

An Analysis of Consumer's Priorities on Cultural Facilities
– A Case Study on Ryutopia, Niigata City –

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This article presents a case study on Ryutopia, Niigata city, about heterogeneity of audience's preference to multi-attribute of cultural facilities. Ryutopia is a complex cultural institute consisting of music hall, theater, Nou-theater and some related institutes. For investigation, we conducted a questionnaire survey among some members of "N-pac mate", a support organization for Ryutopia at February 2006 and analyzed the data using AHP and k-means method of cluster analysis.

The results are as follows. According to average priorities, the criteria of activities is more important than the criteria of facilities, viewing activity is most important in the activities and viewing facility is in the facility. By cluster analysis, we have found that there are 5 kinds of clusters which have heterogenic priorities, different socioeconomic characters and attitude to cultural things.

Keyword: cultural facilities, consumer heterogeneity, AHP, cluster analysis