

システム情報工学研究科修士論文概要

年 度	平成 25 年度	学位名		修士( ビジネス )
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論文題目 Street Fashion Made in Japan: An Exploratory Study of Harajuku Fashion Perception among US and Japanese University Students (日本製ストリートファッションー日米大学生における原宿ファッションの知覚に関する探索的研究)				
論文概要 Harajuku fashion is part of the street fashion culture of Tokyo, Japan. The purpose of this study is to explore awareness and preference for this fashion style in Japan and the US. After conducting preliminary qualitative research (in depth interview with fashion experts, interview with the director of Fashion Business Program at Bunka Fashion school in Tokyo and street interception surveys in Takeshita street), a self-administered questionnaire survey was conducted among Japanese and US students to assess the perception and preferences for this fashion style. Image of Harajuku style was measured with a list of adjectives using two pictures. It was hypothesized that Harajuku fashion would differ in the two countries; in this sense, consumption of Japanese popular culture (music, manga, anime and cosplay) would be associated with knowledge of and preference for Harajuku fashion, and that the usage of social media would be associated with awareness by US university students. Results indicate that US students perceive this fashion style differently than Japanese students; US students perceive it to be more negative and childlike than their Japanese counterparts. It is also found that consumption of Japanese pop culture is associated with the knowledge and preference for Harajuku fashion style by US university students. However, the association with social media use is not statistically significant. Managerial implications for reaching the final consumer in the US were discussed in this paper. It was found that cross-marketing efforts with Japanese pop culture (manga, anime and pop music, between others) and its association with Harajuku knowledge and preference would be effective marketing strategy to enter the American market.				
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