

## SUMMARY OF MASTER’S DISSERTATION

Student Identification Number	81533610	Name	Maiko Yokokawa
<p>Title</p> <p style="text-align: center;">Social and Economic Value of Japanese Traditional Crafts</p>			
<p>Abstract</p> <p>Japanese culture has been attracting world-wide attention since the 2020 Olympic game was decided to be held in Tokyo. The Japanese government and the media are expecting the Japanese traditional crafts to have a huge economic impact. However, in spite of the decline of the Japanese traditional crafts industry, most of the policies and businesses focus on the Tokyo Olympic games and it seems that the sustainability of the industry is not taken into account. Some previous studies have tried to identify how to revitalize the industry, but there is no study which could show the primary factors of the problems of the Japanese traditional crafts industry. Moreover, no study shows the reason why it is important to make the Japanese traditional crafts survive.</p> <p style="padding-left: 2em;">This research consists of two parts to solve these problems.</p> <p style="padding-left: 2em;">The first one is the research of the Japanese traditional crafts locality based on the qualitative approach. Observation and interview for the 8 localities, 12 types of crafts, and 37 companies were conducted to reveal the root cause of the decline of the industry. As a result, the problems could be categorized into 4 issues; the local issue, the social issue, the personal issue, and the marketing issue. In addition, these issues are separated into two types; the issues which can be solved by the profit and the issues which should be solved to get profit.</p> <p style="padding-left: 2em;">The second one is the consumer research by the quantitative approach in order to evaluate the value of the Japanese traditional crafts for the current consumer. This part is based on the cultural economics originating from John Ruskin. According to the interview, three types of consumers were found and it could be the hypothesis for the questionnaire survey. Through multivariate analysis, the value elements of the traditional crafts were defined with 6 context and 11 items, to research which component is important for the consumer. In conclusion, it was found that “story” is significantly important more than “price” for the current consumer. Besides, as a result of the verification of the effectiveness of the story, it affects significant types of the consumers.</p>			
<p>Key Word(5 words)</p> <p>Traditional crafts, Social and economic value, Marketing, Intrinsic value, Consumers capability</p>			