

Research On Consumer Experiences, Attitude, and Behavioral Intention Toward Makerspace

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Innovation and entrepreneurship are one of the fundamental driving forces of economic development. With the support of national policies and the spread of the Internet, the maker movement is gradually taking root worldwide. China is a red sea of innovation and entrepreneurship. The State Council has expressed its explicit support for the "mass entrepreneurship and innovation initiative", laying a solid foundation for developing makerspaces in China. There is an inextricable link between makerspaces and makers. In the maker movement, a makerspace is a physical space that provides a working area for makers and puts ideas into practice. The advanced equipment and collaborative atmosphere of innovation and entrepreneurship in makerspaces provide an unparalleled experience for makers. The paper discusses the experiences, attitudes, and behavioral intentions toward makerspaces. As defined in this paper, the final behavior of makers towards makerspaces will be through three main channels: experiences, attitudes, and behavioral intentions. The components of a makerspace, including equipment, atmosphere, and staff attitudes, all lead to the makers' direct or indirect perceptions. During the operation process, makerspaces need to provide more time and energy to enhance the factors that are most likely to affect their operation to attract more excellent makers. Finally, the activities in the makerspace will also provide much feedback to the makers, which will further improve the construction of the makerspace.