

Japan and America Sweet Tooth: A comparison of university students' opinions on sweet shops

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Abstract

- ▶ Sweets have been consumed on a large scale worldwide. People have different reasons to eat these sweets and where they go to purchase them. However, why they chose to go to different places and for what reasons can change depending on a country's society and culture.
- ▶ For my capstone, I have examined the differences between American and Japanese university students for what influences their choices between certain sweet shops. Through this examination, I am able to tell whether certain components help make a sweet shop business successful and know what is appealing to these university students.

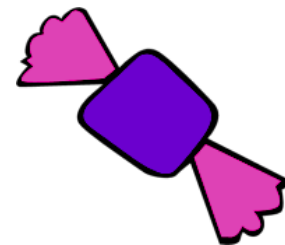
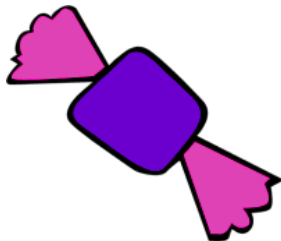
Outline

- ▶ Significance of Study
- ▶ Research Questions
- ▶ Research Background
 - ▶ Japan and American Sweet Culture History
 - ▶ Sweet Businesses Economy
 - ▶ Influences towards sweet shops
- ▶ Research Method
- ▶ Bibliography/Media Resources
- ▶ Acknowledgements
- ▶ Conclusion



Significance of the Study

- ▶ For the past five years, I have run a small business with my sister selling customized orders of cupcakes.
- ▶ Kept in mind the possibility of going international with my business
- ▶ I have studied Japanese culture for a long time
- ▶ They are very keen to detail perfection
- ▶ Observing how University students view these type of businesses



Research Questions

1. How do both cultures view sweet shops?
2. What influences these sweet shops success?



Background Outline:

- a) Sugar/ Sweets History
- b) Cultural Views
- c) Sugar Consumption
- d) Business successes
- e) Influences

a) A Bit of Sugar History

America

- ▶ Late 15th Cen, Sugar Cane introduced
- ▶ However, land perfect for cultivation
- ▶ 17th Cen, one of largest industries in golf coast
- ▶ First sugar refinery in 1689

Japan

- ▶ Sugar introduced mid 8th Cen.
- ▶ Trade flourished in 14th-17th Cen.
 - ▶ Tea ceremony/rich popular
- ▶ Cultivated in Japan 18th Cen.
- ▶ 1880s first sugar refinery, production stopped 1890, then restarted 1900

-(Aaseng, 2005, Business Builders in Sweets and Treats) – (Nagai,2003, The World of Sugar, Introduction to Sugar in Japan)

b) Cultural Views

America	Japan
<ul style="list-style-type: none">▶ Most used is “sucrose” and “high-fructose corn syrup”▶ Inbedded into culture to consume having high sugary sweets▶ Viewed as health problem consuming too much	<ul style="list-style-type: none">▶ “Wasabon” sugar has helped in developing “Wagashi”▶ Wagashi= Japanese confectionaries<ul style="list-style-type: none">▶ Usually consumed with Green Tea▶ Restrained sweetness/ delicate flavor

(“和菓子を育てた日本独自の砂糖「和三盆」を訪ねて”, 2015, Nippon.com), Drewnowski, A., & Levine, A. S. (2003). Sugar and fat-from genes to culture. *The Journal of nutrition*, 133(3), 829S-830S.

c) Sugar Consumption

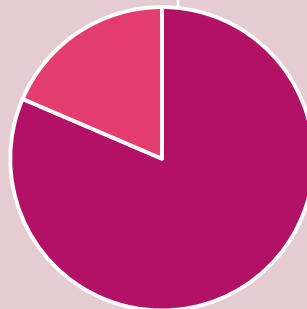
America

- ▶ 31.9kg Sugar Consumption per person
- ▶ Population: 319,510,848
- ▶ Consumes: 10,192,396,051.2kg

Japan

- ▶ 18.5kg Sugar Consumption per person
- ▶ Population: 127,103,392
- ▶ Consumes: 2,351,412,752kg

Sugar Consumed



■ America ■ Japan

(Nagai, 2003, The World of Sugar, Supply and Demand Balance by Country for Sugar)

d) Business Success

America	Japan
<ul style="list-style-type: none">▶ \$28 Billion in retail sales (2008)▶ (Largest market in the world)	<ul style="list-style-type: none">▶ \$9.1 billion (2008)▶ (Largest market in Asia)
<ul style="list-style-type: none">▶ .192% of total GDP (\$14.58 trillion, 2008)	<ul style="list-style-type: none">▶ .187% of total GDP (\$4.849 trillion, 2008)

***However! Both do relatively the same in both respected countries to their total GDP!**

d) Business Success (continued)

Mars Inc. (America)



MARS
incorporated

➤ Out of Total Candy Sales: .0006%

Meiji (Japan)



meiji

Out of Total Candy Sales: 3.75%

-Meaning Japan is doing better marketing towards it people to buy more than America is!

e) Sweet Buying Influences

America	Japan
<ul style="list-style-type: none">➤ Favorite pastime:<ul style="list-style-type: none">➤ snacking➤ Convenience:<ul style="list-style-type: none">➤ portability➤ multipacks➤ bite size <p>Are big factors!</p>	<ul style="list-style-type: none">➤ Convenience:<ul style="list-style-type: none">➤ Neighborhood availability➤ Reward:<ul style="list-style-type: none">➤ When students pass exams➤ Readily available:<ul style="list-style-type: none">➤ Sweets in Conbini /Super Markets

(Anonymous, . (2001). Snacking's popularity expands confectionery opportunities.), Murakami, Sasaki, Takahashi, & Uenishi, (2009). Neighborhood food store availability in relation to food intake in young japanese women.

e) Sweet Buying Influences (continued)

America	Japan
<ul style="list-style-type: none">➤ Pop culture has invaded US➤ More sweets affected with Japanese taste<ul style="list-style-type: none">➤ Ex: Starbucks selling Matcha coffee➤ Stores selling Japanese popular treats<ul style="list-style-type: none">➤ Ex: Mexican stores selling YimYam	<ul style="list-style-type: none">➤ Western Influence has impacted Japan➤ “The West” coined as something new, advanced➤ Accepted Western view on many items, including confectionary<ul style="list-style-type: none">➤ Ex: Garret Popcorn Shop in Harajuku packed daily

(Kelts, R. (2006). Japanamerica: How Japanese pop culture has invaded the US.) ,(Tamari, T. (2006). Rise of the department store and the aestheticization of everyday life in early 20th century japan. .)

Research Method

Subject/Participants of the Study

- ▶ Total of 60 University Students (30 Japanese University Students and 30 American Students)
- ▶ Demographics
 - ▶ 30 Japanese University Students
 - ▶ Ages 18-28
 - ▶ 30 American University Students
 - ▶ Ages 18-28
- ▶ Studying at various universities in Japan

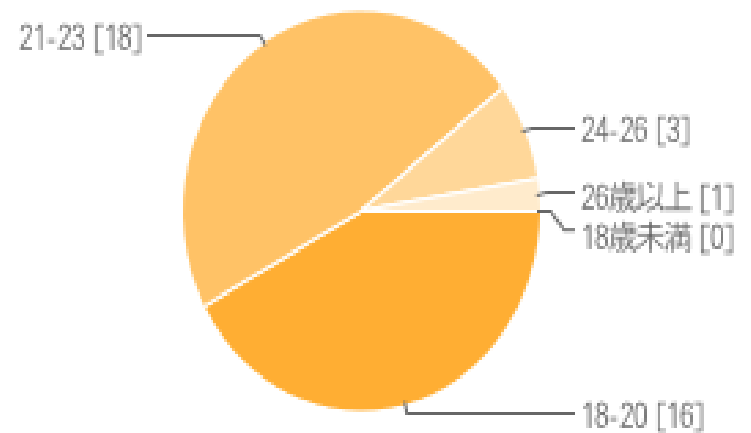
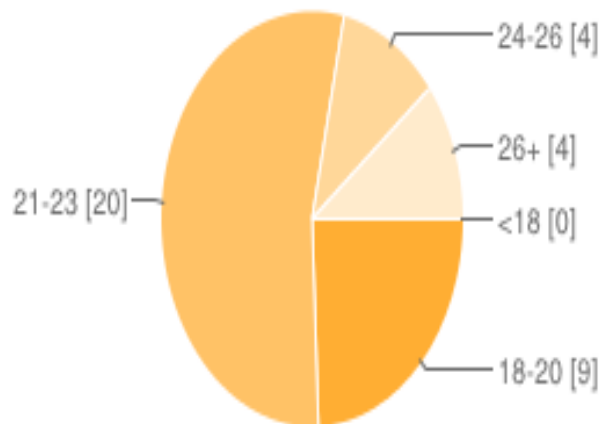
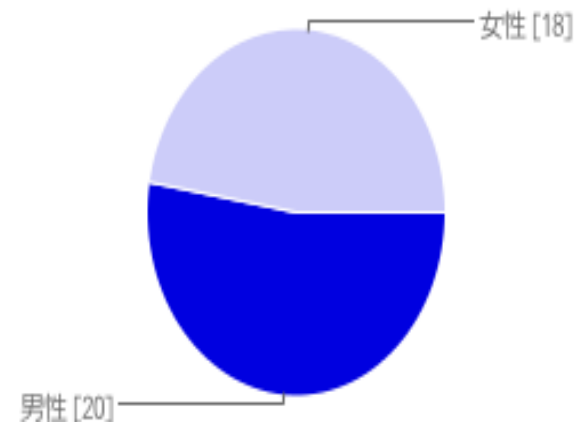
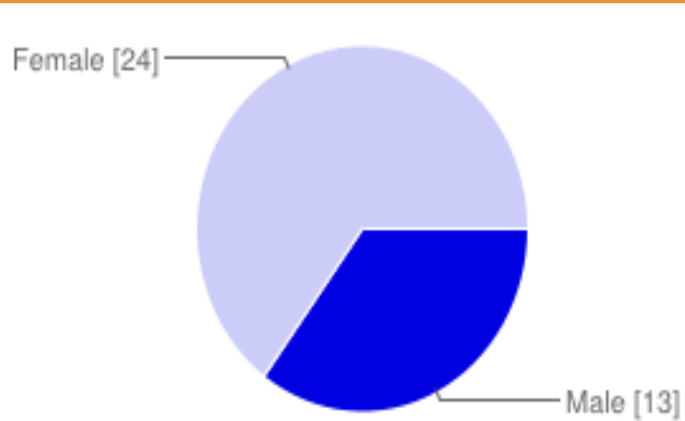
Research Instrument

- ▶ Online Survey (Japanese – English)
- ▶ Google Form



Survey Results

General Info

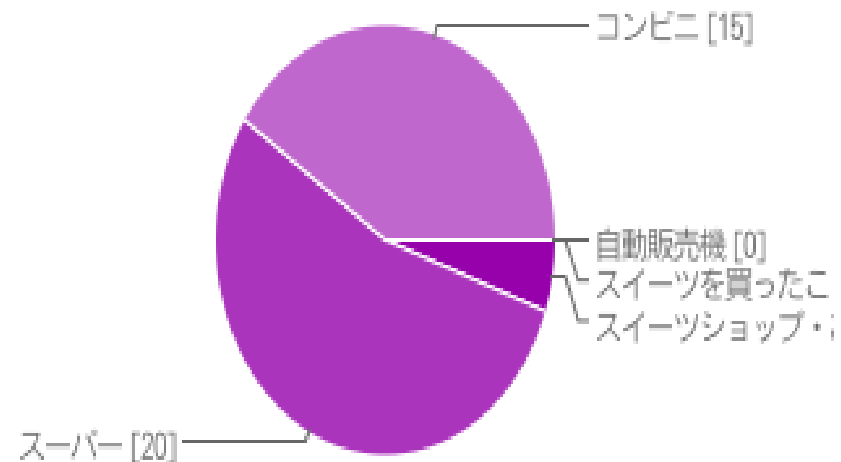
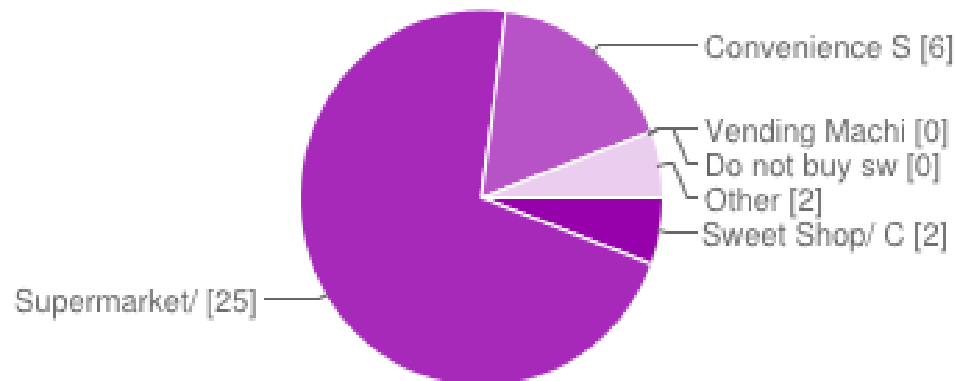
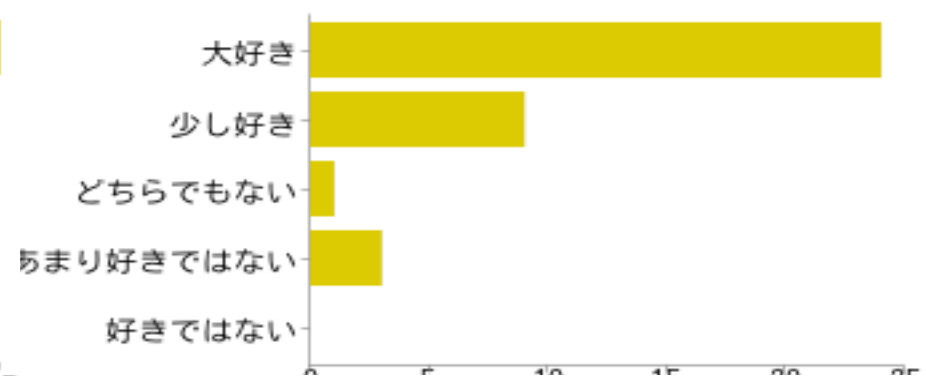
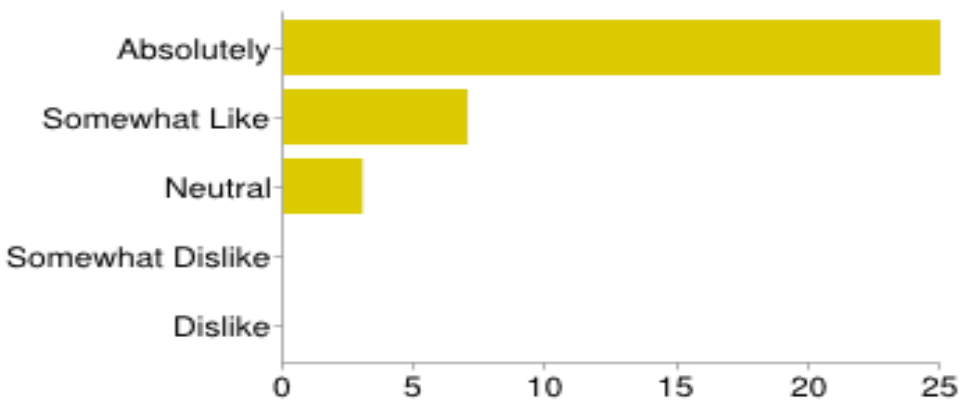


Survey Results

Insert graph via survey

Research Question 1: How do both cultures view sweet shops?

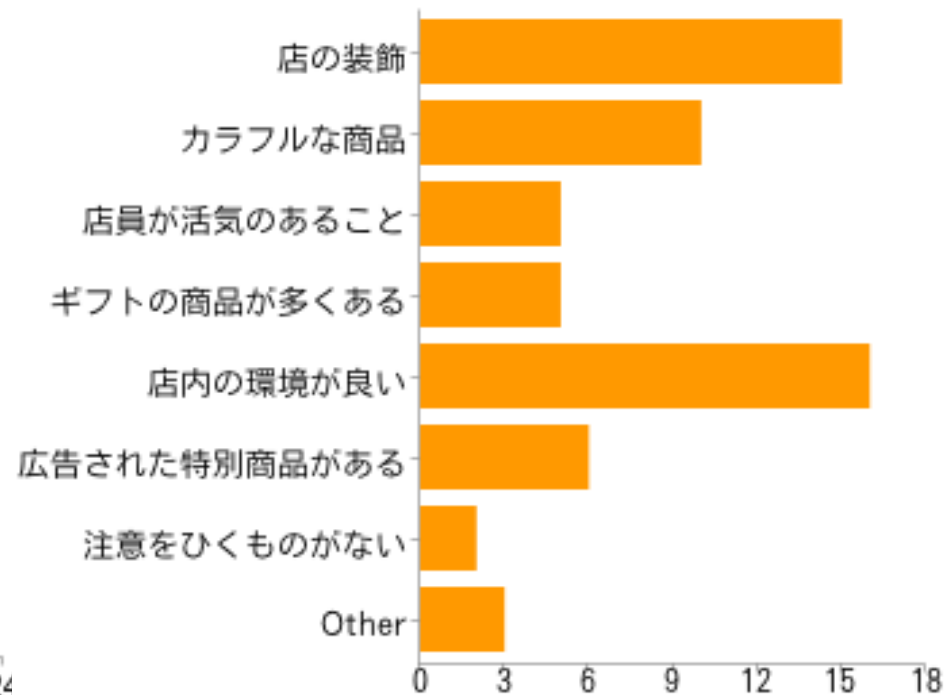
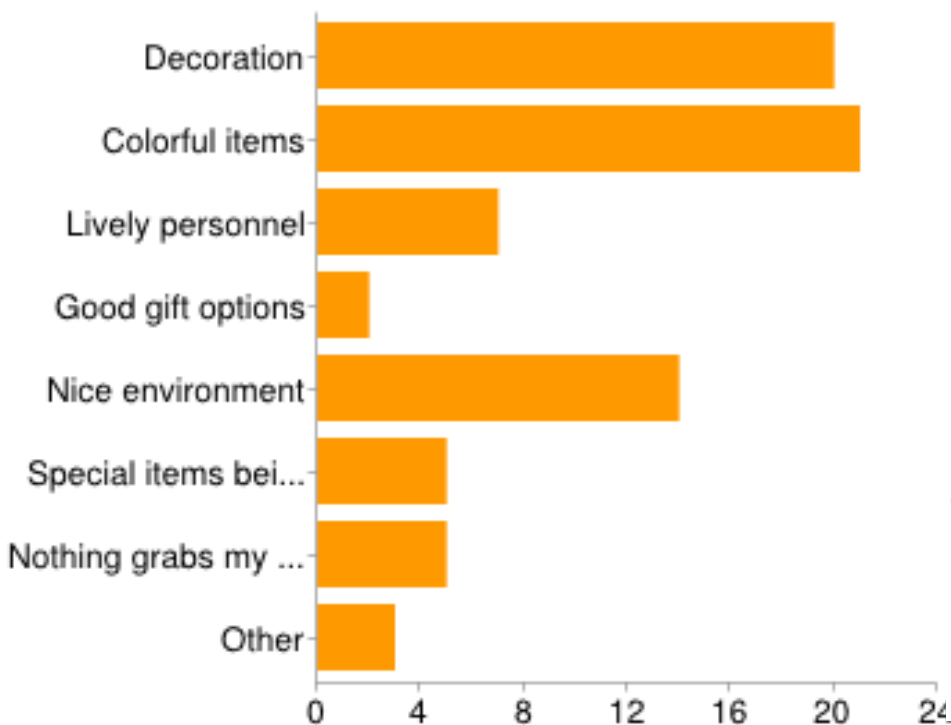
Do you like sweets? Where to buy?



Survey Results

Research Question 1: How do both cultures view sweet shops?

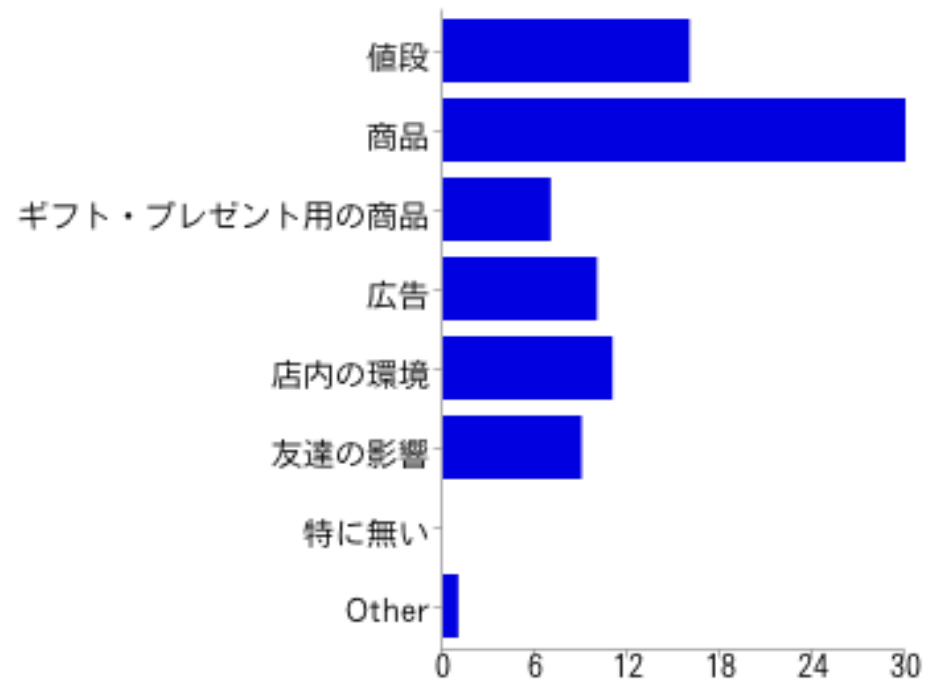
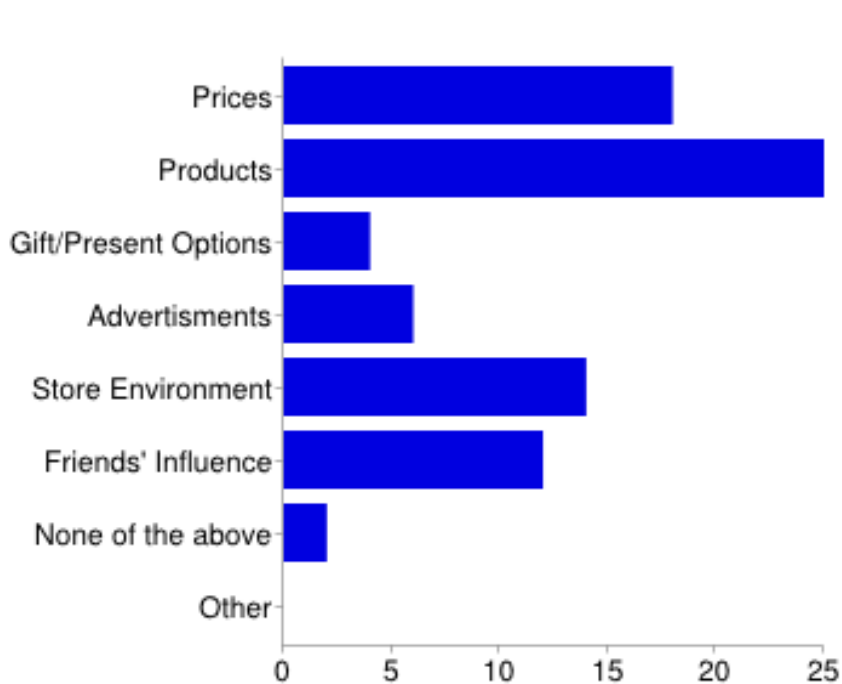
What items in a sweet shop grab your attention?



Survey Results

Research Question 2: What influences these sweet shops success?

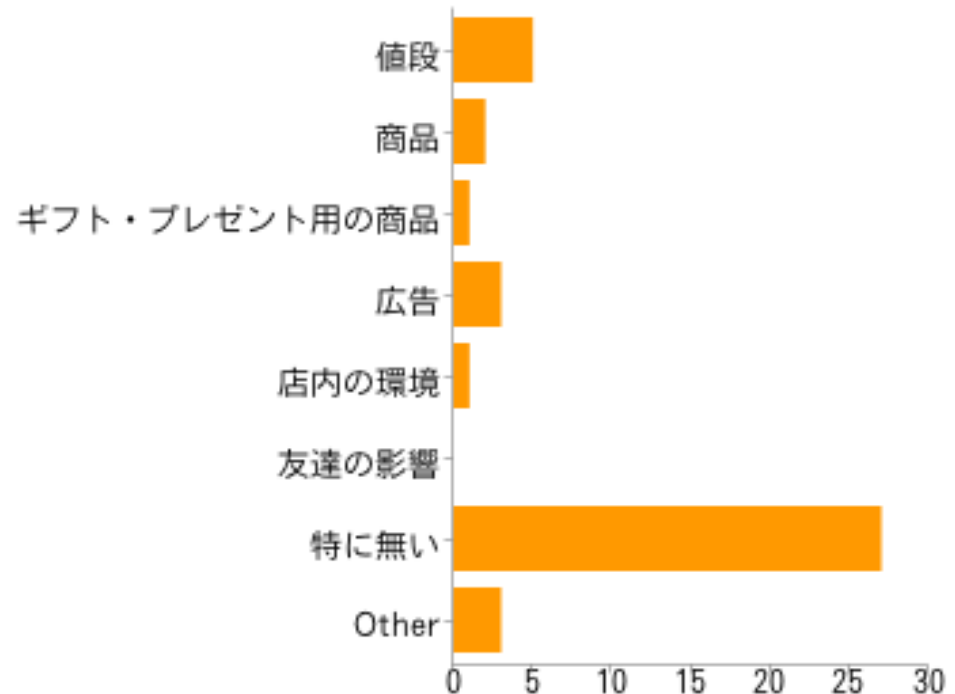
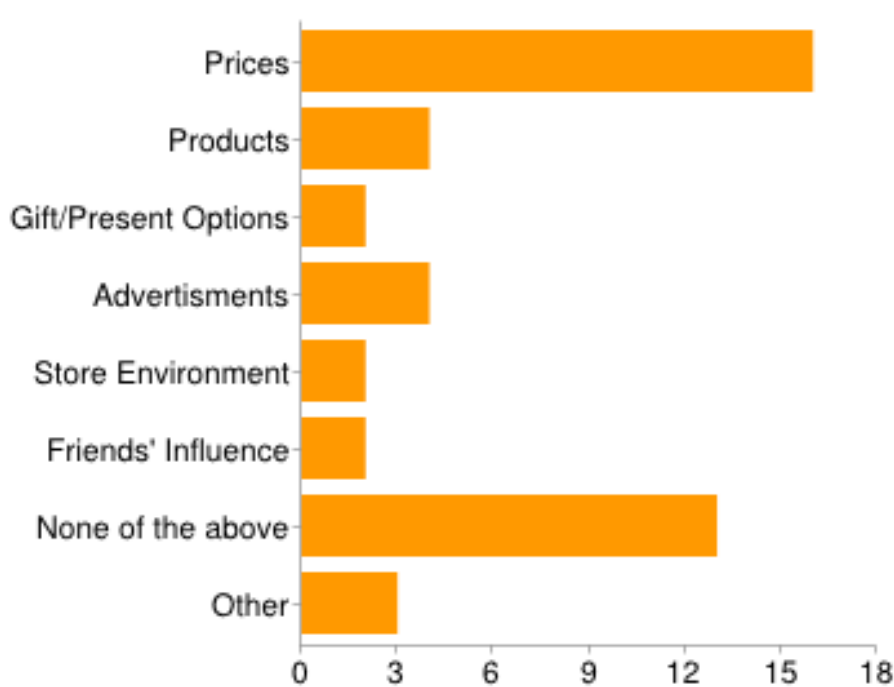
What do you like about sweet shops?



Survey Results

Research Question 2: What influences these sweet shops success?

What don't you like about sweet shops?

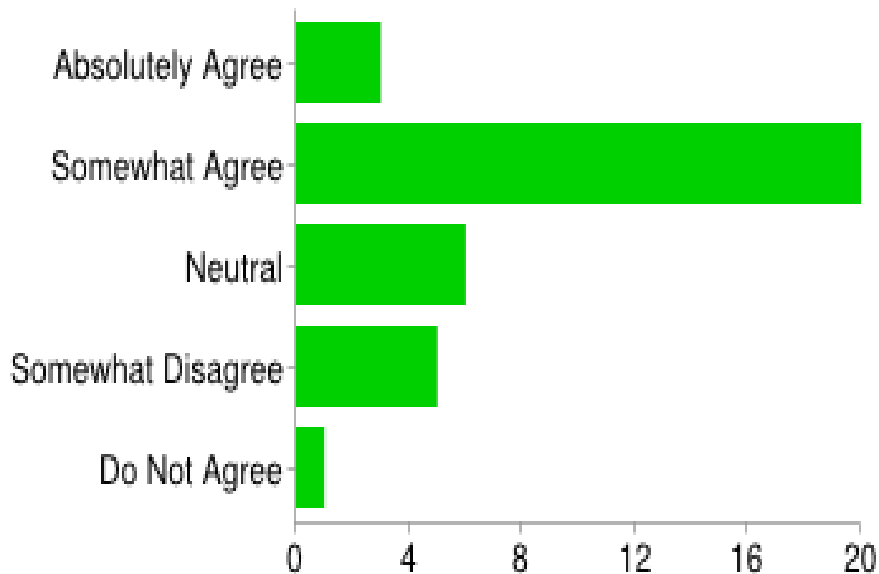


Survey Results

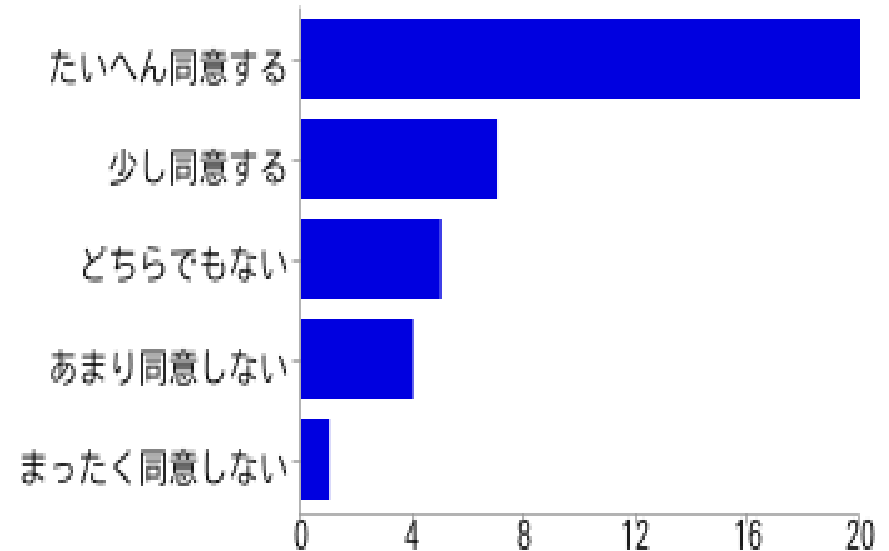
Research Question 2: What influences these sweet shops success?

Why do they buy sweets?

“Buying sweets are affordable”



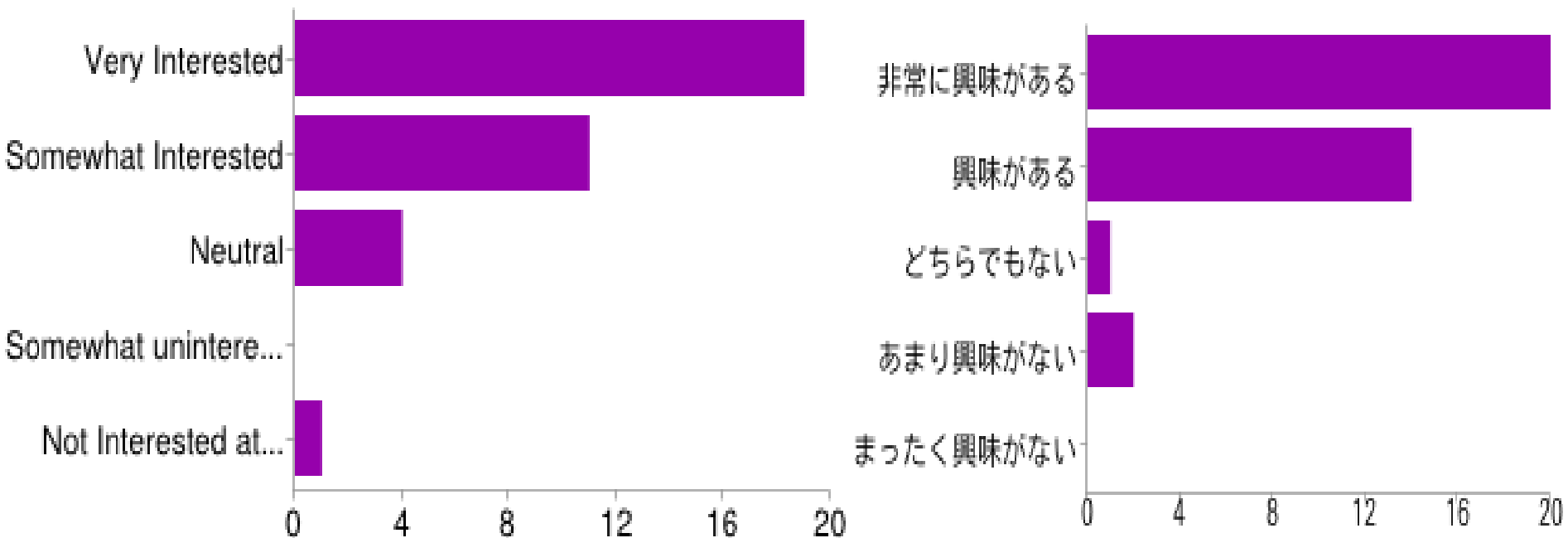
“I buy sweets as a reward”



Survey Results

Research Question 2: What influences these sweet shops success?

If a sweet shop opened catering to your own country and another country's sweets, would you be interested in going to it?



Findings:

America	Japan
<ul style="list-style-type: none">➤ Buy sweets because price➤ Focus more on prices and products➤ ! However, prices are what they dislike most of sweet shops	<ul style="list-style-type: none">➤ Buy sweets as a reward➤ Focus more where they are, the location➤ Stay true to Japanese culture, don't say what they really don't like

Conclusion

Both cultures perceive sweets differently, reward versus price.

However, both seem to appreciate sweets in general, and how bright and colorful sweet shops are.

Both would try a new sweet shop having other sweets as well!



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Media Resources (pt 1)

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