

EFFECT OF SOCIAL INNOVATIONS ON CITIZEN SATISFACTION

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INTRODUCTION

Introduction

According to Rodríguez Fernández-Blanco, Górriz-Mifsud, Prokofieva, Muys, and Parra (2022), social innovation refers to how social structures are modified and ethical norms revisited in order to tackle unmet needs, placing a strong emphasis on issues such as inequality, power relations and/or environmental degradation; moreover, it aims for positive impacts that go beyond the individual level, involving the interaction among actors. Chen, Knierim, and Bock (2022) argue that although there is still no common definition, various features are repeatedly identified and agreed upon. According to the authors, social innovation is considered a promising strategy for coping with societal challenges.

Citizens are the powerful stakeholders in a society. This social group is analyzed in a framework of tourism marketing, place marketing, and consumer marketing. However, marketing strategies often ignore latter segment, considering it as having no impact on the outcomes of marketing efforts. Therefore, the **scientific problem** of the research: what is the effect of social innovations on citizen satisfaction?

The **aim of research** is to analyze citizen perceptions of the effect of social innovations on their satisfaction.

Objectives:

- To establish a theoretical framework for social innovation;
- To determine the interconnections between social innovations and citizen satisfaction;
- To assess the citizen perception of the effect of social innovations on their satisfaction.

The **methods of the research**. The analysis of scientific literature was performed in order to establish a research framework. Questionnaire survey was provided to substantiate and assess the effect of social innovations on citizen satisfaction.

Theoretical background and research organization.

Chen, Knierim, and Bock (2022) provide the essence of social innovation as follows:

- (1) its outcomes represent novel solutions;
- (2) it aspires to meet social needs;
- (3) it mobilizes beneficiaries to practice collective action; and
- (4) it results in new forms of civic engagement and new social relations that "enhance society's capacity to act".

Actually, considering their essence, latter elements can be put into a two-dimensional matrix (see Fig. 1). The approach varying from personal to collective would shape the openness of the innovation. On the other axis, the orientation varying from focus to action would shape the obviousness of the innovation.



Fig. 1. Matrix of Social Innovations

The four affect areas of social innovations were combined with 9 antecedents of citizen satisfaction in a questionnaire. 5-point Likert scale was applied. The survey was provided in Lithuania on March, 2022.

Main findings are provided in a Table 1.

Table 1. The evaluation of perceived effect of social innovation on citizen satisfaction

Attribute	Attributes' evaluation
Urbanity and diversity	3,97
	3,51
	4,12
	3,94
Nature and recreation	3,84
	3,61
	4,17
Pedestrian environment	4,12
	3,51
	3,72
Job opportunities	2,97
	3,02
	3,13
Neighbourhood	3,98
	4,02
	3,97
Subjective well-being determinants	4,12
	3,22
	4,16
Parenting/ Education	3,94
	3,44
	3,64
Public transport	3,23
	3,24
	3,97
Necessary services	4,14
	4,23
	4,42
Novel solutions	2,97
	3,02
	2,12
Social relations	3,22
	3,23
	2,22
Social needs	2,97
	2,89
	3,18

MAIN RESULTS AND CONCLUSIONS

Research results show, that three affect areas of social innovations are perceived as having moderate effect on citizen satisfactions, i.e.: Social relations (3,55; the effect mostly emerged in Nature and recreation, Neighbourhood, Urbanity and diversity, and Job opportunities), Social needs (3,5; most evident in Neighbourhood, Urbanity and diversity; moreover, the only positively evaluated area in a framework of Necessary services), and Novel solutions (3,45; most evident in Pedestrian environment and Subjective well-being); whereas the effect of Collective action was evaluated quite low (3,18). Despite the low overall evaluation, the effect of social innovations on citizen satisfaction in terms of Collective action was perceived as highest in Parenting/Education and Public transport related areas; also, the effect was quite high in Urbanity and diversity, Nature and recreation, and Job opportunities related areas.