

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

Hello! My name is Nicole Saldaña and I am a graduating candidate senior for California State University of Monterey Bay! For my capstone project, I am doing research on university student's perceptions on sweets shops. I appreciate you for taking the time to complete my survey.

*Note: Sweet shops include all shops that sell sweet items. [Includes confectionary, candy, chocolate, cake, donuts, etc]

* Required

Basic Info

1.

1) Gender? *

Mark only one oval.

- Male
 Female

2.

2) Age? *

Mark only one oval.

- <18
 18-20
 21-23
 24-26
 26+

3.

3) Academic year in university? *

Mark only one oval.

- Freshmen
 Sophomore
 Junior
 Senior/Last year in school
 Not a university student Skip to "Thank you for taking my survey!".

Research Question 1: How Does America/Japan perceive sweet shops?

4.

4) Do you like sweets? *

Mark only one oval per row.

Absolutely	Somewhat Like	Neutral	Somewhat Dislike	Dislike
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5.

5) How often do you buy sweets? *

Mark only one oval.

- Several times a day
- Once a day
- A couple of times a week
- Once a week
- A couple times a month
- Once a month
- A couple of times a year
- Once a year
- Don't buy sweets

6.

6) Where do you usually go the most to buy sweets? *

The following questions are mostly based on sweet shops. If you do not shop or know of any sweet shops, this will redirect you to the end of this survey.

Mark only one oval.

- Sweet Shop/ Confectionary Store
- Supermarket/Grocery Store
- Convenience Store
- Vending Machine *Skip to "Thank you for taking my survey!"."*
- Do not buy sweets *Skip to "Thank you for taking my survey!"."*
- Other:

7.

7) How many good sweet shops can you recommend to friends? *

Single shops that sell sweet goods, not convenience store which has other things too.

Mark only one oval.

- 10 and up
- 9-10
- 7-8
- 5-6
- 3-4
- 1-2
- None to recommend
- Other:

8.

8) What items in a sweet shop grab your attention?

Check all that apply

Check all that apply.

- Decoration
- Colorful items
- Lively personnel
- Good gift options
- Nice environment
- Special items being announced
- Nothing grabs my attention
- Other:

9.

9) Are these factors important for going into a sweet shop?

Check all that apply

Check all that apply.

- Familiar Taste
- Familiar Brand
- New Taste
- New Brand
- What The Special Is
- None of these are important
- Other:

10.

10) Do these factors help influence your decision going into a certain sweet shop?

*

Mark only one oval per row.

	Most helpful	Somewhat helpful	Neutral	Somewhat not helpful	Does not help
Location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Decoration	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Convenience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advertisements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Discount	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recommendations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Welcoming Environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Research Question 2: What influences these sweet shops success?

11.

11 a) What attracts you most to sweet shops? *

Check up to 3.

Check all that apply.

- Prices
- Products
- Gift/Present Options
- Advertisements
- Store Environment
- Friends' Influence
- None of the above
- Other:

12.

11 b) What don't you like about sweet shops? *

Check up to 3.
Check all that apply.

- Prices
- Products
- Gift/Present Options
- Advertisements
- Store Environment
- Friends' Influence
- None of the above
- Other:

13.

12) Who do you visit sweet shops with?

Check all that apply
Check all that apply.

- With Family
- With Friends
- Significant other
- Independently
- Other:

14.

13) How much do you think the following factors help a sweet shop be noticeable? *

Mark only one oval per row.

	Most Helpful	Somewhat helpful	Neutral	Somewhat not helpful	Does not help
Service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Popularity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lasting impression	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Holiday events or items	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15.

14) How much do you spend on sweets weekly?

Mark only one oval.

- \$25+ or more a week
- \$20-less than \$25 a week
- \$15-less than \$20 a week
- \$10- less than \$15 a week
- \$5- less than \$10 a week
- Less than \$5 a week

16.

15) Do you agree with the following statements? *

Mark only one oval per row.

	Absolutely Agree	Somewhat Agree	Neutral	Somewhat Disagree	Do Not Agree
"Buying sweets is affordable"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"Buying sweets is a luxury"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"I buy sweets as a reward"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

American Only

17.

16) Sweet bean paste (known as Anko) is a food ingredient used in several Asian sweets. It is very popular in Japan sweet shops. Would you be interested in trying this flavor?

Mark only one oval per row.

	Very Interested	Somewhat Interested	Neutral	Somewhat uninterested	Not Interested at all
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18.

17) What is the reason for your previous answer in question 16?

Check all that apply
Check all that apply.

- Likes new taste of sweets
- Curious of other sweets cultures
- Not interested in trying different sweets culture
- Not sure if would like new sweets
- Other:

19.

18) America has already exchanged items in the past with other cultures. Have these items ever interested you to try them before?

Ex: Starbucks selling Matcha (green tea) items or Stores selling Hi-Chew, Pocky, or Yim-Yams from Japan.

Mark only one oval per row.

	Very Interested	Somewhat Interested	Neutral	Somewhat uninterested	Not Interested at all
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

20.

19) What is the reason for your previous answer in question 18?

Check all that apply

Check all that apply.

- Likes new taste of sweets
- Curious of other sweets cultures
- Not interested in trying different sweets culture
- Not sure if would like new sweets
- Other:

21.

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

Mark only one oval per row.

	Very Interested	Somewhat Interested	Neutral	Somewhat uninterested	Not Interested at all
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

22.

Please leave any comments or thoughts of this survey!

Could be how you view sweet shops now, or how this was organized.

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Stop filling out this form.

Thank you for taking my survey!

Thank you for your interest to take my survey. Unfortunately, I am looking at only university students who are associated with one form of sweet shop! Thanks again!

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