

# Hypothesis Testing for the Questionnaire Investigation on the Needs at Fuji City

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## Abstract

Shopping streets at local city in Japan became old and are generally declining. In this paper, we handle the area rebirth and/or regional revitalization of shopping street. We focus on Fuji city in Japan. Four big festivals are held at Fuji city. Many people visit these festivals including residents in that area. Therefore a questionnaire investigation to the residents and visitors is conducted during these periods in order to clarify residents and visitors' needs for the shopping street and utilize them to the plan building of the area rebirth and/or regional revitalization of shopping street. Hypothesis testing was executed based on that. We have set 9 Null hypotheses. In the hypothesis testing, 4 cases out of 9 null hypotheses were rejected and nearly half of hypotheses were insisted clearly. We have obtained fruitful results. To confirm the findings by utilizing the new consecutive visiting records would be the future works to be investigated.

**Keywords:** Fuji city, area rebirth, regional vitalization, festival, hypothesis testing

## 1. Introduction

Shopping streets at local city in Japan are generally declining. It is because most of them were built in the so-called "High Growth Period (1954-1973)". Therefore they became old and area rebirth and/or regional revitalization are required everywhere.

There are many papers published concerning area rebirth or regional revitalization. Inoue (2017) has pointed out the importance of tourism promotion. Ingu et al. (2017) made a study on the application of geothermal power generation to local revitalization in Obama Town. Kotani (2017) developed the project of shutter art to Wakkanai Chuo shopping street in Hokkaido/Japan. Ohkubo (2017) has made a questionnaire research at Jigenji shopping street in Kagoshima Prefecture/Japan and analyzed the current condition and future issues. For about tourism, many papers are presented from many aspects as follows.

Yoshida et al. designed and conducted a visitor survey on the spot which used a questionnaire to investigate the activities of visitors to the Ueno district in Taito ward/Tokyo. Doi et al. analyzed the image of the Izu Peninsula as a tourist destination in their 2003 study "Questionnaire Survey on the Izu Peninsula." Kano conducted tourist behavior studies in Atami city in 2008, 2009, 2014 and in other years.

In this paper, we handle the area rebirth and/or regional revitalization of shopping street. We focus on Fuji city in Japan. Fuji city is located in Shizuoka Prefecture. Mt. Fuji is very famous all around the world and we can see its beautiful scenery from Fuji city which is located at the foot of Mt. Fuji. There are two big shopping street in Fuji city. One is Yoshiwara shopping street and another one is Fuji shopping street. They became old and building area rebirth and regional revitalization plan have started. Following investigation was conducted by the joint research group (Fuji Chamber of Commerce & Industry, Fujisan Area Management Company, Katsumata Maruyama Architects, Kougakuin University and Tokoha University). The main project activities are as follows.

**A** Investigation on the assets which are not in active use

**B** Questionnaire Investigation to Entrepreneur

## C Questionnaire Investigation to the residents and visitors

After that, area rebirth and regional revitalization plan were built.

In this paper, we handle above stated C. Four big festivals are held at Fuji city. Two big festivals are held at Yoshiwara district(Yoshiwara shopping street) and two big festivals at Fuji district(Fuji shopping street). At Yoshiwara district, Yoshiwara Gion Festival is carried out during June and Yoshiwara Shukuba (post-town) Festival is held during October. On the other hand, Kinoene Summer Festival is conducted during August and Kinoene Autumn Festival is performed during October at Fuji district. Many people visit these festivals including residents in that area.

Therefore questionnaire investigation of C is conducted during these periods. Finally, we have obtained 982 sheets (Yoshiwara district: 448, Fuji district: 534). Basic statistical analysis and Hypothesis testing analysis are executed based on that.

In this paper, a questionnaire investigation is executed in order to clarify residents and visitors' needs for the shopping street and utilize them to the plan building of the area rebirth and/or regional revitalization of shopping street. Hypothesis testing was executed based on that. We have set 9 Null hypotheses. Some interesting and instructive results are obtained.

The rest of the paper is organized as follows. Outline of questionnaire investigation is stated in section 2. In section 3, Hypothesis testing is executed which is followed by the Remarks is stated in section 4.

## 2. Outline and the Basic Statistical Results of the Questionnaire Research

### 2.1 Outline of the Questionnaire Research

A questionnaire investigation to the residents and visitors is conducted during these periods in order to clarify residents and visitors' needs for the shopping street, and utilize them to the plan building of the area rebirth and/or regional revitalization of shopping street. The outline of questionnaire research is as follows. Questionnaire sheet is attached in Appendix.

1) Scope of investigation: Residents and visitors who have visited four big festivals at Fuji city in Shizuoka Prefecture, Japan

2) Period: Yoshiwara Gion Festival: June 11,12/2016 Yoshiwara Shukuba (post-town) Festival: October 9/2016 Kinoene Summer Festival: August 6,7/2016 Kinoene Autumn Festival: October 15,16/2016

3) Method: Local site, Dispatch sheet, Self-writing

4) Collection: Number of distribution 1400, Number of collection 982(collection rate 70.1%), Valid answer 982

### 2.2 Basic Statistical Results

Now, we show the main summary results by single variable.

#### 2.2.1 Characteristics of Answers

(1) Sex (Q7)

Male 48.9%, Female 51.1%

These are exhibited in Figure 1.

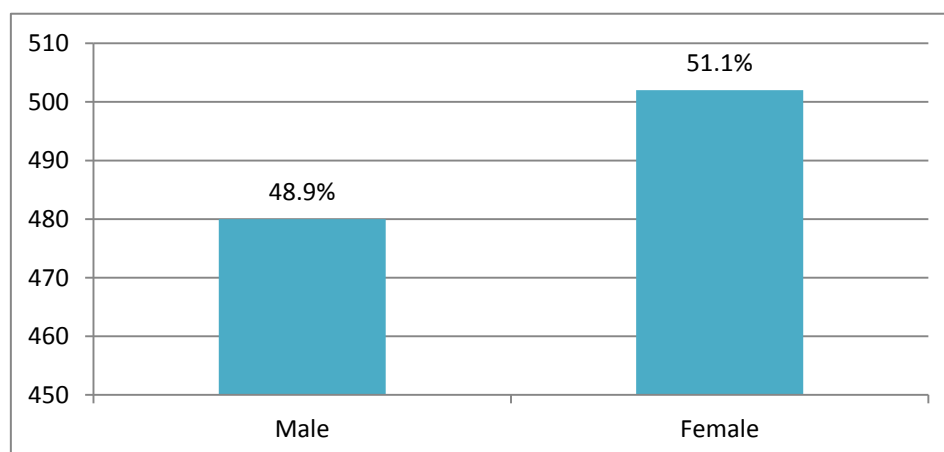


Figure 1. Sex (Q7)

(2) Age (Q8)

10<sup>th</sup> 16.2%, 20<sup>th</sup> 14.8%, 30<sup>th</sup> 22.4%, 40<sup>th</sup> 17.4%, 50<sup>th</sup> 11.6%, 60<sup>th</sup> 10.5%, More than 70 7.1%

These are exhibited in Figure 2.

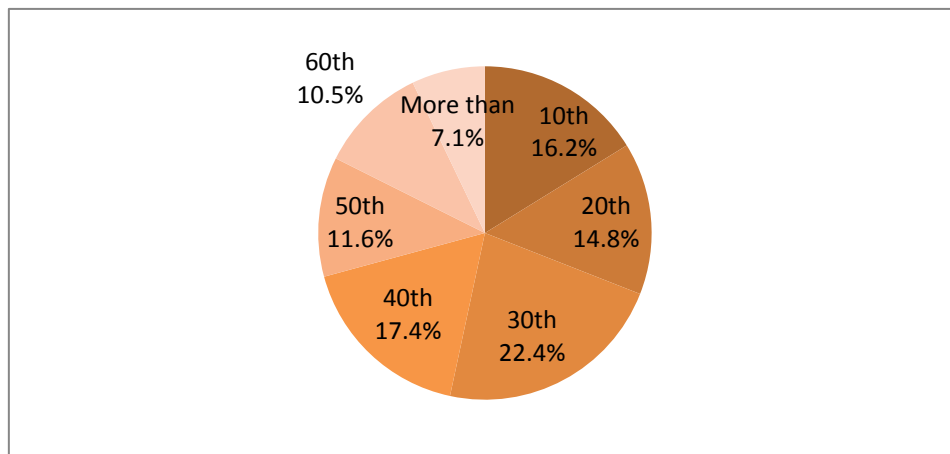


Figure 2. Age (Q8)

(3) Residence (Q9)

a. Fuji city 56.4%, b. Fujinomiya city 18.0%, c. Numazu city 7.2%, d. Mishima city 2.3%, e. Shizuoka city 4.2%, F. Else (in Shizuoka Prefecture) 5.1%, g. Outside of Shizuoka Prefecture 6.9%

These are exhibited in Figure 3.

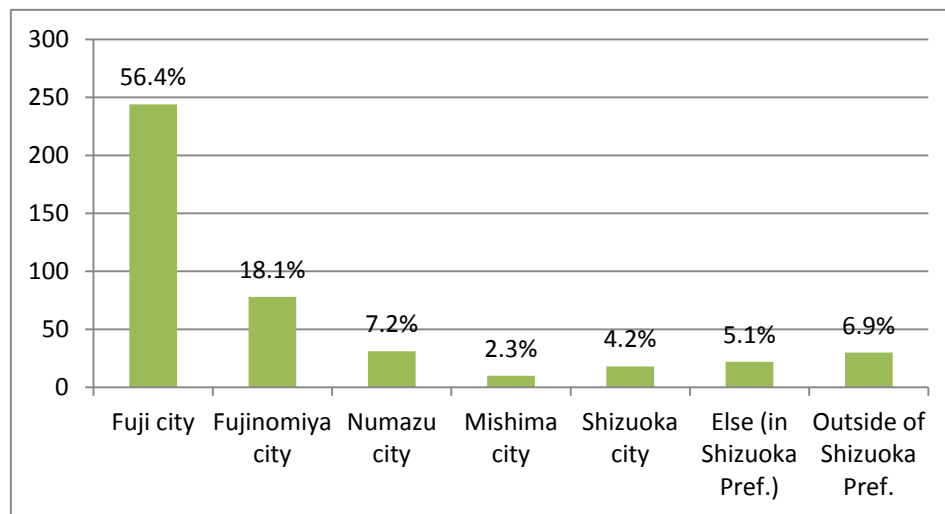


Figure 3. Residence (Q9)

2.1.2 Summary Results for the Items Used in Hypothesis Testing

(1) How often do you come to this shopping street? (Q1)

Everyday 17.4%, More than 1 time a week 16.5%, More than 1 time a month 25.8%, More than 1 time a year 31.6%, First time 4%, Not filled in 4.8%

These are exhibited in Figure 4.

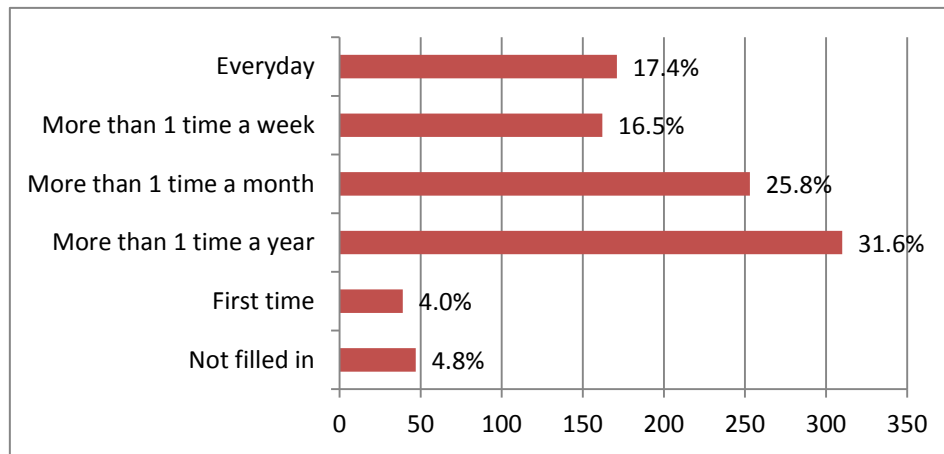


Figure 4. How often do you come to this shopping street? (Q1)

(2) What is the purpose of visiting here? (Q2)

Shopping 18.8%, Eating and drinking 13.4%, Business 7.4%, Celebration, event 40.2%, Leisure, amusement 4.0%, miscellaneous 16.1%

These are exhibited in Figure 5.

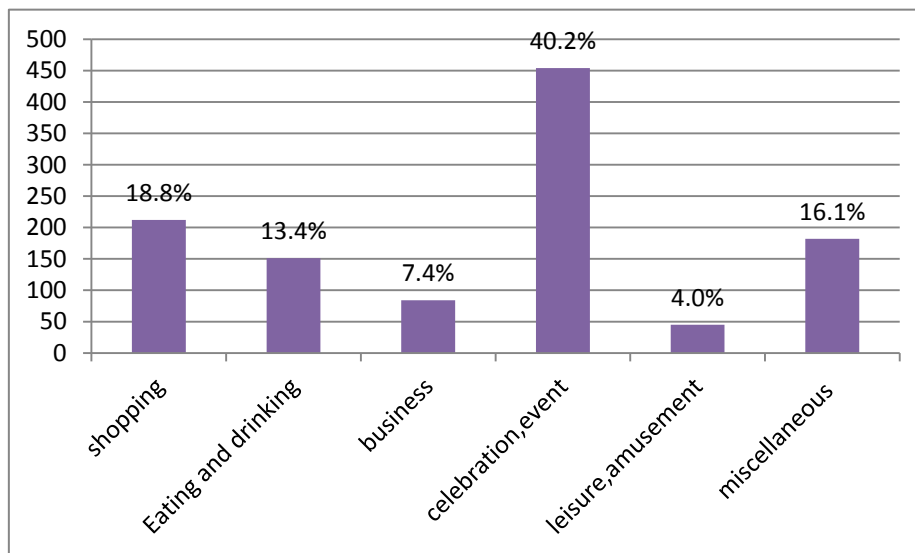


Figure 5. What is the purpose of visiting here? (Q2)

(3) How do you feel about the image of the surrounding area at this shopping street? (Q3)

Beautiful 51.5%, Ugly 48.5%, Of the united feeling there is 45.6%, Scattered 54.4%, Varied 39.2%, Featureless 60.8%, New 32.4%, Historic 67.6%, Full of nature 54.5%, Urban 45.5%, Cheerful 46.5%, Gloomy 53.5%, Individualistic 44.0%, Conventional 56.0%, Friendly 59.5%, Unfriendly 40.5%, Healed 53.7%, Stimulated 46.3%, Open 46.2%, exclusive 53.8%, Want to reside 44.3%, Do not want to reside 55.7%, Warm 58.5%, Aloof 41.5%, Fascinating 45.5%, Not fascinating 54.5%, Want to play 47.4%, Want to examine deliberately 52.6%, Lively 38.4%, Calm 61.6%, Atmosphere of urban 29.1%, Atmosphere of rural area 70.9%

These are exhibited in Figure 6.

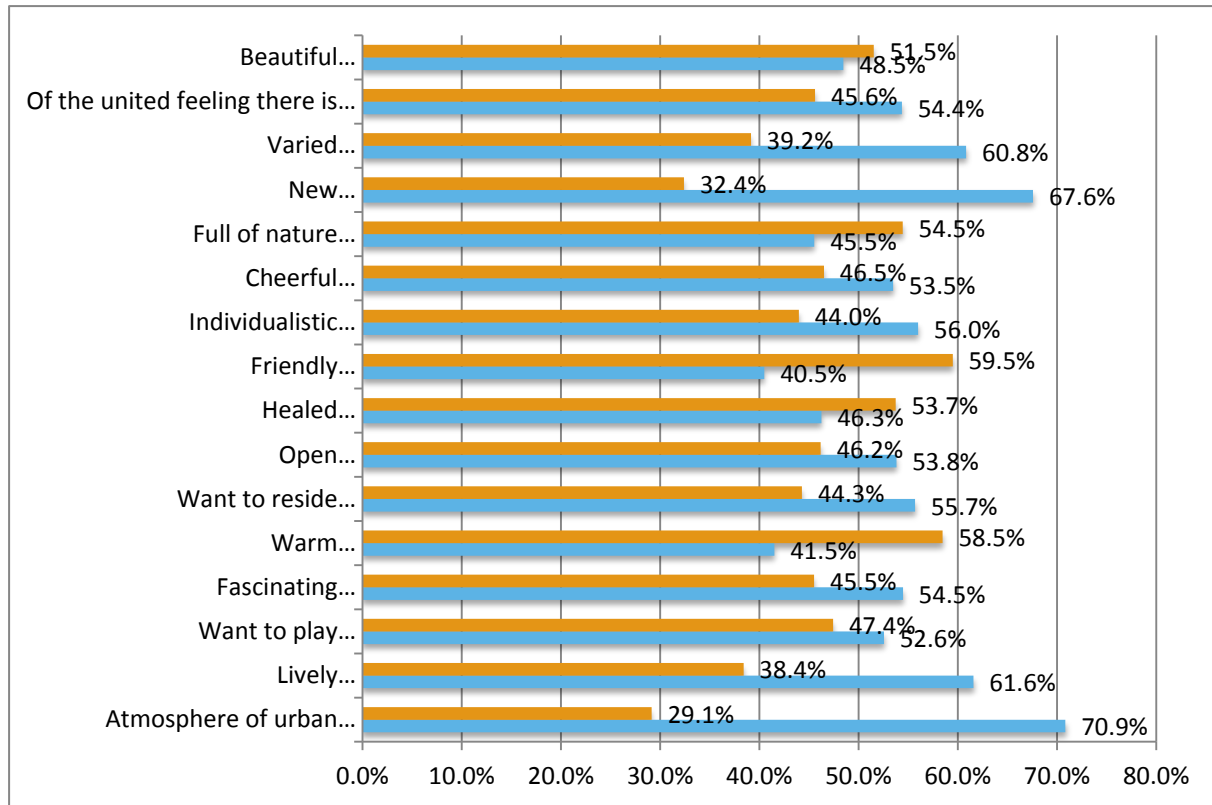


Figure 6. How do you feel about the image of the surrounding area at this shopping street? (Q3)

(4) There are many old building at the age of nearly 50 years. Do you think we can still use them? (Q4)

(We explain it a little more bit. As there often arises earthquake in Japan, many buildings are re-built after 50 years they have been built. But some of them can still be useful with some repairs. That is why this question is executed.)

Can use it 44.1%, Cannot use it 31.4%, Have no idea 24.5%

These are exhibited in Figure 7.

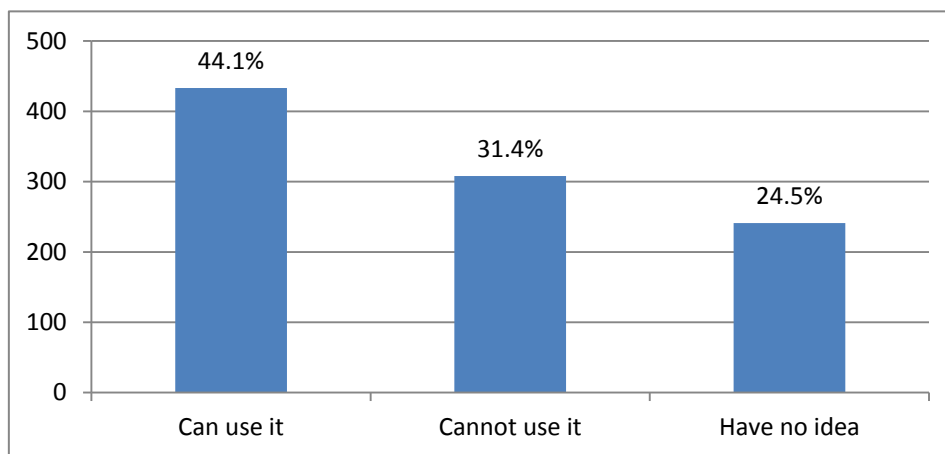


Figure 7. There are many old building at the age of nearly 50 years. Do you think we can still use them? (Q4)

### 3. Hypothesis Testing

Hereinafter we make hypothesis testing based upon the questionnaire investigation data.

#### 3.1 Setting Hypothesis

We set the following 9 themes before setting Null Hypothesis.

A-1) Those who come frequently (every day) think that old buildings cannot be used.

A-2) Those who do not come so often (once a year) think that old buildings cannot be used.

A-3) Those who are at the age of less than 40 think that old buildings can be used.

A-4) Men think that old buildings cannot be used.

A-5) Those who answered that old buildings can be used think that they want to reside.

A-6) Those who answered that the image of the street is lively think that they want to reside.

A-7) Those who came from far away (Miscellaneous in Shizuoka Prefecture, Outside of Shizuoka Prefecture) think that they cannot judge whether old buildings can be used or not.

A-8) Those who answered that the purpose of visiting the shopping street is eating and drinking are male in majority.

A-9) Those who live in Fuji city have the purpose of eating and drinking while visiting the shopping street.

Now, we set the following 9 Null hypotheses.

B-1) There is not so much difference whether “those who come frequently (every day) think that old buildings cannot be used” or not.

B-2) There is not so much difference whether “those who do not come so often (once a year) think that old buildings cannot be used” or not.

B-3) There is not so much difference whether “those who are at the age of less than 40 think that old buildings can be used” or not.

B-4) There is not so much difference whether “men think that old buildings cannot be used” or not.

B-5) There is not so much difference whether “those who answered that old buildings can be used think that they want to reside” or not.

B-6) There is not so much difference whether “those who answered that the image of the street is lively think that they want to reside” or not.

B-7) There is not so much difference whether “those who came from far away ( Miscellaneous in Shizuoka Prefecture, Outside of Shizuoka Prefecture) think that they cannot judge whether old buildings can be used or not” or not.

B-8) There is not so much difference whether “those who answered that the purpose of visiting the shopping street is eating and drinking are male in majority” or not.

B-9) There is not so much difference whether “those who live in Fuji city have the purpose of eating and drinking while visiting the shopping street” or not.

### 3.2 Hypothesis Testing

$\chi^2$  hypothesis testing is executed in order to clarify tourists' behavior.  $\chi^2$  hypothesis testing is to clarify the difference between the expected value and the observed data, which is shown in Eq.(1).

$$\chi^2 = \sum_{i=1}^n \frac{(O_i - E_i)^2}{E_i} \quad (1)$$

Where  $O_i$  is an observed data and  $E_i$  is an expected value. The results of statistical hypothesis testing are as follows.

Null Hypothesis B-1) There is not so much difference whether “those who come frequently (every day) think that old buildings cannot be used” or not.

Summary table concerning Null Hypothesis B-1) is exhibited in Table 1.

Table 1. Summary table for Null Hypothesis B-1)

Q1: How often do you come to this shopping street? : Everyday

Q4: There are many old building at the age of nearly 50 years. Do you think we can still use them?

Q1		Q4		Total
		Can use it	Cannot use it / Have no idea	
Everyday	Frequency	79	92	171
	%	46.20	53.80	100.00
Less than that	Frequency	332	432	764
	%	43.46	56.54	100.00
Total	Frequency	411	524	935
	%	43.96	56.04	100.00

significance probability 0.514

The null hypothesis is not rejected. It can be said that there is not so much difference whether “those who come frequently (every day) think that old buildings cannot be used” or not.

Null Hypothesis B-2): There is not so much difference whether “those who do not come so often (once a year) think that old buildings cannot be used” or not.

Summary table concerning Null Hypothesis B-2) is exhibited in Table 2.

Table 2. Summary table for Null Hypothesis B-2)

Q1: How often do you come to this shopping street? : 1 time a year

Q4: There are many old building at the age of nearly 50 years. Do you think we can still use them?

Q1		Q4		Total
		Can use it	Cannot use it / Have no idea	
1 time a year	Frequency	130	180	310
	%	41.94	58.06	100.00
More than that	Frequency	281	344	625
	%	44.96	55.04	100.00
Total	Frequency	411	524	935
	%	43.96	56.04	100.00

significance probability 0.380

The null hypothesis is not rejected. It can be said that there is not so much difference whether “those who do not come so often (once a year) think that old buildings cannot be used” or not.

Null Hypothesis B-3) There is not so much difference whether “those who are at the age of less than 40 think that old buildings can be used” or not.

Summary table concerning Null Hypothesis B-3) is exhibited in Table 3.

Table 3. Summary table for Null Hypothesis B-3)

Q8: Age

Q4: There are many old building at the age of nearly 50 years. Do you think we can still use them?

Q8		Q4		Total
		Can use it	Cannot use it / Have no idea	
Less than 40th	Frequency	309	386	695
	%	44.46	55.54	100.00
More than 50th	Frequency	124	163	287
	%	43.21	56.79	100.00
Total	Frequency	433	549	982
	%	44.09	55.91	100.00

significance probability 0.719

The null hypothesis is not rejected. It can be said that there is not so much difference whether “those who are at the age of less than 40 think that old buildings can be used” or not.

Null Hypothesis B-4) There is not so much difference whether “men think that old buildings cannot be used” or not.

Summary table concerning Null Hypothesis B-4) is exhibited in Table 4.

Table 4. Summary table for Null Hypothesis B-4)

Q7: Sex

Q4: There are many old building at the age of nearly 50 years. Do you think we can still use them?

Q7		Q4			Total
		Can use it	Cannot use it	Have no idea	
Male	Frequency	212	168	100	480
	%	44.17	35.00	20.83	100.00
Female	Frequency	221	140	141	502
	%	44.02	27.89	28.09	100.00
Total	Frequency	433	308	241	982
	%	44.09	31.36	24.54	100.00

significance probability 0.010

The null hypothesis is rejected with 1% significance level. It can be said that men think that old buildings cannot be used.

Null Hypothesis B-5) There is not so much difference whether “those who answered that old buildings can be used think that they want to reside” or not.

Summary table concerning Null Hypothesis B-5) is exhibited in Table 5.

Table 5. Summary table for Null Hypothesis B-5)

Q4: There are many old building at the age of nearly 50 years. Do you think we can still use them?

Q3: How do you feel about the image of the surrounding area at this shopping street? : Want to reside

Q4		Q3: Want to reside		Total
		Think so/ Not specified	Do not think so	
Can use it	Frequency	284	149	433
	%	65.59	34.41	100.00
Cannot use it / Have no idea	Frequency	309	240	549
	%	56.28	43.72	100.00
Total	Frequency	593	389	982
	%	60.39	39.61	100.00

significance probability 0.003

The null hypothesis is rejected with 1% significance level. It can be said that those who answered that old buildings can be used think that they want to reside.

Null Hypothesis B-6) There is not so much difference whether “those who come frequently (every day) think that old buildings cannot be used” or not.

Summary table concerning Null Hypothesis B-6) is exhibited in Table 6.



Table 6. Summary table for Null Hypothesis B-6)

Q3: How do you feel about the image of the surrounding area at this shopping street? : Lively

Q3: How do you feel about the image of the surrounding area at this shopping street? : Want to reside

Q3: Lively		Q3: Want to reside		
		Think so/ Not specified	Do not think so	Total
Think so/ Not specified	Frequency	341	127	468
	%	72.86	27.14	100.00
Do not think so	Frequency	252	262	514
	%	49.03	50.97	100.00
Total	Frequency	593	389	982
	%	60.39	39.61	100.00

significance probability 0.000

The null hypothesis is rejected with 1% significance level. It can be said that those who answered that the image of the street is lively think that they want to reside.

Null Hypothesis B-7) There is not so much difference whether “those who came from far away (Miscellaneous in Shizuoka Prefecture, Outside of Shizuoka Prefecture) think that they cannot judge whether old buildings can be used or not” or not.

Summary table concerning Null Hypothesis B-7) is exhibited in Table 7.

Table 7. Summary table for Null Hypothesis B-7)

Q9: Residence

Q4: There are many old building at the age of nearly 50 years. Do you think we can still use them?

Q9		Q4		
		Can use it	Cannot use it/ Have no idea	Total
Neighborhood	Frequency	411	519	930
	%	44.19	55.81	100.00
Far away	Frequency	22	30	52
	%	42.31	57.69	100.00
Total	Frequency	433	549	982
	%	44.09	55.91	100.00

significance probability 0.790

The null hypothesis is not rejected. It can be said that there is not so much difference whether “those who came from far away (Miscellaneous in Shizuoka Prefecture, Outside of Shizuoka Prefecture) think that they cannot judge whether old buildings can be used or not” or not.

Null Hypothesis B-8) There is not so much difference whether “t hose who answered that the purpose of visiting the shopping street is eating and drinking are male in majority” or not.

Summary table concerning Null Hypothesis B-8) is exhibited in Table 8.

Table 8. Summary table for Null Hypothesis B-8)

Q7: Sex

Q2: What is the purpose of visiting here? : Eating and drinking

Q7		Q2: Eating and drinking		Total
		No	Yes	
Male	Frequency	386	94	480
	%	80.42	19.58	100.00
Female	Frequency	445	57	502
	%	88.65	11.35	100.00
Total	Frequency	831	151	982
	%	84.62	15.38	100.00

significance probability 0.000

The null hypothesis is rejected with 1% significance level. It can be said that those who answered that the purpose of visiting the shopping street is eating and drinking are male in majority.

Null Hypothesis B-9) There is not so much difference whether “those who live in Fuji city have the purpose of eating and drinking while visiting the shopping street” or not.

Summary table concerning Null Hypothesis B-9) is exhibited in Table 9.

Table 9. Summary table for Null Hypothesis B-9)

Q9: Residence

Q2: What is the purpose of visiting here? : Eating and drinking

Q9		Q2: Eating and drinking		Total
		No	Yes	
Fuji city	Frequency	664	129	793
	%	83.73	16.27	100.00
Else	Frequency	167	22	189
	%	88.36	11.64	100.00
Total	Frequency	831	151	982
	%	84.62	15.38	100.00

significance probability 0.113

The null hypothesis is not rejected. It can be said that there is not so much difference whether “those who live in Fuji city have the purpose of eating and drinking while visiting the shopping street” or not.

#### 4. Remarks

The Results for Hypothesis Testing are as follows. We set the following 7 themes.

A-1) Those who come frequently (every day) think that old buildings cannot be used.

A-2) Those who do not come so often (once a year) think that old buildings cannot be used.

A-3) Those who are at the age of less than 40 think that old buildings can be used.

A-4) Men think that old buildings cannot be used.

A-5) Those who answered that old buildings can be used think that they want to reside.

A-6) Those who answered that the image of the street is lively think that they want to reside.

A-7) Those who came from far away (Miscellaneous in Shizuoka Prefecture, Outside of Shizuoka Prefecture) think that they cannot judge whether old buildings can be used or not.

A-8) Those who answered that the purpose of visiting the shopping street is eating and drinking are male in majority.

A-9) Those who live in Fuji city have the purpose of eating and drinking while visiting the shopping street. 4

cases out of 9 are rejected and nearly half of hypotheses (A-4, A-5, A-6, A-8) were insisted clearly.

## 5. Conclusion

Shopping streets at local city in Japan became old and are generally declining. In this paper, we handle the area rebirth and/or regional revitalization of shopping street. We focus on Fuji city in Japan. Four big festivals are held at Fuji city. Many people visit these festivals including residents in that area. Therefore a questionnaire investigation to the residents and visitors is conducted during these periods in order to clarify residents and visitors' needs for the shopping street and utilize them to the plan building of the area rebirth and/or regional revitalization of shopping street. Hypothesis testing was executed based on that.

In the hypothesis testing, 4 out of 9 null hypotheses were rejected and nearly half of hypotheses (A-4, A-5, A-6, A-8) were insisted clearly.

It was made clear that there are many people who want to reside near the vital shopping street. Men mainly visit the shopping street for the purpose of eating and drinking and think that old building can still use it. To make promotion to such people is a way to increase population.

There is a limitation in this research that the research period is restricted during the festival time. As for this, the questionnaire investigation should be executed in the plural years and should be analyzed. Further study on this will bring forth much more exquisite analysis.

These are utilized for constructing a much more effective and useful plan building.

Although it has a limitation that it is restricted in the number of research, we could obtain the fruitful results. To confirm the findings by utilizing the new consecutive visiting records would be the future works to be investigated.

## Acknowledgements

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**Appendix**

**Questionnaire Sheet about the Image Around the Shopping Street**

1. How often do you come to this shopping street?
  - a. Everyday
  - b. ( ) times a week
  - c. ( ) times a month
  - d. ( ) times a year
  - e. miscellaneous ( )
2. What is the purpose of visiting here? (Plural answers allowed)
  - a. shopping
  - b. eating and drinking
  - c. business
  - d. celebration, event
  - e. leisure, amusement
  - f. miscellaneous ( )
3. How do you feel about the image of the surrounding area at this shopping street? Select the position.

Beautiful	. . . . .	Ugly
Of the united feeling there is	. . . . .	Scattered
Varied	. . . . .	Featureless
New	. . . . .	Historic
Full of nature	. . . . .	Urban
Cheerful	. . . . .	Gloomy
Individualistic	. . . . .	Conventional
Friendly	. . . . .	Unfriendly
Healed	. . . . .	Stimulated
Open	. . . . .	exclusive
Want to reside	. . . . .	Do not want to reside
Warm	. . . . .	Aloof
Fascinating	. . . . .	Not fascinating
Want to play	. . . . .	Want to examine deliberately
Lively	. . . . .	Calm
Atmosphere of urban	. . . . .	Atmosphere of rural area

4. There are many old building at the age of nearly 50 years. Do you think we can still use them?
  - a. Can use it
  - b. Cannot use it
  - C. Have no idea
5. Is there any functions or facilities that will be useful?

6. Comments

7. Sex
  - a. Male
  - b. Female
8. Age
  - a.10th
  - b.20th
  - c.30th
  - d.40th
  - e.50th
  - f.6th
  - g. More than70
9. Residence
  - a. Fuji City
  - b. Fujinomiya City
  - c. Numazu City
  - d. Mishima City
  - e. Shizuoka City
  - f. Miscellaneous in Shizuoka Prefecture
  - g. Outside of Shizuoka Prefecture [ ]

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