

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

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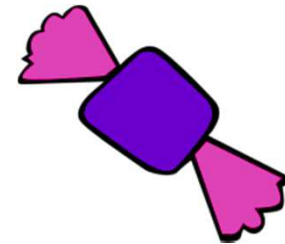
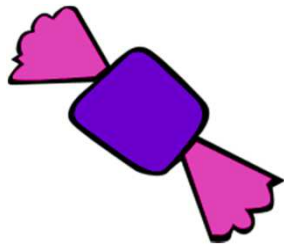
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Significance of the Study

- ❑ 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
- ❑ The Japanese are very keen to small details, Americans do bigger projects
- ❑ Researched how University students view these type of businesses



Research Questions

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



Research Background Outline

- a) Sugar & Sweets History
- b) Sugar Consumption
- c) Sweet Market Success
- d) Cultural Views
- e) Sweet Buying Influences



a) Sugar and Sweet History

Japan

8th Century

- Sugar Introduced

14th 17th Century

- Only for medicine/rich people

18th Century

- Land cultivated for sugar

19th Century

- First sugar refinery opened

America

Late 15th Century

- Sugar Introduced

17th Century

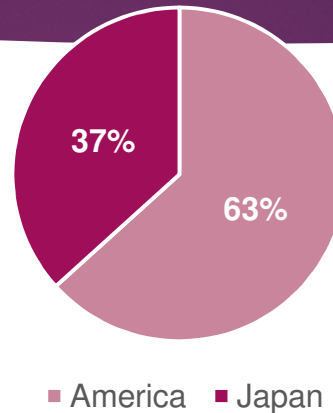
- Land cultivated for sugar
- First sugar refinery opened

Although Japan was introduced to sugar centuries' before America, America moved faster to cultivate it and refined sugar cane to sugar for daily use.

(Aaseng, 2005, Nagai,2003)

b) Sugar Consumption (SC)

Sugar Consumed per person by Country



- America's population is 320 million, compared to Japan's population of 127 million.
- America consumes 10,192,396,051kg of sugar (**31.9 kg per person**), versus Japan consuming 2,351,412,752kg (**18.5kg per person**)
 - America consumes **almost 2X per person** more than Japan!
(Nagai, 2003)

c) Sweet Market Success

America	Japan
<ul style="list-style-type: none">□ \$28 Billion in retail sales (2008)□ (Largest market in the world)□ ~.19% (.192%) of total GDP (\$14.58 trillion, 2008)	<ul style="list-style-type: none">□ \$9.1 billion (2008)□ (Largest market in Asia)□ ~.19% (.187%) of total GDP (\$4.849 trillion, 2008)

***However!** In respect to their GDP(Gross Domestic Product), both countries do the same in sweet retail sales!

("United States Confectionery Market January 2009", 2014, "Japanese Confectionery Market Overview", 2010, "Japan - Gross domestic product (GDP) 2014 | Statistic", n.d., US Real GDP by Year., n.d.)

d) Cultural Views

America	Japan
<ul style="list-style-type: none">❑ Used to hearing “sucrose” and “high-fructose corn syrup” are bad for your health❑ Globally known as the “sweetest” country❑ See sweet shops as higher priced than other stores	<ul style="list-style-type: none">❑ Have restrained sweetness flavor; liked more for appearance rather than flavor itself❑ Buy sweets as a reward for doing something good; also as a luxury❑ Sweets also represent seasons well, giving more variety

(Drewnowski, A., & Levine, A. S., 2003, “和菓子を育てた日本独自の砂糖「和三盆」を訪ねて”, Nippon.com, 2015, 村上, 陽子, 2009)