフィンの普及過程と普及戦略

(Diffusion Process and Strategy of Windsurfing in Japan)

平野 貴也 (ひらの たかや)

博士 (スポーツ健康科学)

Abstract

The purpose of this research was to explain the diffusion strategy in regards to the process of diffusion and diffusion stages of windsurfing in Japan. This descriptive study was based on the literatures relating to marine sports and leisure articles, for the target period of 1974 to 2010. In order to analyze the diffusion process of windsurfing in Japan, the authors attempted to employ Rogers' s diffusion of innovation (2007), and analyzed 5 stages of diffusion process from the 4 aspects such as marketability, penetrability, organization, and exposure. For the diffusion process index of "marketability," the number of board sales was used. For "penetrability," trends in the number of sales outlets were used. For "organization," the number of registered members of each sports association were aggregated and used as an index. For "exposure," the number of articles relating to windsurfing and boardsailing in magazines collected in the Ōya Soichi Bunko and in 4 national newspapers were the main source of information in this descriptive study.

The main findings of this research study were as follows;

- (1) During the introductory stage, the effective diffusion strategy was organization. The supply of equipment became more fluid, and media exposure had strong influence during the growth stage. During the maturity stage, continuous innovation brought a variety of equipment.
- (2) The characteristics of the diffusion process in windsurfing was the shift from seasonal leisure sports to year-round leisure sports in the maturity stage. Even in the saturation stage, the number of registered association members appeared to increase.
- (3) In order to sustain the diffusion process of windsurfing, it is necessary to utilize various media, including social media, after the maturity stage.
- (4) The ideas of five diffusion stages seemed to be suitable for clarifying the relationship between the diffusion process and the diffusion strategy of windsurfing in Japan.
- (5) The correlation among 4 diffusion indices appeared to be sophisticated to analyze the diffusion process of leisure sports so that more in-depth study will be recommended.