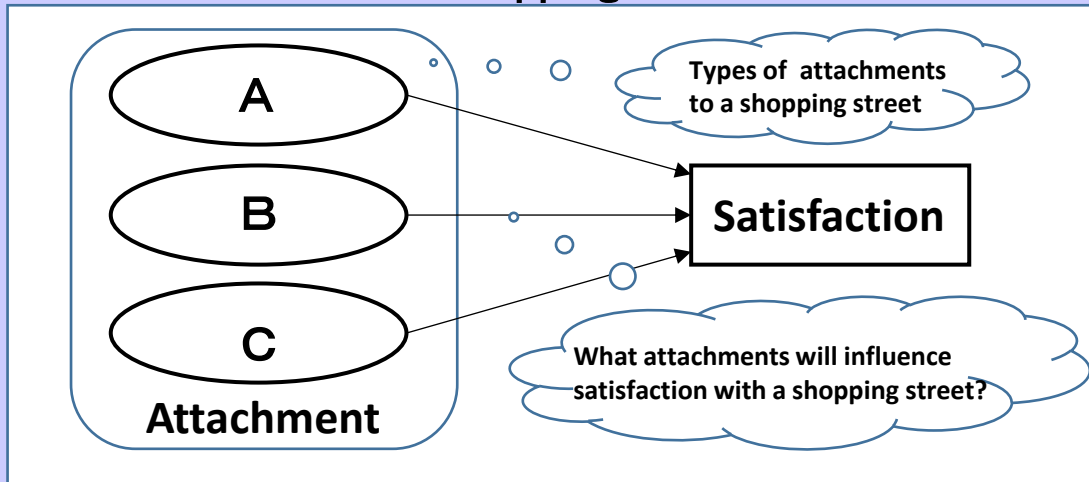


Shopping Streets Activation Project

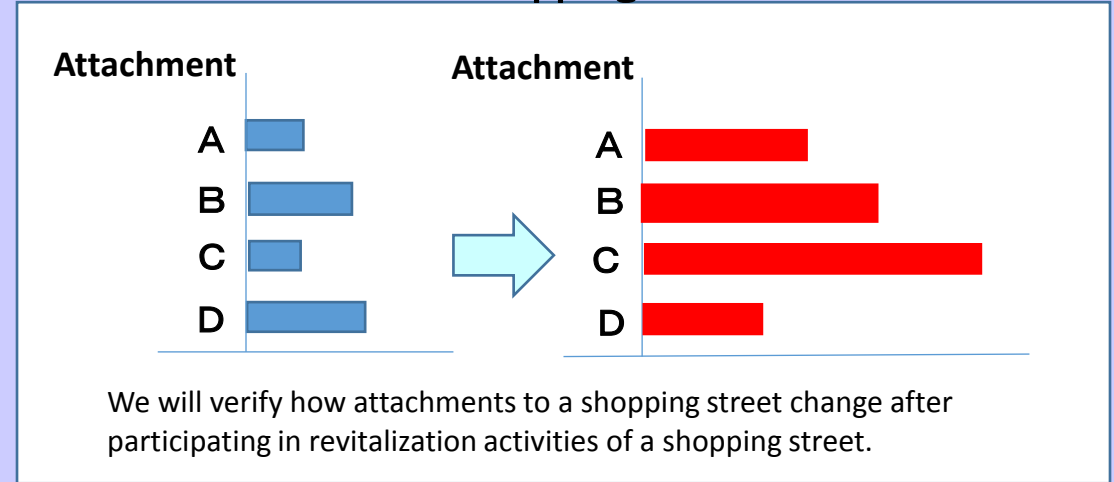
(Lecturer Masaya OTA, mota@fuk.kindai.ac.jp)

Research Area

1. Study on the relationship between attachment and satisfaction to shopping street



2. Study on the impact of involvement on satisfaction with shopping street



Recent Activities

- The questionnaire survey about the Iizuka Motomachi shopping street that belong to the central city area of Iizuka

We conducted the questionnaire survey about attachments and satisfaction to Iizuka shopping street to the 4,000 students at three universities (Kindai University Faculty of Humanity-Oriented Science and Engineering, Kyusyu Junior college of Kindai University, Kyusyu Institute of Technology). The paper based on the analytical result of the survey is submitted to an academic journal.

※Joint research by Noki Hasegawa (Kindai University, Associate Professor) and Hiroshi Koike (Kindai University, Associate Professor).