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研究課題名(和文) Place brands and the perceived authenticity of cultural and creative goods in international markets

研究課題名(英文) Place brands and the perceived authenticity of cultural and creative goods in international markets

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研究成果の概要(和文)：重要な研究成果は、プレイスブランド(地域ブランド)の海外展開振興活動の中では様々な目標、戦略、実行の体制を把握することができた。製品戦略やプレイスブランドの発信体制は各地域によって大きく異なった。また、企業のと自治体の間には目標が一致しない場合があり、プレイスブランドの海外発信や持続可能なプロジェクトの実施には不安性をもたらすこともあった。しかし、これらのプログラムの成功要因の理解がまだ不十分であり、今後の研究にはプレイスブランドの理論だけでなく、地域のブランド、製品、人物、文化の海外展開を促す公共政策に重要な貢献をもたらすであろう。

研究成果の学術的意義や社会的意義

One of the major findings of this project was the identification of distinct program strategies that subnational regional brands adopt when developing programs to promote their local industries - and their place brand - in international markets.

研究成果の概要(英文)：One of the major findings of this project was the observation of distinct product features and program strategies that subnational regional brands adopt when developing programs to promote their local industries - and their place brand - in international markets. Furthermore, objectives of firms and local governments were found to not always be consistent, creating potential tension and discrepancies in implementation of international marketing efforts. However, more research is needed to understand the success of programs that implement these different strategies. Such research that utilises qualitative and importantly quantitative measures of success will be critical to inform not only understanding of place branding theory but the future development of public policy measures to promote regional brands, and their products, people, and culture, on a global stage.

研究分野：international marketing

キーワード：place branding international marketing regional branding authenticity cultural industries

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1 . 研究開始当初の背景

‘Place brands’, including those of cities, regions, and countries, can be cogent descriptors of and cognitive shortcuts for values, taste, style, aesthetics, and quality that we associate with those places (cf. Dinnie, 2004; Anholt 2005; Ooi 2008; Skinner, 2008). Yet these are often attached to tangible products – for example, ‘Japanese cuisine’, ‘Italian fashion’, or ‘Scandinavian design’, and become associated with particular types of cuisine, styles of fashion, and design ethos and aesthetics.

However, many place-branded goods not only lack both legal specificity and protection in international markets, but also face consumer ambivalence where awareness and understanding of both their product brand and the region or country ‘place’ brand may vary (Ozsomer and Altaris, 2008; Balabanis and Diamantopoulos, 2011).

Traditional or heritage goods such as *kyo-yuzen*, *kyo-shikki*, or *kyo-yaki*, are often by definition linked to their historical place of origin. Facing shrinking domestic markets, these firms face an additional challenge: while international markets offer a chance to prevent the decline of their skills and techniques, to what extent should they maintain authentic and historical accuracy, and to what extent should they reinterpret heritage designs and processes for contemporary and non-Japanese markets?

Their survival depends on their ability to achieve this, yet little academic research has covered this aspect of a firm’s internationalisation. International Marketing literature has well established the choice between product and communication extension and adaptation (Keegan 1995). Yet to what extent will changes in production affect the perceived authenticity of these place and culture-specific products?

Marketing literature has recently focused on authenticity, particularly in consumers determining how true and accurate their interactions with brands (Leigh, Peters, and Shelton 2006), products (Beverland, Lindgreend and Vink 2009), and experiences (Hede and Thyne 2010) are to what they purport to be. Yet the link between changes to product attributes or production location and changes in perceived authenticity is still underdeveloped.

This is further complicated by the place brand associated with a product and the role of local/regional government activities in both promoting certain industries and in projecting a particular place brand image.

2 . 研究の目的

This research set out to examine Japanese firm-level strategies through case studies of specific Japanese place-branded cultural goods to explore the determinants of perceived authenticity and their effect on product image, but in doing so also elucidate firm’s choice and ability to adapt products to global market ‘demands’ and contemporary needs rather than continue to produce heritage products using traditional processes.

This project originally aimed to address: (1) how firms from different cultural and creative industry sub-sectors in different regions value, execute, and communicate the importance of ‘place’ regarding production and identity (internal and external brand), (2) what product features – including brand origin and production location – are important to consumers in determining the authenticity of cultural products, (3) how government efforts to develop place-branding policies (a) are welcomed by firms and (b) correspond with what consumers seek.

However, during the project, consumer reactions regarding product authenticity proved to be not only problematic to gather but also premature given the need for further exploratory research of the use of place brands in internationalization and the role of firm and government in this process (explained in research methods below). This resulted in an

research objective (2) being amended to shift the focus from the consumer-based perceived authenticity to the interplay of industry and government.

3 . 研究の方法

Part One of the original research plan was followed to determine research objectives (1) and (3). Throughout this analysis however, it was determined that the Part Two of the research plan that aimed to collect consumer data through experimental research would be problematic and difficult to obtain data in truly scientific settings. Furthermore, the complexity of the dynamics between firm strategy, industry variability, and government project objectives, indicated that considerably more exploratory research was needed to determine the key constructs rather than causal research to test hypothesized relationships of variables. Importantly, this research uncovered a critical need to explore how difference in place brand strength might influence choice of strategy and exacerbate discrepancies between identity and image (cf. Pike 2002, Roll 2006) of both firm, government, and place brand (in line with Govers and Go (2009) 3-gap model).

As such, data collection took four main approaches:

- 1) Observational research of firms exhibiting their wares at tradeshows in Japan, Paris, and New York. In particular, five regional projects presenting at Maison & Objet in Paris were chosen for analysis to determine different strategies according to different place brand strength;
- 2) Semi-structured interviews at the above tradeshows with firms (providers), government representatives, designers, and project directors and coordinators;
- 3) In-depth interviews with firms from the above regions;
- 4) Expert interviews with producers, project directors, and coordinators, and international distributors.

Cases were purposively selected to increase variation in brand strength based on “attractiveness” index of all 47 administrative prefectures on the 2018 regional brand ranking from the Brand Research Institute (2018). Regions chosen (and respective rank) include Kyoto (2nd), Kagoshima (18th), Wakayama (30th), Gifu (40th), and Tokushima (46th).

4 . 研究成果

One of the major findings of this project was the observation of distinct product features and program strategies that subnational regional brands adopt when developing programs to promote their local industries - and their place brand - in international markets. Various strategies such as working with international designers of varying degrees of reputation, hiring consultants and external project directors, and focusing on new product development, or in some cases skill development and training of local firms. Furthermore, objectives of firms and local governments were found to not always be consistent, creating potential tension and discrepancies in implementation of international marketing efforts.

A surprising outcome in relation to product authenticity was that firms were rarely insistent on maintaining the original authenticity of their products when reinterpreted for global markets. Firms, particularly those with more international experience, were happy to move away from codified and designated “traditional craft” to provide marketing offerings that matched global users’ needs, but also maintained the uniqueness of their local place of origin. After all, maintaining historical accuracy is only of relevance in consumer markets if there is sufficient cultural capital to recognize its presence, and to value it. Further, while undertaking considerable product development to adapt offerings global markets, the communication of place as a product attribute and part of projected image was decidedly more nuanced.

The “Branding Japan Seminar” run as a part of this project on 15 March 2019 drew together key people across academe, government, and industry involved in the international ‘branding’ of Japan, and using keynote speaker Dr. Keith Dinnie’s ICON model as a departure point, raised some of the challenges of government-led efforts to lead an inherently market-driven practice of branding aimed at consumer markets highly sensitive to trends.

However, through such findings, this project also uncovered the need for more research in order to understand the relative success of government programs that have a widely varying objectives and often implement distinct strategies. Such future research should adopt qualitative and importantly quantitative measures of success, and in doing so, will be essential to inform not only understanding of place branding theory but the future development of public policy measures to promote regional brands, and their products, people, and culture on a global stage.

COVID-19 note:

While two international conferences in 2020 with submitted papers/abstracts from this research project have been cancelled due to COVID-19 and a third conference in yet to be confirmed, research findings from this project promise to greatly informed future potential research in the field and thus their dissemination is critical. This dissemination will continue throughout 2021.

5. 主な発表論文等

〔雑誌論文〕 計0件

〔学会発表〕 計4件（うち招待講演 0件 / うち国際学会 3件）

1. 発表者名 Adam Johns
2. 発表標題 “Crafting Place Brands: A cross-regional comparison of efforts to promote Japanese craft in international markets.”
3. 学会等名 International Place Branding Association Annual Conference (国際学会)
4. 発表年 2019年

1. 発表者名 Adam Johns
2. 発表標題 The Role of Place Brands in the Development and Marketing of Cultural Goods
3. 学会等名 International Place Branding Association Conference (国際学会)
4. 発表年 2016年

1. 発表者名 Adam Johns
2. 発表標題 Tradition or Innovation? Creativity and internationalisation in Kyoto's craft industries
3. 学会等名 "Comparatively Speaking: Creativity and Innovation in the Cultural and Media Industries"
4. 発表年 2017年

1. 発表者名 Adam Johns
2. 発表標題 Offshoring, Entry modes, and Country Brands: Do Consumers Care?
3. 学会等名 Academy of International Business (AIB) Australia New Zealand Chapter symposium (国際学会)
4. 発表年 2015年

〔図書〕 計1件

1. 著者名 Adam Johns	4. 発行年 2020年
2. 出版社 Springer	5. 総ページ数 163-179
3. 書名 "Tradition or Innovation? Creativity and Internationalisation in Kyoto's Craft Industries" in Otmazgin N., Ben-Ari E. (eds) Creative Context. Creative Economy,	

〔産業財産権〕

〔その他〕

<p>[Organised Workshop] "Branding Japan" workshop organized at Sophia University - Keynote lecture by leading authority on place branding Dr. Keith Dinnie "Brand Japan - An ICON model Perspective" and a panel discussion among panelists from Japan Fashion Week Organization, Ministry of Foreign Affairs, destination marketing consultancies, and Japanese universities. 15 March 2019 (Tokyo)</p> <p>[Invited Lecture] "Authenticity, Origin, and Place Brands: Insights from research into the international branding of creative goods" at Sophia University. 26 January 2017 (Tokyo).</p> <p>[Invited Lecture] "Beyond 2020: Crafting Authentic Brands for Global Markets" at 京都逸品経営塾 13 May 2016 (Kyoto).</p> <p>[Invited Lecture] "Authenticity and Provenance: Does country of origin matter in a world of offshoring?" at Musashi University, 11 December 2015 (Tokyo).</p>

6. 研究組織

氏名 (ローマ字氏名) (研究者番号)	所属研究機関・部局・職 (機関番号)	備考
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