

1. Record Nr.	UNINA9910309859703321
Titolo	Advances in Kaiyu Studies : From Shop-Around Movements Through Behavioral Marketing to Town Equity Research // edited by Saburo Saito, Kosuke Yamashiro
Pubbl/distr/stampa	Singapore : , : Springer Nature Singapore : , : Imprint : Springer, , 2018
ISBN	981-13-1739-9
Edizione	[1st ed. 2018.]
Descrizione fisica	1 online resource (XIII, 467 p. 102 illus., 77 illus. in color.)
Collana	New Frontiers in Regional Science: Asian Perspectives, , 2199-5982 ; ; 19
Disciplina	338.9
Soggetti	Regional economics Spatial economics Consumer behavior Marketing research Business intelligence Experimental economics Strategic planning Leadership Industrial Management Regional and Spatial Economics Consumer Behavior Market Research and Competitive Intelligence Experimental Economics Business Strategy and Leadership
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Chapter 1. Introduction: Some meta-theoretic consideration of consumer shop-around studies -- Part I Policy evaluation from Kaiyu movements -- Chapter 2. How did the large scale city center retail redevelopment change consumer shop-around behaviors: A case of city center of Fukuoka city, Japan -- Chapter 3. Evaluating municipal tourism policy from how visitors walk around historical heritage area -- Chapter 4. How did the extension of underground shopping mall

change Kaiyu -- Part II Some characteristics of Kaiyu -- Chapter 5. On the occurrence order of purposes on the way of shop-around -- Chapter 6. The staying time for shopping at city center retail environment -- Chapter 7. The factors determining staying time in city center -- Chapter 8. Little's formula and parking behavior -- Part III Economic effects by accelerating Kaiyu -- Chapter 9. The economic effects of city center 1 dollar circular bus -- Chapter 10. The value of time for shopping -- Chapter 11. The economic impacts of city center coffee shops -- Part IV Economic effects by increasing visitors -- Chapter 12. The economic impacts of opening new subway line -- Chapter 13. Did an introduction of new subway line increase the frequency of visits to city center? -- Chapter 14. To what extent did the woodwork festival attract people? -- Chapter 15. How did the effects of festival held on main street spread over other districts within a city center -- Part V Kaiyu marketing and value of visit to city center -- Chapter 16. Did the grand renewal opening of department store enhance the visit value of customers? -- Chapter 17. A new entry of large variety shop increases value of city center? -- Part VI Emerging view of goal of town development -- Chapter 18. The concept of town equity and goal of town development -- Chapter 19. City center parking policy: a business model approach -- Part VII Information and consumer shop-around behaviors -- Chapter 20. Experimental study on consumer information processing behaviors in the middle of shop-around -- Chapter 21. Consumer's visit value and shop category choice -- Part VIII Urban policy and consumer welfare -- Chapter 22. Travel demand function of Korean tourists to Kyushu -- Chapter 23. Econometric approach to estimate welfare change brought by a new subway line -- Chapter 24. Conclusion and further remarks on further research.

Sommario/riassunto

This book is the first systematic exposition of advances in Kaiyu studies carried out by the author and his colleagues in Japan and other parts of Asia. Consumer shop-around behavior is referred to as Kaiyu in Japanese, a term widely used in several fields such as city planning, marketing, real estate, tourism, and regional policy. The book demonstrates how Kaiyu research has evolved from the original idea to the present state and envisages prospective Kaiyu studies in the age of big data and the Internet of Things (IoT). The distinguishing feature of their research is that Kaiyu is regarded as consumers' simultaneous decisions sequentially made while undertaking their shop-arounds as to which shops they visit, for what purpose, and how much they spend there. This is a sharp contrast to much research on trip chains, which only deal with spatial movements. As a result, their studies first succeeded in empirically exploring the relationships between consumer shop-around movements and money flows among shopping sites within a city center retail environment. As a result, the author and his coworkers uncovered the roles of many urban policies and facilities inexplicit so far by revealing how they contribute to the turnover of the whole town through stimulating Kaiyu. This gives a universal means of evaluation for urban development policy. Thus they have refreshed the scope of consumer shop-around studies from shop-around movements in the context of city planning, shopping marketing, and evaluation of urban revitalization policy, to town equity researches. This book presents step by step these conceptual developments by showing concrete research examples from their vast Kaiyu studies based on numerous empirical interview surveys at real retail environments. .