

# Sempai's Capstone Mini Presentation

JAPN 403 PreCapstone  
Heather O'Connell • Aug 31, 2016

# Basic Information

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

**Name:** Nicole Alexandra Saldaña

## Research Questions:

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

# Literature Review

1. Sugar and Sweet History
2. Sugar Consumption
3. Sweet Market Success
4. Cultural Views
5. Sweet Buying Influences

# Findings

- Japan had sugar earlier than America, but America was first to refine sugar for daily use
- Americans consume twice as much sugar per person than Japanese people
- Both America and Japan have the same percentage of sweet retail sales
- Americans are used to hearing the sucrose and HFCS are bad for health, yet America is known as the “sweetest country” and view sweet shops as higher-priced
- Japanese sweets have a refined sweet flavor and seasonal varieties, but are liked for their appearance more than taste and are bought as a reward/luxury

# Survey

- Students don't buy sweets in sweet shops
- American students are interested in colorful products while Japanese students are more interested in the store environment
- Students place importance on familiarity, especially of taste
- For American students the most important is quality, least is advertisement, while for Japanese students the most is location, least is recommendation
- Japanese students are 69% curious while American students are only 51%

# My Thoughts

Presentation • Paper

- Interesting topic—never found it tedious to read
  - Very clear and organized, which makes it easy to follow along
  - Visual graphs help processing information
  - Presentation matches theme
  - Incomplete English presentation
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