

Analysis of Determinants of Regional Attractiveness in the “Regional Brand Survey”

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Abstract

In the pursuit of regional revitalization, a "regional brand survey" was conducted to evaluate the attractiveness of different regions and the level of interest in living there and visiting them. This survey aimed to strengthen the regional brand. A previous study had utilized the Regional Brand Survey to identify the components of regional attractiveness and their respective weights. However, it faced a critical issue wherein some responses to the attractiveness evaluation were assigned zero points, while others were simply ignored. This study analyzes the data using a five-point scale, ensuring that all responses to the attractiveness evaluation are taken into account. In addition to the attractiveness, the study elucidates the latent structure influencing the level of willingness to live and visit using factor analysis. The results of the factor analysis revealed six factors: "convenience of transportation and living," "local foods and specialties," "history," "tourism and nature," "tradition," and "sports." The results of multiple regression analysis established that the level of attractiveness and visit were significantly influenced by "tourism and nature" ($\beta=0.434$, $p<0.001$; $\beta=0.652$, $p<0.001$) and "local foods and specialties" ($\beta=0.235$, $p<0.001$; $\beta=0.240$, $p<0.001$), while the level of willingness to live in the area was significantly influenced by the "convenience of transportation and living" factor ($\beta=0.511$, $p<0.001$). Public institutions, such as governments and municipalities, could potentially maximize the attractiveness of their regions by considering the unique characteristics and appeal of each area and focusing on elements with substantial impact.

Keywords

Regional brand survey, factor analysis, multiple regression analysis

Biographies

Ramon Imaizumi is a graduate student of the Department of Industrial Engineering and Management at Kanagawa University, Japan.

Ayuko Komura is an assistant professor in the Department of Industrial Engineering and Management at Kanagawa University, Japan. Her research topics include operating profit stability and management controls. She earned her Ph.D. in business administration at Meiji University. She received a fellowship from the Japan Society for the Promotion of Science between 2017 and 2019.

Hirohisa Hirai is a professor in the Department of Industrial Engineering and Management at Kanagawa University, Japan. He earned his Ph.D. in Engineering at Osaka University. His research is an empirical study of management accounting, firm analysis, and applied statistics, particularly firm valuation. He received awards from several academic societies in accounting and management.