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## Overview

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### Title:

A Study on concerning the relationship between corporate sustainability and consumer-oriented management: with a focus on long-established companies (300 years or more in business) in Shikoku

### Authors:

Masayoshi Tonosaki<sup>1),2)</sup>, Mika Kumihashi<sup>3)</sup>, Miwako Tokunaga<sup>3)</sup>, Chihiro Kaneko<sup>3)</sup>, Kenji Mine<sup>3)</sup>, Yumi Kusunoki<sup>3)</sup>, Tatsuya Mitani<sup>3)</sup>, Nazuna Kobayashi<sup>3)</sup>, Ryo Kiuchi<sup>3)</sup>, Mako Higuchi<sup>3)</sup>, Naoki Sato<sup>3)</sup>

- 1) Professor, Department of Management and Information Science, Faculty of Management and Information Science, Shikoku University
- 2) Senior Visiting Researcher, International Consumer Policy Research Center, Strategic Headquarters for Frontiers of Consumer Policy, Consumer Affairs Agency
- 3) Specially Appointed Researcher, International Consumer Policy Research Center, Strategic Headquarters for Frontiers of Consumer Policy, Consumer Affairs Agency

### ● Abstract

In order to realize a society where consumer-oriented management is a fundamental concept, the Consumer Affairs Agency is working to improve the environment by promoting the participation of businesses in the “Voluntary Declaration of Consumer Orientation and Follow-up Activities” and disseminating information to consumers on businesses that engage in consumer-oriented management. However, consumer-oriented management has yet to become a fundamental concept in society, and the challenge is to increase the level of awareness, especially among small and medium-sized enterprises, which account for a high proportion of the total businesses in Japan.

On the other hand, Japan is well-known for its many long-established companies. Being a long-established company with extremely high business sustainability means that a company has been providing products and services that meet consumer needs for a long time and has continued to enjoy the support of consumers, implying that consumer-oriented management is being practiced, either consciously or unconsciously. Therefore, investigating the business activities of long-established companies and exploring the practices that lead to consumer-oriented management will also help promote consumer-oriented management going forward.

In this study, we selected long-established companies in Shikoku that have been in business for more than 300 years, and conducted interviews based on the characteristics of long-established companies in previous studies.

This study is distinctive in that (1) it is limited to Shikoku and (2) takes as its research subjects small businesses, which have not often been included as subjects of research on long-established companies, and (3) examines the business activities of long-established companies from the perspective of “consumer-oriented management.”

First, we categorized and presented the activities of the long-established companies identified in the survey. Furthermore, based on the “Basic Check Sheet,” a guide prepared by the Consumer Affairs Agency to help businesses recognize and understand consumer-oriented management,

we discussed the elements that lead to consumer-oriented management in these companies' business activities. The results showed that many of the long-established companies were engaged in business activities that lead to consumer-oriented management.