Title	Pre-marketing strategy for developing new dishes
Sub Title	
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Publisher	慶應義塾大学大学院システムデザイン・マネジメント研究科
Publication year	2018
Jtitle	
JaLC DOI	
Abstract	
Notes	修士学位論文. 2018年度システムデザイン・マネジメント学 第304号
Genre	Thesis or Dissertation
URL	https://koara.lib.keio.ac.jp/xoonips/modules/xoonips/detail.php?koara_id=K040002001-00002018-0003

Pre-Marketing Strategy for Developing New Dishes

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September 2018

Graduate School of System Design and Management

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Major in System Design and Management

SUMMARY OF MASTER'S DISSERTATION

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Title

Pre-Marketing Strategy for Developing New Dishes

Abstract

   With the rise of social media, more local businesses, such as restaurants, create their online communication platforms to not only maintain their relationship with existing customers but also to reach out to a greater base of potential customers. Establishing their own pre-marketing strategy and pre-launching their restaurants to create a buzz would help survive through the crucial start-up phase.

   However, for a start-up restaurant, even an unconventional one such as fusion food restaurant (fusion food is a combination of at least 2 different types of existing conventional food cuisines), it would be a great challenge to define its market place. Assuming the uniqueness and the novelty of fusion food would surprise and attract many potential customers, the research is expected to compare if fusion food contains a significant difference from Japanese cuisines. The methodology of this paper is to introduce a creative workshop template that featured food ideations co-created by potential customers. Then evaluate the created dishes with different methods, such as in group competitions, social media appearance, feedbacks from individual interviews, and using statistical tests to study and compare with Japanese food. Trying to understand if the element of surprise from an unconventional cuisine such as fusion food could lead to local potential customers to their first intention of purchasing.

Key Words:
Social Media, Fusion Food, Start-up restaurant, Co-creation, Element of Surprise

Table of Contents

List of Figures

List of Tables

<u>Chapter 1: Introduction</u>

Pre-marketing strategy for restaurants

Some marketing firms would suggest restaurant owners to pre-launch their restaurant online before an actual physical establishment. With two different strategies targeting at two different bases: starting a social media communication platform to create a buzz on the internet (online strategy) or hosting a back-kitchen session and invite potential customers to taste their food (food lab strategy). Even though some restaurants benefit from using pre-marketing strategy, such strategy for restaurants remain more as a proposal or a suggestion to restaurant owners. How can pre-marketing strategy become a useful system to help potential restaurant start-ups?

1.1. Background and Review of Related Literature

<u>Fusion Food</u>

A fusion food dish is an unconventional dish usually combining two significant elements of at least two different conventional cuisines. Many fusion foods started up in small scales such as food stand or food trucks.

For example, Japadog in Vancouver and Korean Tacos in L.A are two fusion foods that have gained some popularity in certain communities. Japadog (Figure 1) and Korean Tacos (Figure 2) attracted not only customers who are already familiar with the original cuisines that they derived from, but also new customers who are eager to go on this kind of taste adventures. It might be possible to study and mimic the successes and experiences from these two fusion food examples.

For a start-up restaurant, even an unconventional one such as fusion food restaurant, Filipan and Kleiner (2000) mentioned "[h]aving a product that has very little competitors is what every restaurant hopes to achieve. A market niche is a great foundation for a potential

business" (p. 136). Comparing fusion cuisines to existing ethnic cuisines, the uniqueness and novelty of fusion food do seem to secure its own niche market. "Trends come, and they go but the new items that were introduced to the customer will always be an option" (p. 138). Assuming uniqueness of fusion food would surprise many potential customers, promoting a niche food genre and how to lead customer making their first buying decisions in the store is probably the greatest challenge.

Figure 1.   Japadog

Figure 2.   Korean Tacos

<u>Social Media</u>

Tools such as social media is at our disposal to support a start-up fusion food restaurant nowadays. Three scholars noted that small businesses benefit from social media because uses of website and social media allow them to engage with customers, increase number of customers, and enhance relationship with customers (Jones, Borgman & Ulusoy, 2015).

Even though many small businesses start to use social media to create buzz and influence their market awareness. However, the factors that attract more potential first-time buyers must be investigated. How to create special engagements with customers should be considered as well.

1.1.1. Review of Related Literature: Culinary Industry

Horng and Lee (2009) based their studies in factors that influenced culinary artists' creativity. An individual's creativity is highly related not only to his personal experience but also to the surrounding environment. In an open society, tough and competitive environment can also improve culinary artists' skills, adaptability to create more innovations, and dishes. Some aspects such as hierarchical relationship between mentors and apprentices in traditional culinary industry could restrain an individual's creativity. Without being promoted, an apprentice would be assigned to menial jobs and could not express his or her potential, talent, or ability. Moreover, some countries' long-preserved idea of "fine cuisine" developed many cultural models but also with constraints along these standards. This tends to cease innovations.

Khan (2017) explained that the customers and vendors seek for different matters in selling and purchasing food. Vendors believed that cheaper price and faster delivery service were primary components. The customers, however, wanted convenience in vender's location, abundant meal choices, long business hours, and the chances to see cooking happening right in front of them.

The study of Seo and Moon (2016) showed that there were three types of "social commerce consumers" for the restaurant business, "Innovative brand-preferring consumers, realistic consumers, and passive consumers" (p. 2506). The innovative brand-preferring customers handpicked particular brands; and they were the most innovative. Realistic and

passive customers were more aware of the pricing and more careful in making purchases when it comes to using social commerce to book restaurant promotion deals. Passive users were also easily distracted when presented with too many choices. These three buying groups all understood the greater risks in privacy when placing orders online. The passive buyers were the most alerted with the risk as the other two groups were less worried. All three consumers groups were more aware of the risks economically, socially, psychologically, and in performance, privacy, and time when shopping online. The innovative brand-preferring shoppers were more prone in being innovative and displayed a larger percentage in satisfaction. On the other hand, the passive consumers were the least innovative with the fewest enjoyment.

In 2010's study, Longart found an obvious connection in the quality of food and drink as a crucial component for "the power of word of mouth (PWOM)". Other elements that were embodied when eating a meal turned out to have minor effects in the overall enjoyment of the meal/experience. For example, if a customer were given a drink and told that it was free. He/she would be surprised and more likely to enjoy the beverage. On the contrary, if the customer finished the drink and were told it was free afterwards, he/she might not feel as special and satisfied about the service. One place that the element of surprise could play in regular restaurants is the service of the staffs. However, I wonder if Fusion Food restaurants could add another layer of surprise in the food they created.

1.1.2. Review of Related Literature: Social Media

More brands have started to realize the importance of social media marketing and maintain their online communication through Facebook or Instagram. A branded fan pages allows business getting insights directly from their customers, especially from those who have similar interests and share positive feedbacks (Patino, Pitta & Quinones, 2012).

The purpose of Yazdanparrast, Joseph & Muniz's study (2016) was to understand the influence of brand-based social media marketing toward social media users and the impact on brand perception. Surveys were given to undergraduate students and various methods used to test their hypotheses. A List was used to measure different factors, including attitudes towards brand-based social media marketing, perceived quality, perceived value for the cost, perceived uniqueness, and willingness to pay/upgrade to a premium account. The results proved that social media marketing's effectiveness to influence consumers' attitudes towards brands. However, this research only focused on young college students instead of the entire population and social media marketing as a general idea, specific social media marketing strategy such as blog-post, videos, etc. did not factor into the final considerations.

Chua and Banerjee (2013) studied how the use of social media could support the management of customer knowledge using the example of Starbucks and its marketing strategy. There are three major findings in this. First, social media tools for customer knowledge management were effective for Starbucks' branding and marketing. Secondly, Starbucks changed how the role of its customer, "becoming active contributors of innovation" (p. 246). Lastly, Starbucks' strategies changed their customers' roles, spreading knowledge with other customers. This paper suggested that social media was not an exclusive tool for online business only. Even traditional business could benefit from it. For future research, to create a theoretical foundation to generate ideas that lead to a win-win situation for both organizations and customers. Starbucks, as an internationally well-known organization, they have an enormous customer base to communicate with. For a fusion food start-up, lack of the customer base would be a major problem than managing and gaining insights from its customer base.

In Shao and Ross' research (2015), the researcher brought up the idea of using social media like Facebook as a tool for marketing. The administrator for the brand must closely

study the interactions among their customers including posts and comments on the brand page. In doing so, the administrator could keep consumers' expectation within the community. To maintain communication on the Facebook group, the members or the "fans" should be charmed by the brand. Nonetheless, it was noted that the fans engagements with the brand page were solely based on if they have any information demands that needed to be answered.

There were two factors that could infuse positive brand engagement on Facebook or other social media — a sense of feeling entertained and the experience of socializing. Facebook users sought for entertainment that could produce comfort and amusement when they logged onto the site. At the same time, they welcomed and even initiated new friendships on Facebook. These two elements would lead users to "like" a brand page, view its content, and even participate in discussions/posts/comments as long as these interactions give them a sense of pleasure and connection with other users. In other words, users would participate eagerly on the brand page using comments or sharing page material when they feel pleased. In doing so, it may lead them to meet online users with similar characteristics and invoke a sense of belonging (Triantafillidou & Siomkos, 2018).

Users engagement with a brand also contained risks when products failed to meet individuals' requirements. Haavisto and Sandberg (2015) mentioned that "negative emotions felt towards a product tend to rapidly become anger and frustration targeted at the respective firm" (p. 81). From the lack of response of companies could lead to disastrous result and possibly impact the image of the brand. In this particular study, the original complaint was about a single product. However, consumers became more frustrated and angrier as the discussion went on and the company neither do anything to control the situation nor reply to any dissatisfaction online. As a result, the initial complaint about a product online led to a massive disapproval against the company's reputation.

1.1.3. Review of Related Literature: Co-creation

With the help of companies, target customers should be involved in the development of products and concepts with different professionals such as suppliers, engineers, retailers, etc. A new idea always provided possibilities of becoming a new product or service. Customers' insights can always be studied and developed into new products or improved products (Mascarenhas, Kesavan & Bernacchi, 2004).

An interesting connection emerged through co-creations between companies and customers. The latter not only can experiment with the prototype of a potential product, but also recognize the innovativeness that the company was pursuing. Thus, they would be attracted by the value of innovations. For companies, co-creating also reduced unwanted rejections from their customers. (Loef et al, 2017)

Compareing to traditional market research methods, active customers seemed to be more creative and effective in developing new ideas under the condition of co-creating. This process may also help them to translate their personal experiences and improve their knowledge of value-in-context. Thus, allowing them to generate ideas that could solve the core issues. (Witell et al, 2011)

Temporary shop co-creation platforms allowed firms to demonstrate their products to customers, promoted their brands and increased their market awareness. On the other hand, customer would gain a better understanding, open up communication and bonding experiences with the firms. The core of this method was learning and interacting experience between both parties — firms and customers. Although the reward seemed to be beneficial and valuable to both ends, "this […] requires an understanding of the customer's needs and wants, […] [as well as] a thorough understanding of the customer's role in this process in

terms of the context and the resources leveraged by the customer to achieve the desired outcome" (Spena, Caridà, Colurcio & Melia, 2012, p. 36).

By monitoring conversations and data from social media, a user-driven product development seemed to be a possible method by learning consumers' insights and solving their concerns. Indeed, as a new communication tool, many businesses could benefit from many comments from social media users and rely on their inputs for better decision-making in new product development. (Rathore et al, 2016)

1.1.4. Review of Related Literature: Element of Surprise

Kaplan (2012) states that "shaping how customers encounter surprise can make the differences between a trivial product or service experience and a memorable one that builds excitement and loyalty" (p. 48).

In Kim and Mattila's research (2013), the findings showed that employing surprise as a strategy in marketing could be tricky. By engaging customers through surprise could be efficient. However, at the same time, it would become tougher to attract consumers' attention the next time. Many businesses wanted to build their own experience when engaging with the customers in order to separate the brand from their adversaries. There was no doubt that the surprise strategy could be effective in raising customers' interests. Nevertheless, as the customers became more familiar with the surprise, it would be harder to entice them again with the same trick.

In this 2017's, research the results suggested that the element of surprise was not required to achieve satisfactions from customers. Yet, with surprise, the experience would be much better; strengthening consumers loyalty towards the brand. On the other hand, if an expected enjoyment surprisingly did not occur, the whole experience would be brought down

and ended in a declined of repurchasing and negative comments from the customers (Ludwig, Heidenreich, Kraemer & Gouthier).

1.2. Problem Statement

Some fusion food restaurants may have established their business from food stands, food trucks, etc. due to financial limitations. Even though many small businesses start to use social media to create buzz and influence their market awareness. However, it is hard for many start-ups to survive the first few crucial years in nowadays competitive world. For such unconventional cuisines such as fusion food, a lot of food testing may be needed and requires customers' insights and feedbacks to improve quality of their product, increase their market awareness and attract more customers.

1.3. Research Question

This research intends to investigate how the element of surprise can be controlled to minimize unwanted rejections and to make customers decide their first purchase, through the making of new tasty fusion food and posting photos of the food online. How element of surprise plays as a role in making customers' first buying decisions?

1.4. Hypothesis

The element of surprise in the combination of Japanese cuisine and foreign cuisine increases the customer's willingness to buy over combinations of Japanese cuisine and other Japanese cuisine.

Chapter 2: Methodology

The purpose of this methodology is to discover the potentials of people accepting new fusion food ideas. Moreover, to study whether element of surprise could play as a role in making customer's first buying decision. To get a better idea and understanding consumers' behaviours, insights, and their preferences when encountering unconventional cuisine.

2.1. Preliminary Research

Social media is often used to create the buzz and generate more acceptable surprises and discussions about these unconventional dishes in order to gain exposure and keep its innovativeness. An Instagram account was created as an online food lab for part of this research (Figure 3).

Figure 3. LC Food Lab

A one-night food lab event was also held (Figure 4). To create buzz online, a hashtag (#) was created — hashtag evening Tokyo (#eveningtokyo) — to be able to link the pictures to the event, group the photos, as well as gaining more exposures online. For the food-testing

lab, grilled lobster with Bloody Mary linguine was prepared along with lobster soup and

salad. (Figure 5).

Figure 4. Grilled lobster with Bloody Mary linguine
along with lobster soup

Figure 5. Food lab test

Even though the first attempts had failed, I started to reconsider the core reason why

people would want to purchase new type of dishes such as fusion food. It led to the next

direction of the study.

2.2. Creative Workshop featuring Food Ideations (Qualitative Approach)

Researcher host a potential customer-driven co-creation workshop. Participants were

separated into two groups. The two groups would create new type of dishes under two

different conditions. (Figure 7-8) Group A was asked to create new dishes by using elements

of existing Japanese dishes. Whereas Group B was given the instruction to make new dishes

by forcing elements of Japanese and other conventional foreign cuisines. It was anticipated

that even if Group A was making new type of dishes, the result would most likely remain

within the boundary of Japanese cuisine. While Group B was creating new type of foods and

would be more surprising but keeping with the taste that many Japanese could relate to.
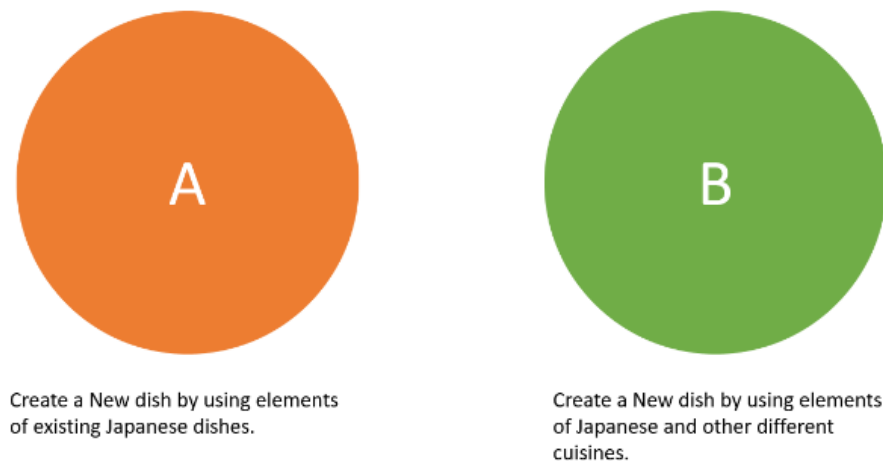
Figure 6. Conditions for Group A and Group B
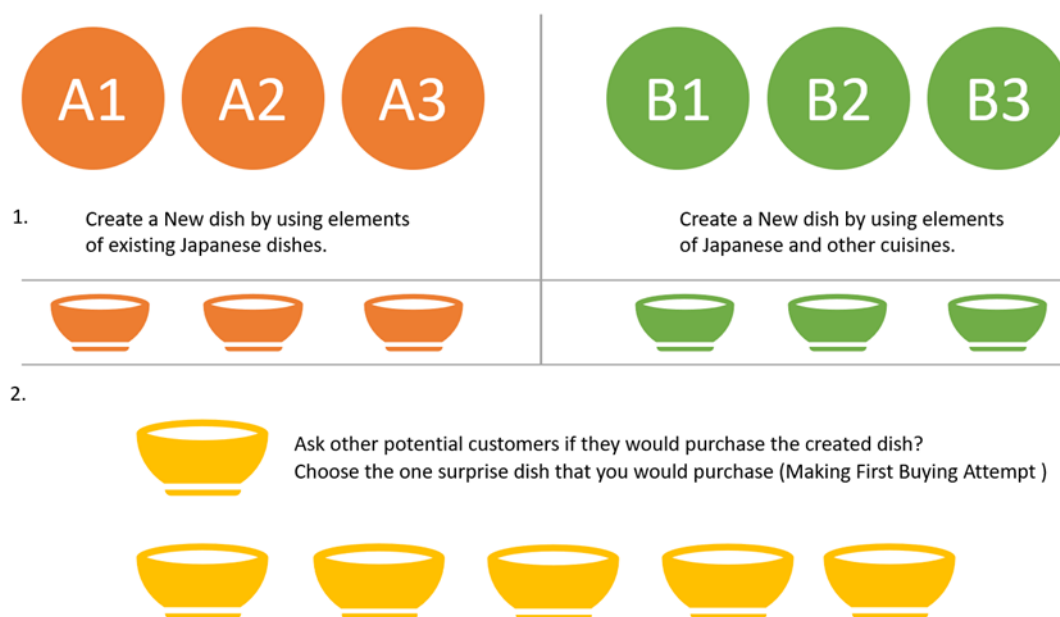
Figure 7. Conditions within Group A (A1, A2, A3) and Group B (B1, B2, B3)

2.3. Questionnaire to Workshop Participants (Qualitative Approach)

After creating dishes, the participants were asked to vote for the top three surprising dishes in their mind, the top three dishes that they would purchase, as well as the top three tasty dishes. This part was to look for the possibility that fusion food could generate more surprises, attract more first buying decisions.

2.4. Posting the results of eight dishes on social media (Quantitative Approach)

Eight dishes were chosen from the top three categories (four from new Japanese food [Group A], four from fusion food [Group B]) and the pictures of the eight dishes were later

posted onto social media. This was to allowing social media users to engage with the dishes, leave comments, votes, and hit like, wow, love, and other buttons to express their feelings towards the images.

2.5. Interviews with other potential customers (Qualitative Approach)

Interviews were conducted with people who did not participate in the workshop and participants were asked questions to determine if they were surprised and willing to try the fusion dishes.

2.6. Short Instructions to Workshop Participants

Workshop participants were spilt into two big groups with specific goals — Group A: creating a new dish with elements of Japanese cuisines and Group B: creating a new dish with elements of Japanese cuisine and other foreign cuisine. From Figure 8-10, these examples of slides were used for Group A during their Creative Workshop lecture, separated from Group B.

Figure 8 was composed by images of traditional Japanese food (images from left to right are): sushi, fresh water eel over rice and chicken skewers. Figure 9 composed two different images of buckwheat noodle (soba): warm buckwheat noodle soup and cold buckwheat noodle. Figure 10 was a Tokyo style buckwheat noodle shop called Soba Michi. Its contemporary style of soba is very different than traditional buckwheat noodle shop. Soba Michi's signature dishes are soba with combination of different rice bowls and other Japanese dipping sauce in a bowl with duck or beef, rather than the traditional cup with just soy sauce. Soba Michi itself is also an izakaya and featuring their own interpretation of other Japanese food with a contemporary twist.

After reviewing the slide show with Group A participants, Group B had the other lecture separated from Group A that consisted figure 11, an introduction of regional hotdogs

in the United States (from left to right): Chicago dog (the Windy City, mid-west) Scrambled dog (Columbus, south), and Slaw dog/West Virginia dog/Carolina dog (south). Figure 12 composed Japadog's product (from left to right): Shrimp Tempura Dog, Yakisoba dog, and gyoza dog (only available in the New York Store).

Group B's goal was to create a new dish with elements of Japanese cuisine and other foreign cuisines. Both the group were given a short lecture for ten to fifteen minutes. All participants from Group A and Group B brainstormed for their dishes while purchasing their cooked food materials from the Tokyu Department Store. Please note that the participants were not allowed to taste the food until the workshop was over, since the intention was to test out whether element of surprise was effective in making their first buying decision.

Figure 8. Traditional Japanese Food

Figure 9. Buckwheat Noodles

Figure 10. Soba Michi – Tokyo Soba Style

Figure 11. Regional Hotdogs in the United States

Figure 12. Japanese Hotdogs in Vancouver

Title	Creative Workshop, featuring food ideations
Purpose	Discover element of surprises and creative experience with making new dishes. The purpose of this workshop was to introduce fast-growing businesses, innovative ideas, new products, their potentials and making the Ah-ha moment.
	1. Members were split into two big groups: refining existing dishes and creating new dishes. (10 minutes) 2. Members were given short and separated lectures about contemporary cuisines and fusion food cuisines. (10-15 minutes for each groups) 3. Each of the group was further split into three smaller groups, brainstormed, and made their own dishes (A & B). They could find their food supplies from the Tokyu Department Store. (90 minutes) 4. After they created all the dishes. Participants were asked to fill out the Part 1. Questionnaire. Photos of these dishes would be taken, and other people who had not attended the workshop would share their thoughts on these dishes and fill out a questionnaire. (Note: Both Group A and Group B participants did not taste the dishes since the taste of food before filling out the questionnaire might create bias.)
No. of Participants	Expecting 30 participants

Location	Keio University, Hiyoshi Campus
Estimated Hours	2 hours
Date	7:00 PM, 16th of June, 2018
Language	English & Japanese
Facilitator	SDM graduate school student: Louis, Chao-Liang Chang

Table 1. Workshop Plan Submitted to Research Advisor

2.6.1. Prototype of Creative Workshop

This was a prototype before the Creative Workshop. Two participants were asked to create two rice bowls each: a conventional one and an unconventional one. The process is in the following page. (Figure 13-20).
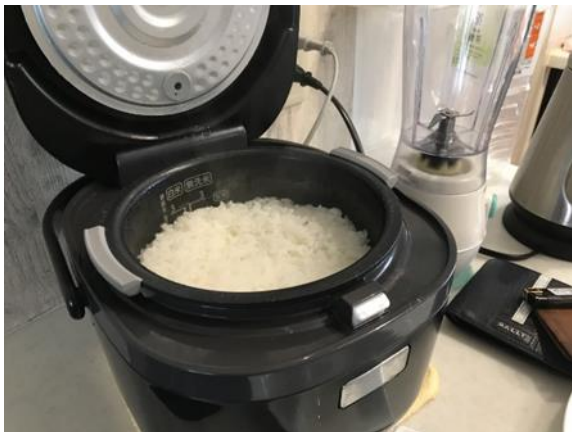
Figure 13. Cooked Rice for Prototype

Figure 14. Misc. Ingredients for Prototype

Figure 15. Tableware for Prototype

Figure 16. Prototype procedures

Figure 17. Conventional Rice Bowl 1

Figure 18. Conventional Rice Bowl 2

Figure 19. Unconventional Rice Bowl 1

Figure 20. Unconventional Rice Bowl 2

The purpose of this prototype was to understand the process of workshop, how the workshop would run, and possible challenges that might occur. Participants spent less than fifteen minutes in brainstorming and the food toppings were all purchased from a local 7-11 convenient store when the rice was cooking in the rice pot. Figure 17 is a conventional fried chicken rice bowl. Figure 18 is a conventional sticky rice bowl with a slight twist (fermented beans, seaweed plus salmon on top of rice). Figure 19 is an unconventional rice bowl with salad and mayonnaise crab meat. Figure 20 is an unconventional rice bowl based on the idea of double eggs (fish roe and egg). Throughout this prototype, an interesting discovery emerged. Participants were more likely to discuss about the unconventional rice bowl because they were more interested in the unconventional creations. Therefore, more

dialogues about the idea behind the unconventional rice bowl were sparked, rather than the conventional rice bowls which were created based on known cuisines.

2.7. Site and Workshop Participants

For the creative workshop, Hiyoshi campus was chosen as the location because of its accessibility. As for participants, there was no specific requirement. Workshop participants were members of the human lab and possibly their friends. However, for the second part of the experiment, interviewees were limited to people who did not participate in the workshop in order to avoid biases.

2.8. Researcher's Role

Besides giving instructions of workshop and lectures on examples of existing Japanese cuisines and fusion food cuisine, the role of the facilitator in this workshop was simply observing the participants' actions and collecting answered questionnaires. The facilitator was not allowed to give them any thoughts and suggestions during the brainstorming session.

Below are the questionnaires submitted to workshop participants following the workshop.

Age_____

Gender: M / F

Part 2: Choose the one dish that you would purchase

Your Choice is A / B, 1 / 2 / 3 and why?

At the first sight, what was your first impression on your chosen dish?

Do you think it is tasty?

No   1 2 3 4 5   Yes

Are you surprised by your choice or its idea? Are you curious about your chosen dish?

Not interested   1 2 3 4 5   Curious

If you see them on Instagram or any other social media? How likely would you hit a like and leave a comment?

Low   1 2 3 4 5   High

If your comment was responded by the owner of the page, how likely would you start a dialogue with them?

Low   1 2 3 4 5   High

If the Instagram page provides an address of the store. How likely would you to pay a visit?

Low   1 2 3 4 5   High

(Note: Questions may be altered.)

Chapter 3: Results of Creative Workshop – Food Ideation

There were eighteen workshop participants which were separated into six different groups (three individuals per group). Group A1, A2, and A3 were required to combine elements of at least two of existing Japanese food. Group B1, B2, and B3 were asked to create dishes from a Japanese cuisine and one other foreign cuisine of their own choices. Each group was given two-thousand Japanese Yen to purchase their own ingredients from shops at the Tokyu Department Store at Hiyoshi station, Shinagawa Prefecture, Japan. Each team had to create three new dishes based on the given conditions.

Group 1 (A1) Creating a new dish with elements of Japanese cuisine
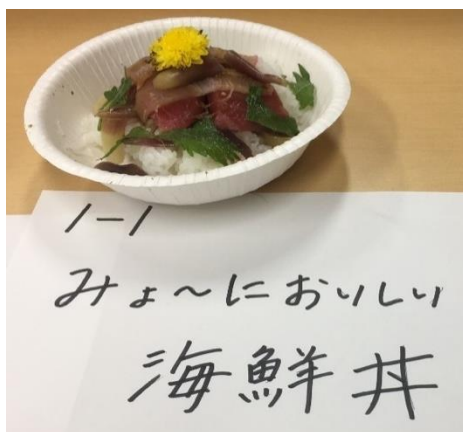
Figure 21. A1-1 Myoga Ginger Tuna Rice bowl
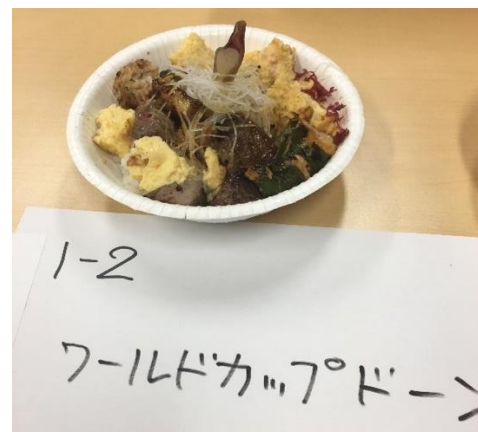
Figure 22. A1-2 World Cup Rice Bowl
— Chicken meatballs, Myoga Ginger,
Japanese rolled omelet and rice
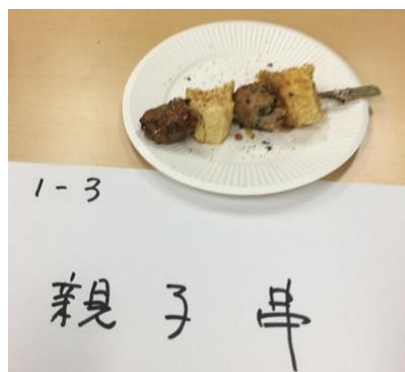
Figure 23. A1-3 Oyako kushi —
Chicken Meatball and Japanese rolled omelet skewer
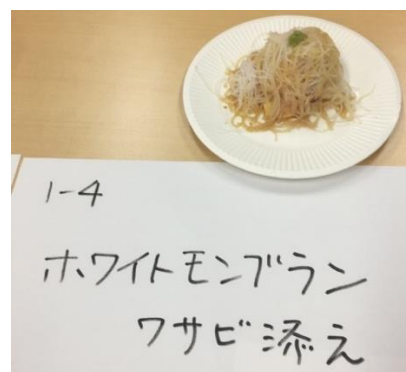
Figure 24. A1-4 Shredded Radish with Wasabi
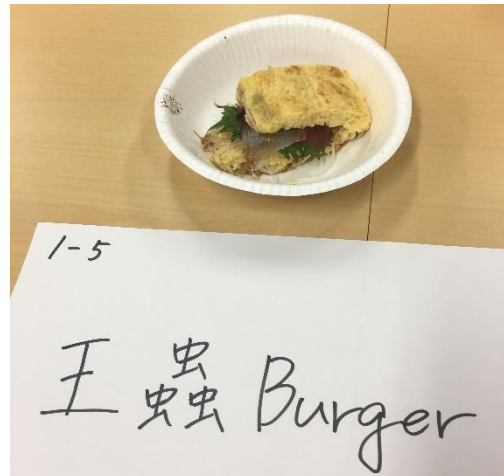
Figure 25. A1-5 Omu Burger – Japanese Rolled Omelet, raw tuna, myoga ginger and shredded Radish

Group 2 (A2) Creating a new dish with elements of Japanese cuisine
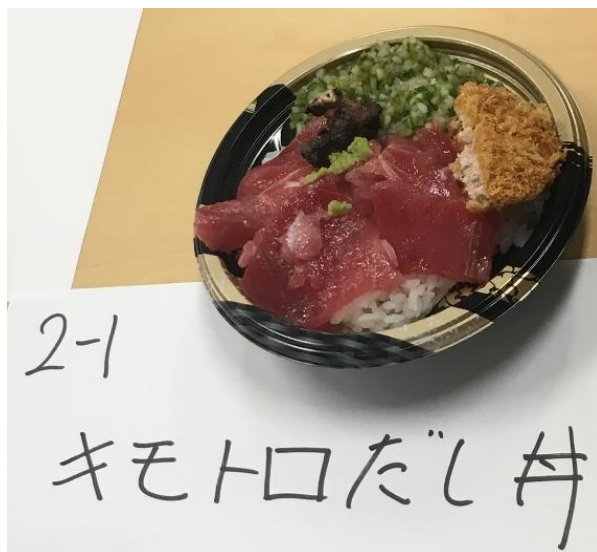
Figure 26. A2-1 Tuna rice bowl with fried pork and veggies
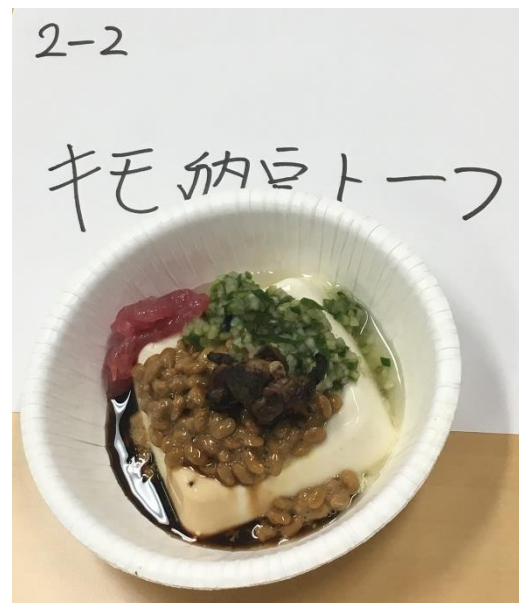
Figure 27. A2-2 Fermented soybean tofu with veggies and raw tuna
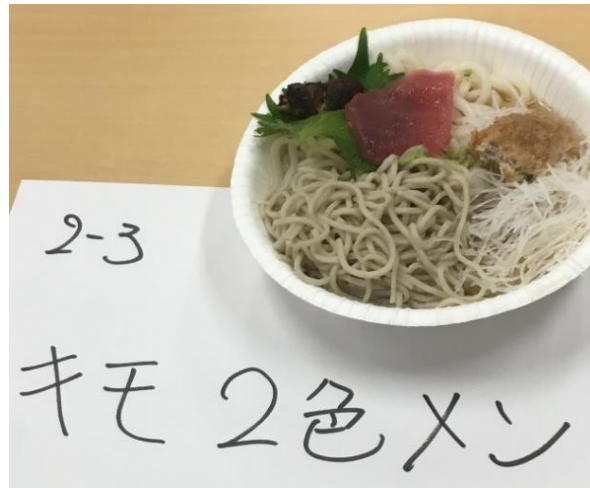
Figure 28. A2-3 Buckwheat noodles and udon with shredded radish and tuna

Group 3 (A3) Creating a new dish with elements of Japanese cuisine
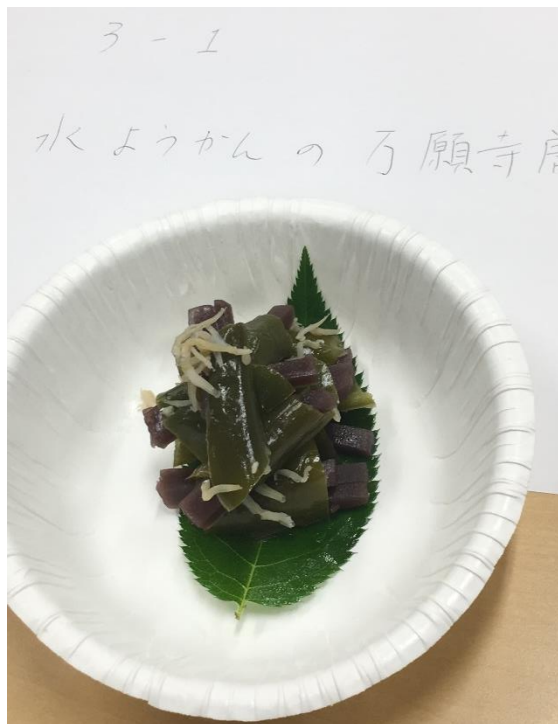
Figure 29. A3-1 Pickles with red bean   Figure 30. A3-2 Fried pumpkins with red bean paste
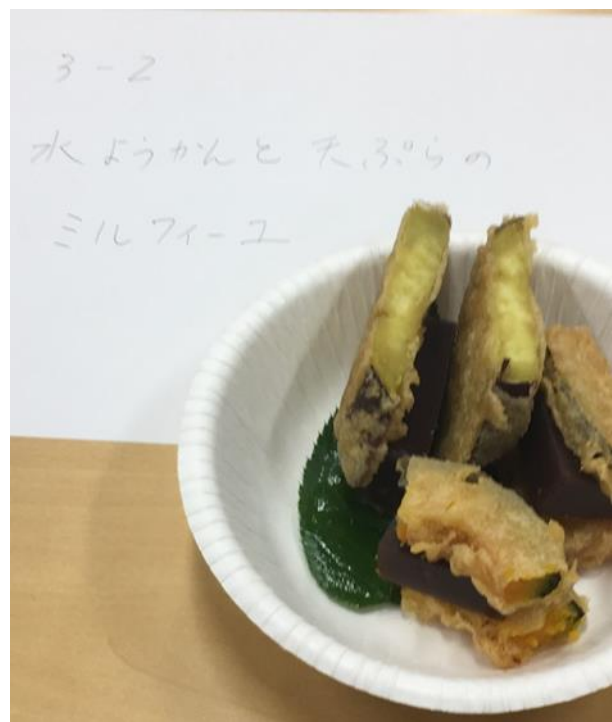
Figure 31. A3-3 Red bean paste on top of fresh water eel box sushi

Group 4 (B1) Creating a new dish with elements of Japanese cuisine and other foreign cuisines
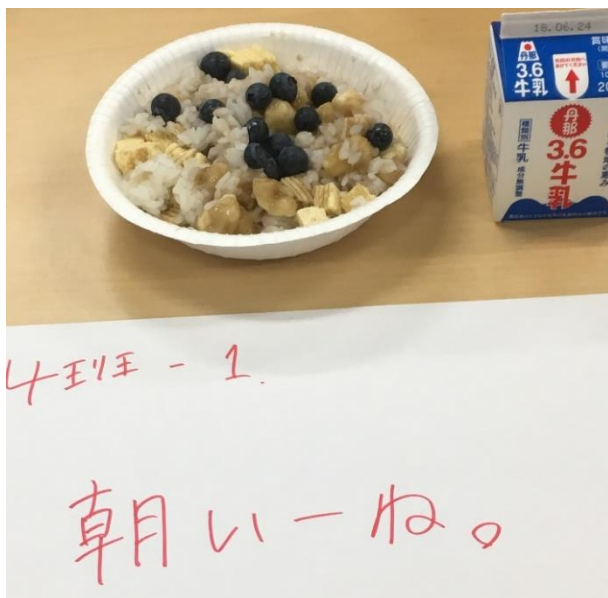
Figure 32. B1-1 Rice with mixed fruit and milk   Figure 33. B1-2 Natto, pickles and pudding bread
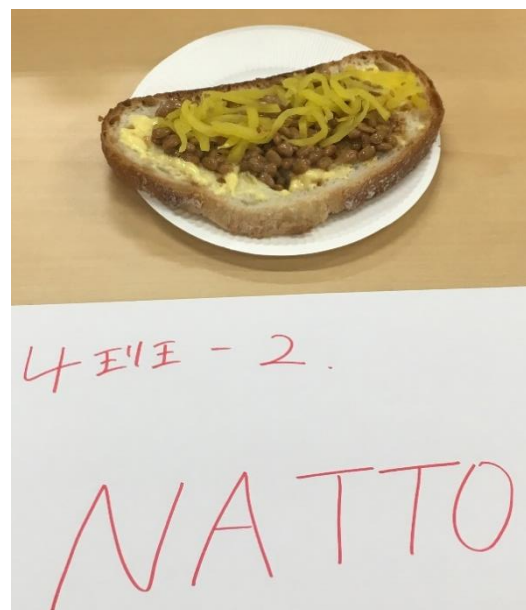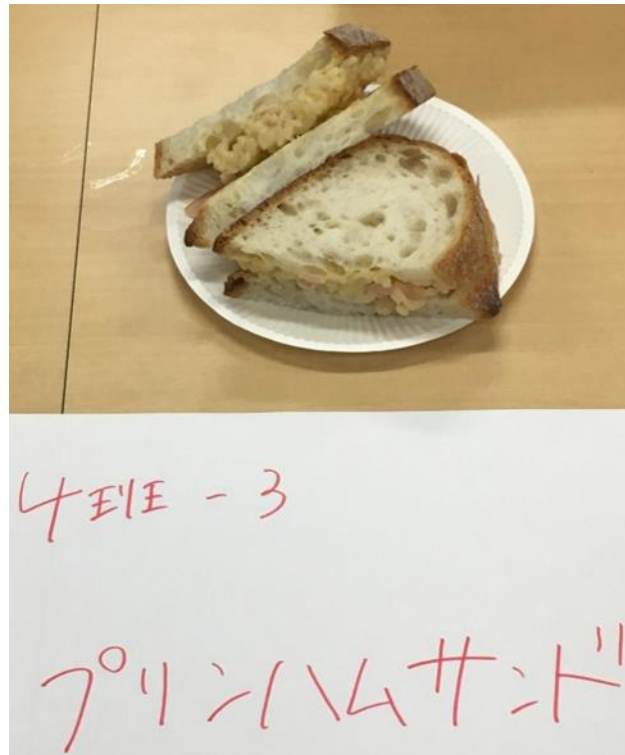
Figure 34. B1-3 Rice and pudding sandwich

Group 5 (B2) Creating a new dish with elements of Japanese cuisine and other foreign cuisines

Figure 35. B2-1 Chicken Skewers on bread   Figure 36. B2-2 Meat Potato on bread
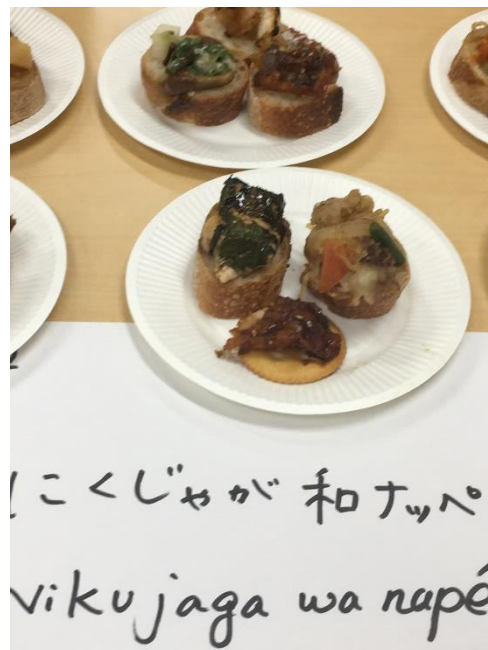
Figure 37. B2-3 Kabayaki on crackers

Group 6 (B3) Creating a new dish with elements of Japanese cuisine and other foreign cuisines
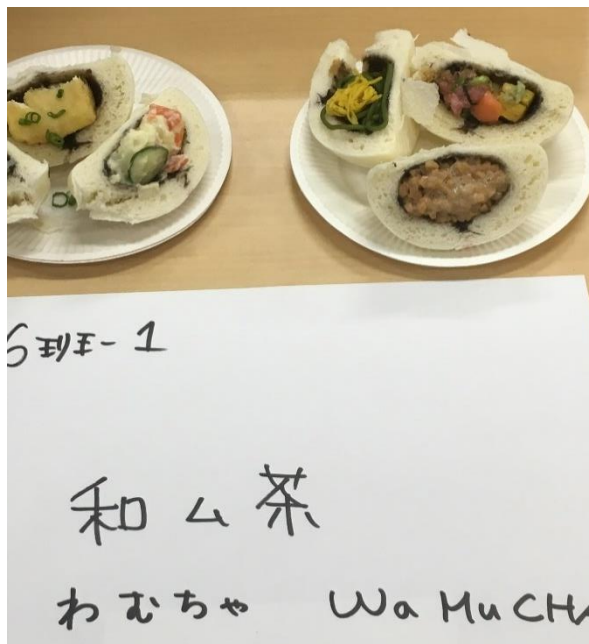
Figure 38. B3-1 Buns with fillings –
Natto, sushi fillings, buckwheat noodle,
potato salad, tofu and rice
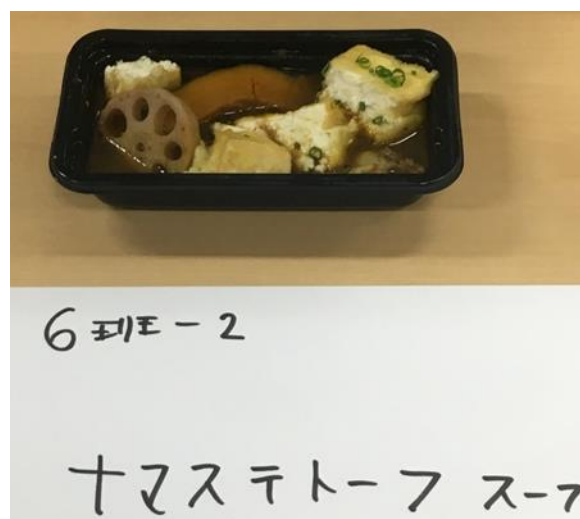
Figure 39. B3-2 Pumpkin tofu curry soup
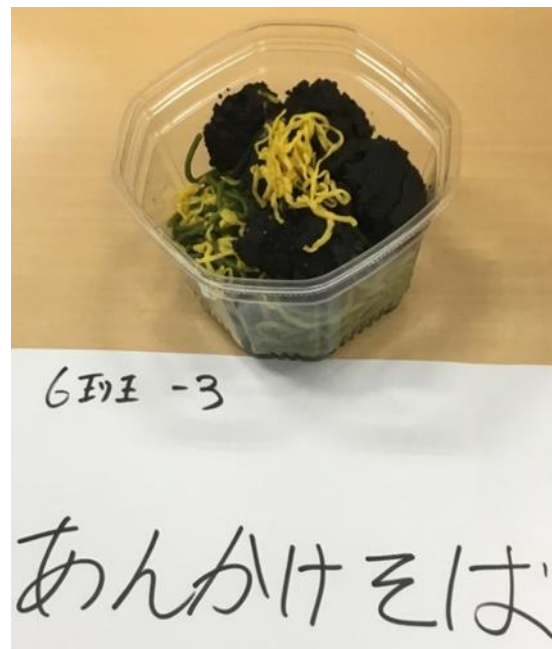
Figure 40. B3-3 Read Bean Paste with buckwheat noodle

3.1. Revised Workshop Questionnaire

Age: Occupation: Gender: M / F   Group: A / B, 1 / 2 / 3

1.   Are you satisfied with your brainstorming process?

No   1   2   3   4   5   Yes

2.   Are you happy with your making process?

No   1   2   3   4   5   Yes

3.   Do you think you have created a new type of dish?

No   1   2   3   4   5   Yes

4.   Are you surprised by your outcomes?

No   1   2   3   4   5   Yes

5.   Would you make your first buying decision to your dish?

No   1   2   3   4   5   Yes

6.   Do you think your dishes are tasty? Why?

No   1   2   3   4   5   Yes

7.   Do you try to surprise others with your ideas/ dishes?

No   1   2   3   4   5   Yes

No   1   2   3   4   5   Yes

8.   Do you think your ideas/dishes can surprise others?

No   1   2   3   4   5   Yes

No   1   2   3   4   5   Yes

During the Creative Workshop, three questions were added in the questionnaire.

1. Top 3 dishes that surprise you the most

2. Top 3 dishes that you would purchase

3. Top 3 tasty dishes

3.2. Results of Revised Questionnaire

Seventeen questionnaires were collected because one of the participants had to leave early before completing the workshop. Please view Table 2 and Figure 41 below for results.

	No Answer	1 (No)	2	3	4	5 (Yes)
1. Are you satisfied with your brainstorming process?	0	0	0	0	9	8
2. Are you happy with your making process?	0	0	0	0	4	13
3. Do you think you have created a new type of Dish?	0	0	0	2	7	8
4. Are you surprised by your outcomes?	0	0	0	2	6	9
5. Would you make your first buying decision to your dish?	0	0	2	2	9	4
6. Do you think your dishes are tasty?	1	0	0	5	5	6
7-1. Do you try to surprise others with your ideas?	1	2	0	3	7	4
7-2. Do you try to surprise others with your dishes?	4	2	0	2	6	3
8-1. Do you think your ideas can surprise others?	0	1	0	2	10	4
8-2. Do you think your dishes can surprise others?	4	1	0	1	7	4

Table 2. Results of Revised Questionnaire
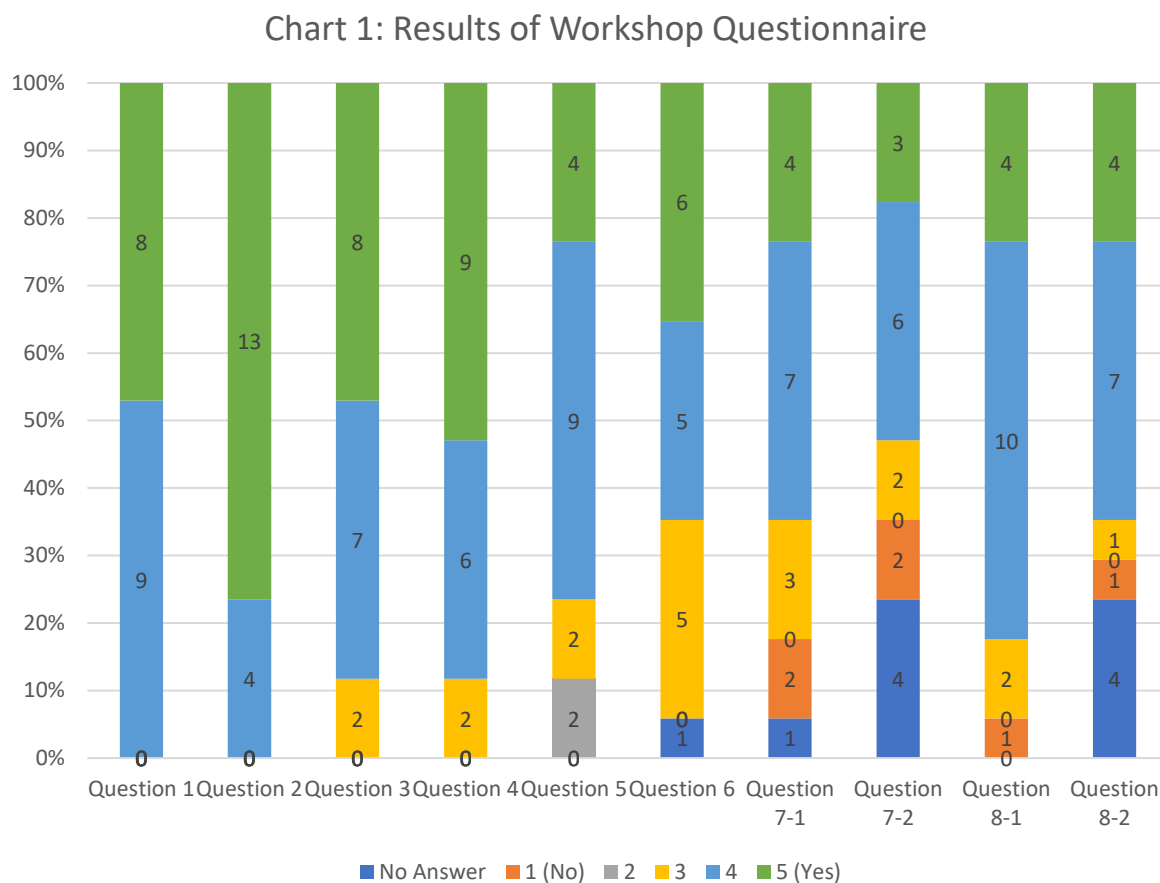
Figure 41. Stacked Bar Graph of Results of Workshop

Question 1: Are you satisfied with your brainstorming process?

Answers of Question 1: 9 out of 17 participants rated 4 out of 5 while the rest are strongly satisfied with their brainstorming process.

Question 2: Are you happy with your making process?

Answers of Question 2: 13 participants felt confident (5 out of 5), with their own making process. 4 participants rated 4 out of 5.

Question 3: Do you think you have created a new type of dish?

Answers of Question 3: 2 out of 17 participants rated normal (3 out of 5), 7 out of 17 participants rated 4 out of 5. The remaining 8 participants felt confident about making a new dish.

Question 4: Are you surprised by your outcomes?

Answers of Question 4: 2 out of 17 participants remained 3 out of 5. As 6 out of 17 participants rated 4 out of 5. The remaining 9 participants felt surprised with their outcomes.

Question 5: Would you make your first buying decision to your dish?

Answers of Question 5: 1 participant did not answer this question. 2 participants rated 3 out of 5 to the question. 9 participants rated 4 out of 5, while the remaining 4 felt confident in purchasing their creative dishes.

Question 6: Do you think your dishes are tasty? (At this stage, all the participants had not yet tasted their dishes. These answers were totally based on their imaginations.)

Answers of Question 6: 1 participant did not answer this question, 5 out of 17 participants rated 3 out of 5, the other 5 participants rated 4 out of 5. The remaining 6 participants were very confident about the tastiness of their dishes.

Question 7-1: Do you try to surprise others with your ideas? (Question 7-1 is about the creativity of participants' dishes, whereas question 7-2 is about the appearance of their dishes.)

Answers of Question 7-1: 1 participant did not answer this question. 2 participants rated 1 out of 5 (no), 3 participants rated 3 out of 5, 7 participants rated 4 out of 5. The remaining 4 participants agreed with the question and rated 5 out of 5 (yes).

Question 7-2: Do you try to surprise others with your dishes?

Answers of Question 7-2: 4 participants did not answer this question. 2 participants rated 1 out of 5 (no), 2 participants rated 3 out of 5, 6 participants rated 4 out of 5, while 3 participants rated 5 out of 5 (yes).

Question 8-1: Do you think your ideas can surprise others? (Question 8-1 is about the creativity of participants' dishes.)

Answers of Question 8-1: 1 participant rated 1out of 5 (no), 2 participants rated 3 out of 5, 1 participant rated 4 out of 5. The remaining 4 participants strongly agree that their ideas can surprise others (5 out of 5).

Question 8-2: Do you think your dishes can surprise others? (Question 8-2 is about the appearance of their dishes.)

Answers of Question 8-2: 4 participants did not answer this question. 1 participant disagree with the question, 1 participant rated 3 out of 5, 7 participants rated 4 out of 5 while the remaining 4 participants were confident that their dishes can surprise others.
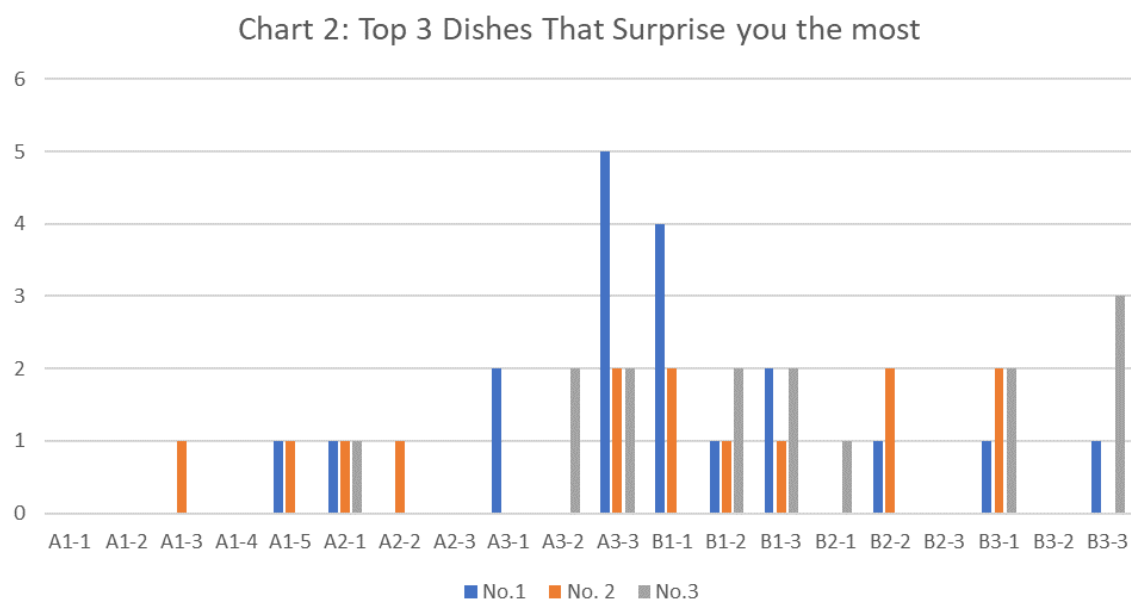
Figure 42. Top 3 Dishes that Surprised Participants the most

Each participant had three votes to decide the Top 3 dishes that surprised them the most. The total number of votes was 51. Please view Figure 42 for the results.

The Top 3 surprising dishes were:

A3-3 fresh water eel sushi with rectangular red bean paste topping had the highest votes, 9/51. B1-1 rice with mixed fruit and milk was the second highest with 7/51 votes. B3-1 Wa Mu Cha was the third highest vote, 5/51. Two out of the three top surprising dishes belong to Group B's fusion food category.

Figure 43. A3-3 Red bean paste on top of fresh water eel box sushi
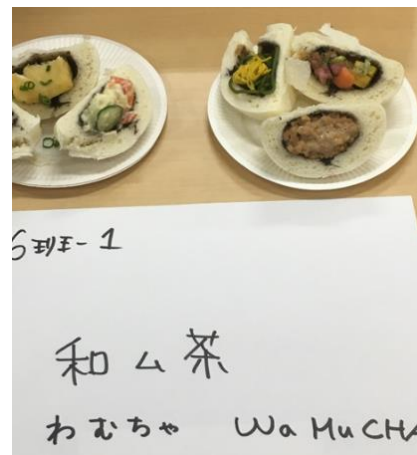
Figure 44. B3-1 Buns with fillings — Natto, sushi fillings buckwheat noodle, potato salad, tofu and rice

Figure 45. B1-1 Rice with mixed fruit and milk

Chart 3: Top 3 Dishes That You would Purchase
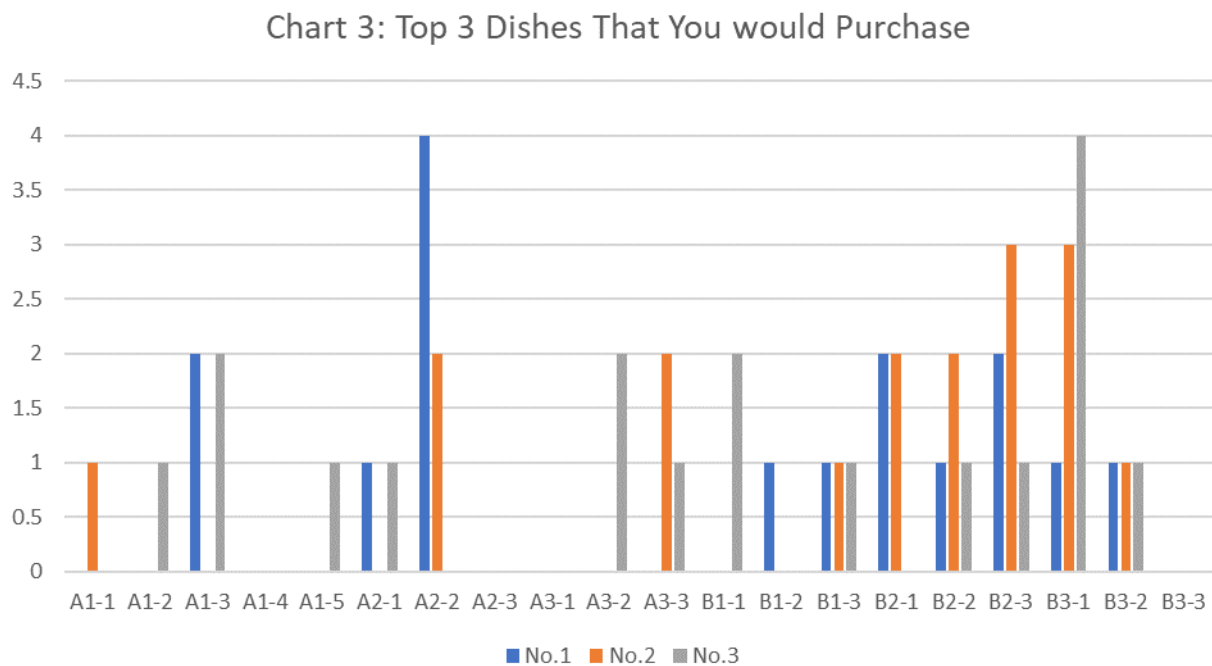
Figure 46. Top 3 dishes participants would purchase

Each participant had 3 votes to decide the Top 3 dishes that they would purchase. Please view Figure 46 for the results.

Top 3 dishes that participants were most likely to purchase:

B3-1 wa mu cha was first place with 8/51 votes. A2-2 Fermented soybean tofu with veggies and tuna and B2-1 chicken skewers on bread were second place, each had 6/51 votes. B2-2 meat potato on bread and B2-3 kabayaki on crackers, chicken meatball and rolled omelette skewers have the third highest vote, each had 4/51 votes. Four out of the six top dishes that participants were most likely to purchase were from Group B's fusion food creations.
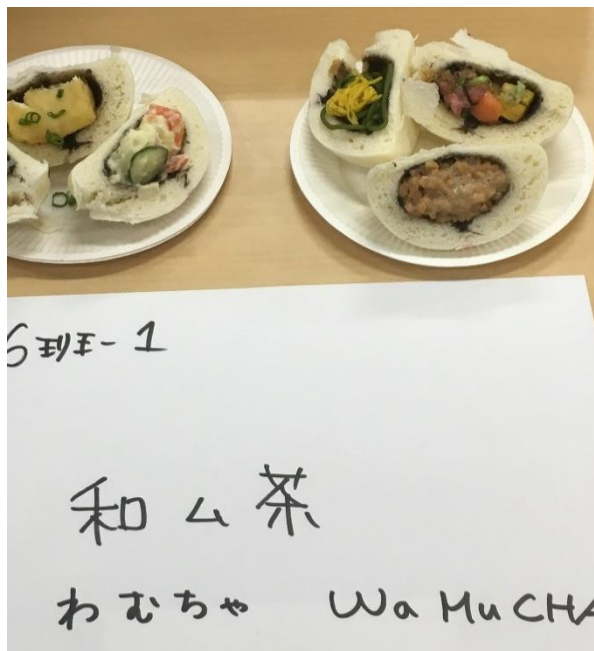
Figure 47. B3-1 Buns with fillings –
Natto, sushi fillings, buckwheat noodle,
potato salad, tofu and rice
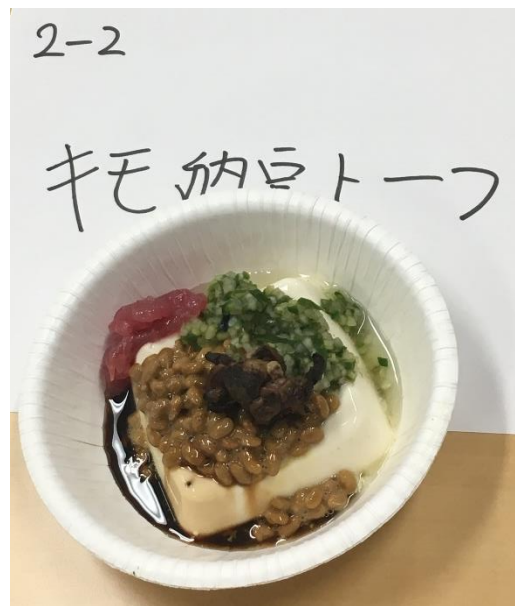
Figure 48. A2-2 Fermented soybean tofu with veggies
and raw tuna

Figure 49. B2-1 Chicken Skewers on bread
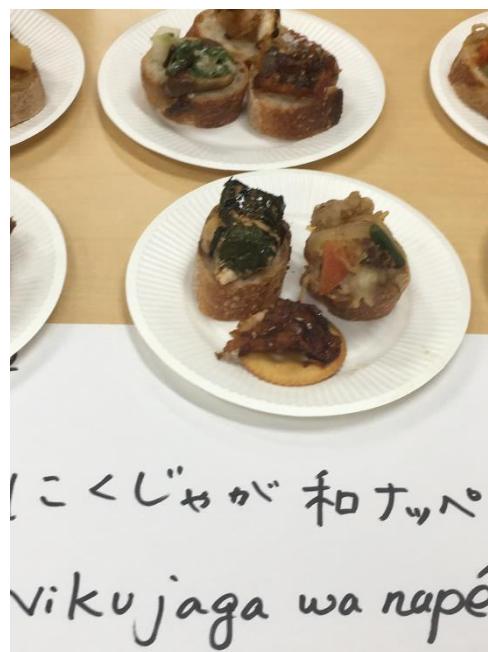
Figure 50. B2-2 Meat Potato on bread

Figure 51. B2-3 Kabayaki on crackers

Each participant had three votes to decide the Top 3 tastiest dishes. Please view Figure 52 for the results.

Chart 4: Top 3 Tasty Dishes
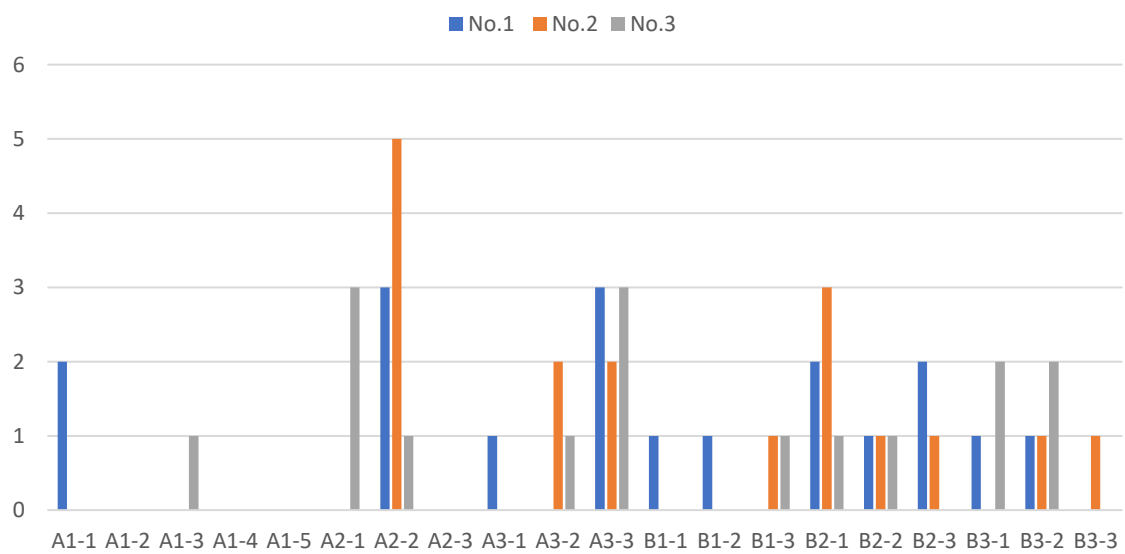
Figure 52. Top 3 Tastiest Dishes

Top 3 dishes that participants found the tastiest:

From workshop participants, the combined number of no.1 went to A3-3 red bean paste over fresh water eel sushi with 8/51 votes. A2-2 fermented soybean tofu with veggies and raw tuna and B2-2 meat potato on bread received the second highest votes (5/51). The remaining no.3 votes distributed evenly to A2-1 tuna rice bowl with fried pork and veggies, B3-1 wa mu cha, B3-2 pumpkin tofu curry soup, B2-1 chicken skewers on bread, A3-2 fried pumpkin with red bean paste.

Figure 53. A3-3 Red bean paste on top of fresh water eel box sushi
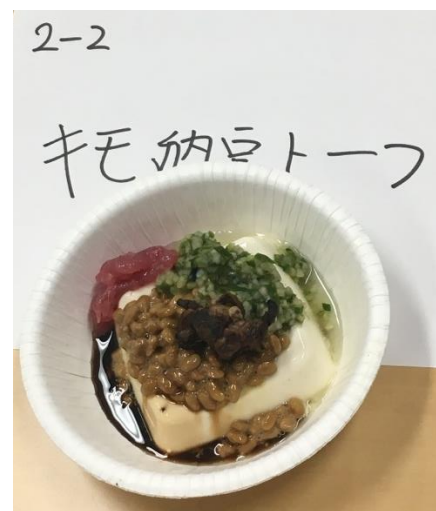
Figure 54. A2-2 Fermented soybean tofu with veggies and raw tuna

Figure 55. B2-2 Meat potato on bread
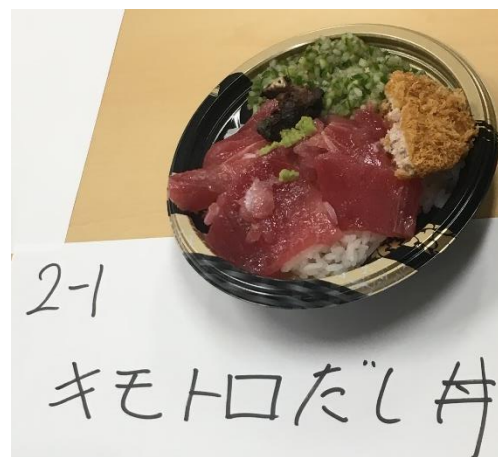
Figure 56. A2-1 Tuna rice bowl with fried pork and veggies
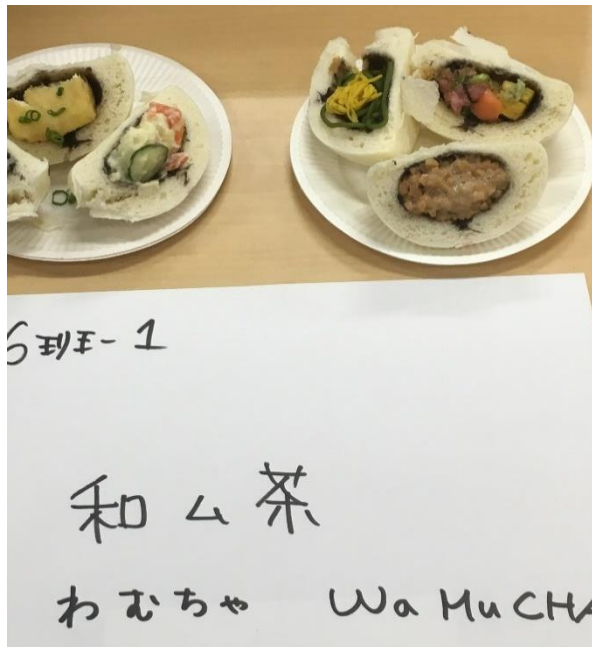
Figure 57. B3-1 Buns with fillings –
Natto, sushi fillings, buckwheat noodle,
potato salad, tofu and rice
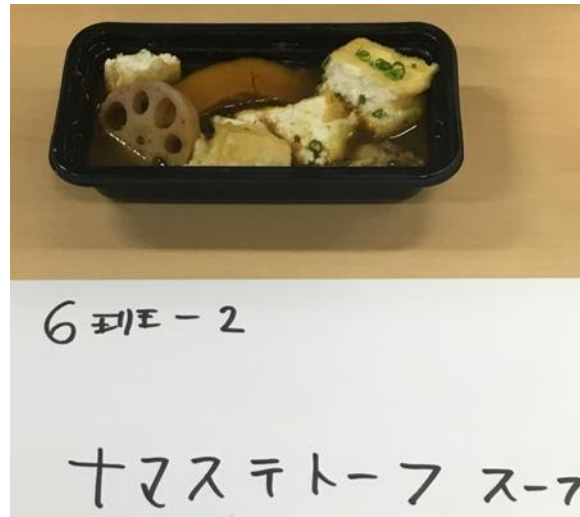
Figure 58. B3-2 Pumpkin tofu curry soup

Figure 59. B2-1 Chicken skewers on bread
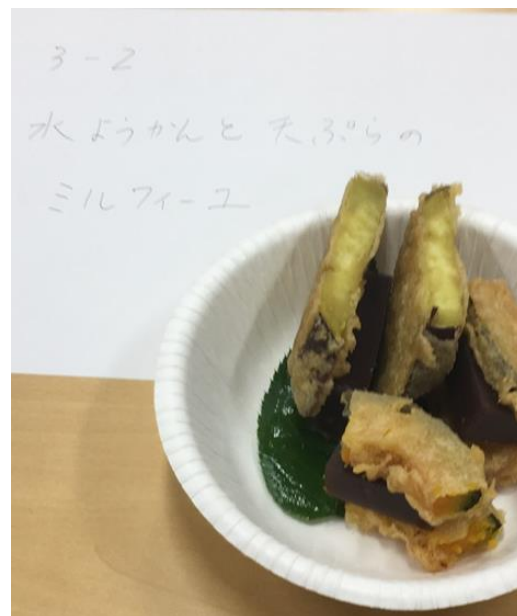
Figure 60. A3-2 Fried pumpkins with red bean paste

3.3. Social Media Marketing Strategy

Based on the result of the Creative Workshop, eight dishes were selected to be displayed on social media (See figure 61–68). The purpose of this social media test was to find insights from social media users and tried to prove my hypothesis — the element of surprise can lead customer to their first new fusion food buying decisions. Also, for social media marketing strategy, I would like to see how potential customers would interact with social media posts. These eight dishes were posted on my Facebook and Instagram accounts. To reach more audiences, the Facebook posts was shared by others. I collected data from how people responded to the posts when they hit the "like" button or expressed their feelings towards the posts.

Figure 61. Dish No. 1. Japanese Food —
red bean pastes on top fresh water eel box sushi

Figure 62. Dish No. 2 Fusion Food —
chicken skewers on bread

Figure 63. Dish No. 3 Fusion Food — kabayaki on crackers

Figure 64. Dish No. 4 Japanes Food — fermented soybean tofu with veggies and raw tuna

Figure 65. Dish No. 5 Japanese Food — tune rice bowl with fried pork

Figure 66. Dish No. 6 Fushion Food — pumpkin tofu curry

Figure 67. Dish No. 67 Japanese Food — oyako kushi

Figure 68. Dish No. 8 Fusion Food — wa mu cha, buns with Japanese stuffings

3.3.1. Results of Facebook Posts

	Dish 1 Japanese Food	Dish 2. Fusion Food	Dish 3 Fusion Food	Dish 4. Japanese Food	Dish 5. Japanese Food	Dish 6. Fusion Food	Dish 7. Japanese Food	Dish 8. Fusion Food
Number of Votes	4	5	1	6	7	3	4	2

Table 3. Results from Facebook Post in English
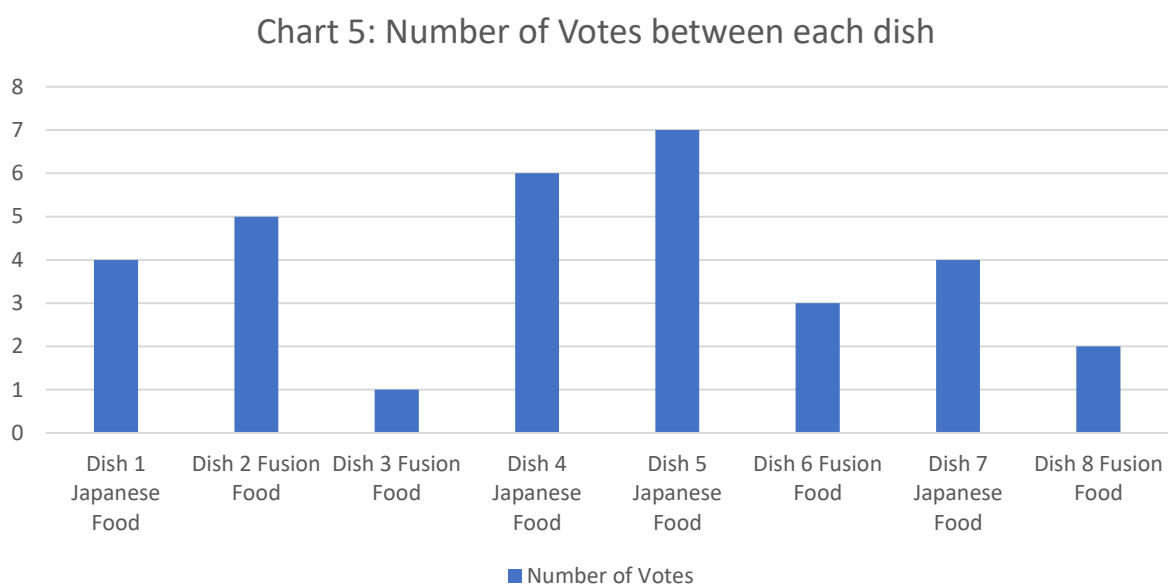
Figure 69. Number of Votes between each dish

	Total Number of Votes	Combined Votes of Japanese Food	Combined Votes of Fusion Food
Number of Votes	32	21	11

Table 4. Votes for Food

Chart 6: Combined Number of Votes
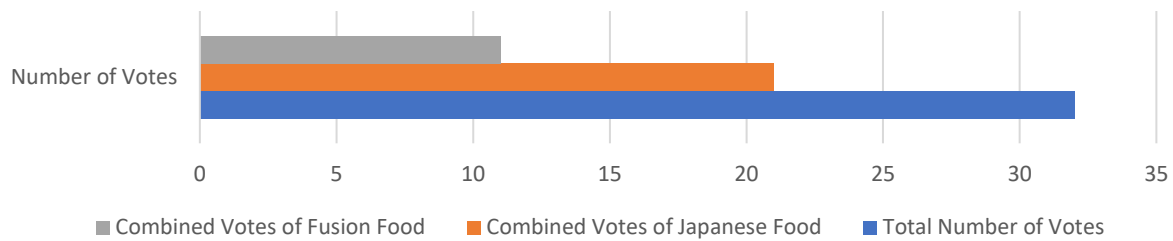
Figure 70. Combined number of votes

	Like	Love	HaHa	Wow	Angry	Sad	Total No.
Dish 1 Japanese	17	1	9	30	29	52	138
%	12.31%	0.72%	6.52%	21.73%	21.01%	37.68%	100%
Dish 2 Fusion	36	2	4	9	3	28	82
%	52.43%	2.43%	4.87%	10.97%	3.65%	34.14%	100%
Dish 3 Fusion	37	4	1	14	3	24	83
%	44.57%	4.81%	1.2%	16.86%	3.61%	28.91%	100%
Dish 4 Japanese	82	16	1	4	1	28	132
%	62.12%	12.12%	0.75%	3.03%	0.75%	21.21%	100%
Dish 5 Japanese	32	6	2	8	3	35	86
%	37.2%	6.97%	2.32%	9.3%	3.48%	40.69%	100%
Dish 6 Fusion	29	1	0	14	4	38	86
%	33.72%	1.16%	0%	16.28%	4.65%	44.18%	100%
Dish 7 Japanese	48	4	6	3	4	27	92
%	52.17%	4.34%	6.52%	3.26%	4.34%	29.34%	100%
Dish 8 Fusion	36	7	1	11	6	45	106
%	33.96%	6.6%	0.94%	10.37%	5.66%	42.45%	100%

Table 5. Results of Facebook Post Shared in Japanese

Chart 7: Viewers Responses - Results of Facebook Post Shared
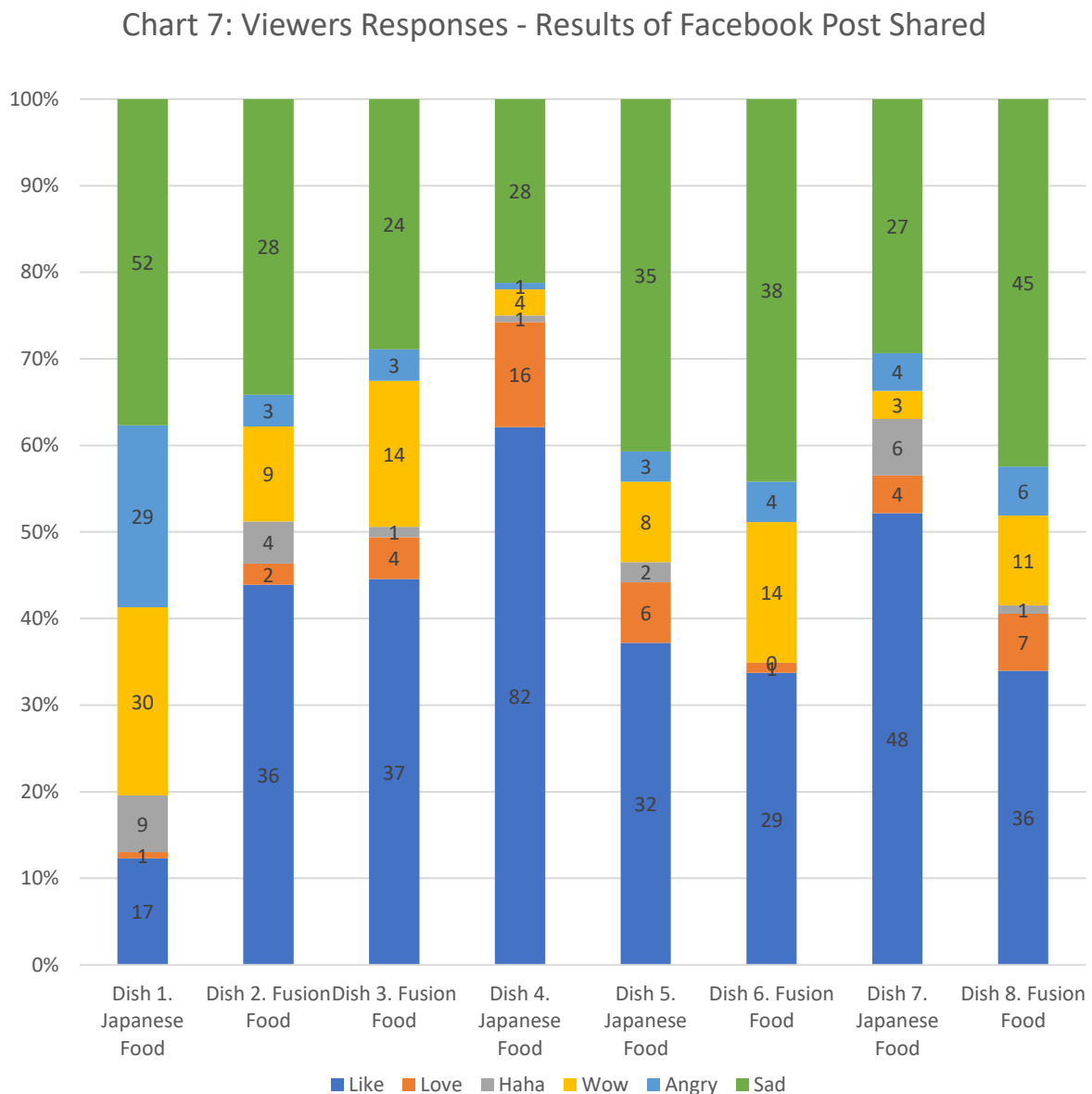
Figure 71. Results of Facebook Post in Japanese

Among all the eight dishes, dish no.4 fermented tofu with raw tuna had 82 "like" votes (62.12%) and 16 "love" votes (12.12%). Dish no. 1 fresh water eel sushi with rectangular red bean paste topping had 9 "haha" votes (6.52%) and 30 "surprise" votes (21.73%) but also got 29 "angry" votes (21.01%). Whereas dish no. 6 pumpkin tofu curry had 38 "sad" votes (44.18%). However, please note that all fusion food dishes had the 2nd, 3rd, 4th surprising votes.

Combining votes of Japanese dishes, there were 179 "like" votes (39.95%), 27 "love" votes (6.02%), 18 "haha" votes (4.01%), and 37 "angry" votes (8.25%). On the other hand,

the combining votes of fusion dishes, there were 48 "surprise" votes (13.44%) but 135 "sad" votes (37.81%). In this case, Facebook users favoured creative Japanese dishes. Nevertheless, fusion dishes had higher votes on "surprise" but higher percentage in "sad" votes.

Among all the eight dishes, dish no.4 fermented tofu with raw tuna had 82 "like "votes (62.12%) and 16 "love" votes (12.12%). Dish no. 1 fresh water eel sushi with rectangular red bean paste topping had 9 "haha" votes (6.52%), 30 "surprise" votes (21.73%) but also got 29 "angry" votes (21.01%). Whereas dish no. 6 pumpkin tofu curry had 38 "sad" votes (44.18%). However, all fusion food had the 2nd, 3rd, 4th "surprising" votes.

The combined votes of Japanese dishes, they had 179 "like" votes (39.95%), 27 "love" votes (6.02%), 18 "haha" votes (4.01%), and 37 "angry" votes (8.25%). The total votes of fusion dishes had 48 "surprise" votes (13.44%) but 135 "sad" votes (37.81%). In this case, Facebook users favours creative Japanese dishes, but fusion dishes had higher votes on "surprise" but higher percentage in "sad" votes.

	Like	Love	HaHa	Wow	Angry	Sad	Total No. of Votes
Combined Number of Japanese Dishes Votes	179	27	18	45	37	142	448
%	39.95%	6.02%	4.01%	10.04%	8.25%	31.69%	100%
Combined Number of Fusion Dishes Votes	138	14	6	48	16	135	357
%	38.65%	3.92%	1.68%	13.44%	4.48%	37.81%	100%

Table 6. Facebook Users' Responses on Japanese Dishes and Fusion Dishes: Combined Votes

Chart 8: Viewers Responses Japanese food v.s fusion food - Combined Result of Facebook Post
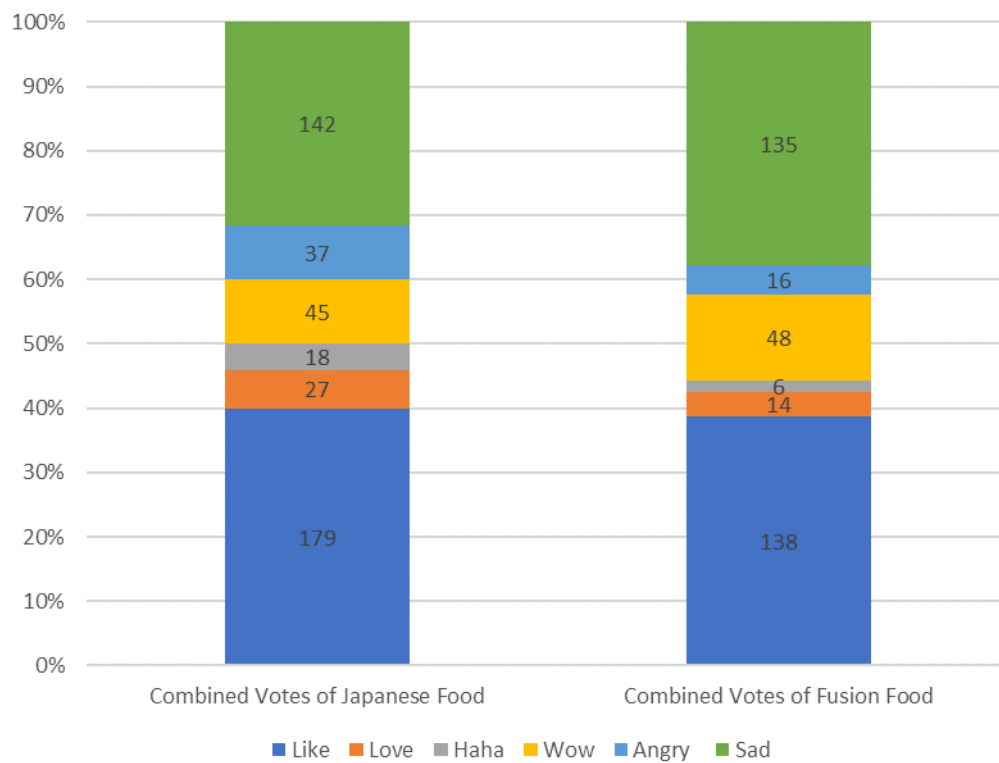
Figure 72. Viewer responses combined votes shared in Japanese

Comments of Facebook post shared in Japanese:

There were multiple quotes from various online participants that commented on the Facebook post which I, the researcher thought to be worth noticing.

Dish no.1 — red bean paste with fresh water eel sushi — Japanese Food:

Funny, interesting	Curious	Willing to Try	Innovation	Suggestion	Deny/Rejection	Supportive
1	1	2	1	1	4	1

Table 7. Table of Responses
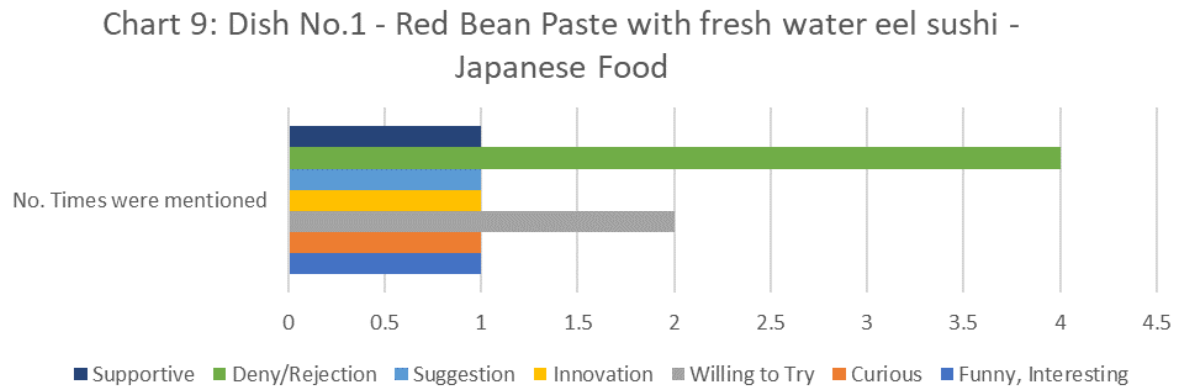
Figure 73. Figure of Responses

Social media users' responses to dish no.1 red bean pastes with fresh water eel sushi:

"わー。どんな味か興味津々 (Oh. What kind of taste I am curious.)"

" 見るに耐えない。味の想像もしたくない。何でこんなに強い否定の言葉が出てく

るんだろー？(I cannot stand it. I do not want to imagine the taste. Why is such a strong

denial word coming out?)"

"拒否感があります。あんこに海の味を全部持ってかれそう！(There is a sense of

refusal. I'm going to have all the sea taste in the bean paste!)"

"当然食べてみないとわからないとは思いますが、この中で一番食というものを馬鹿

にしていると思いましたので。(I naturally think that I do not know without trying it, but I

thought that I was stupid about the most food among them.)"

"あら、どこかで見たような(Oh, like you saw somewhere.)"

"さすがに、、、あわないかな(As expected, I guess.)"

"普通には、無理です！、、、が、海老と甘い豆の組み合わせ、と思うといけるかも。見た目はキレイ！(Normally it is impossible! It seems that you can think that… is a combination of shrimp and sweet beans. It looks beautiful!)"

"味の想像がつかないので一度食べてみたい。ひょっとしたら想像より美味かも。(I do not have imagination of taste, so I want to try it once. Perhaps it is more delicious than imagined.)"

"台無しです、という言葉が浮かびました。(The word was spoiled.)"

"エビなんだ。サバかと思った。エビの塩味によるけど、全然食べられそう。(It is shrimp. I thought it was mackerel. It depends on the salty taste of shrimp, but it seems to be able to eat at all.)"

"これ美味しければイノベーション(If this is delicious innovation.)"

"寿司ってイノベーション要るんでしょうか？寿司におけるイノベーションとはなんだろう。スーパー歌舞伎的な何かかな. (Do you need innovation like sushi? What is innovation in sushi? Something like Super Kabuki.)"

"料理のイノベーション,まさか,合うとわ思わない食材の組み合わせが凄い美味しい料理になるとか奈良漬け X　カマンベールチーズが絶品です. (Cooking Innovation, No way. I do not think it will fit. The combination of ingredients to a terrific delicious dish become Nara soaked x camembert cheese, Beautiful)"

"創作料理という立ち位置から見るとアリですね。なんかちょっと寿司側から見て、

「触らないで」という感情があるのでした. (From the standing position of creative

cuisine, it is ant. There was a feeling that "Do not touch" from something a little sushi side."

"え、なんでこんなに怒っている人が多いんだろう…？(Well, why are there so many

angry people ...?)"

"ちょっと試してみたい. (I'd like to try it for a while)"

Dish no.2 — chicken skewers on bread — Fusion Food:

Suggestions	Combinations	Eating experience	Like, Might Try	Surprise	Rejection
3	1	1	2	1	1

Table 8. Table of Responses

Chart 10: Dish No.2 - Chicken Skewers on Bread - Fusion Food
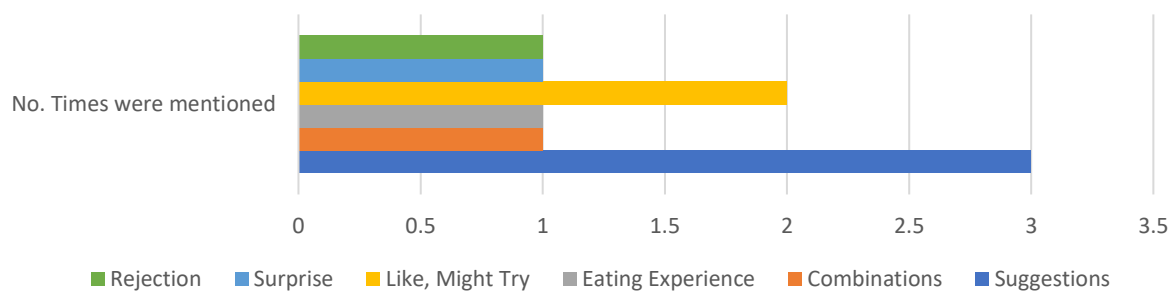
Figure 74. Figure of Responses

Social media users' responses to dish no. 2 chicken skewers on bread:

"パサパサしそう (Pasa Pasa looks likely)"

"I would try this"

"うーん、何料理なんだろう (Well, what kind of dish is it?)"

"The colours should be improved by adding more vivid coloured herbs/ spices / cur vegies?"

"一口サイズならよいですが、噛み切るのはむずかしそうです。(It's fine if it's a bite size, but it seems difficult to bite off.)"

"う〜ん、これはおいしいのかな？パンと具材の馴染みがあまりよくなさそうですね (Well, is this delicious? It seems that familiarity with bread and ingredients is not so good.)"

"別々に食べるからいいです (I'll eat them separately.)"

"残り物を食べなくてはいけない時にアルアルですが、人に食べろと言われたら、微妙な組み合わせ。(Although it is Aral when you have to eat leftovers, if you are told to eat people, it is a delicate combination.)"

"チーズをのせたら意外と美味しいおつまみになりそうな予感がします (I feel like I'm going to be a delicious snack when I put cheese)"

"あんまり美味しそうではないと感じました (I felt it was not likely to look delicious.)"

Dish no.3 — kabayaki on crackers — Fusion Food:

Suggestions	Would Try	Not attractive	Not surprised	Like it
3	1	2	1	1

Table 9. Table of Responses
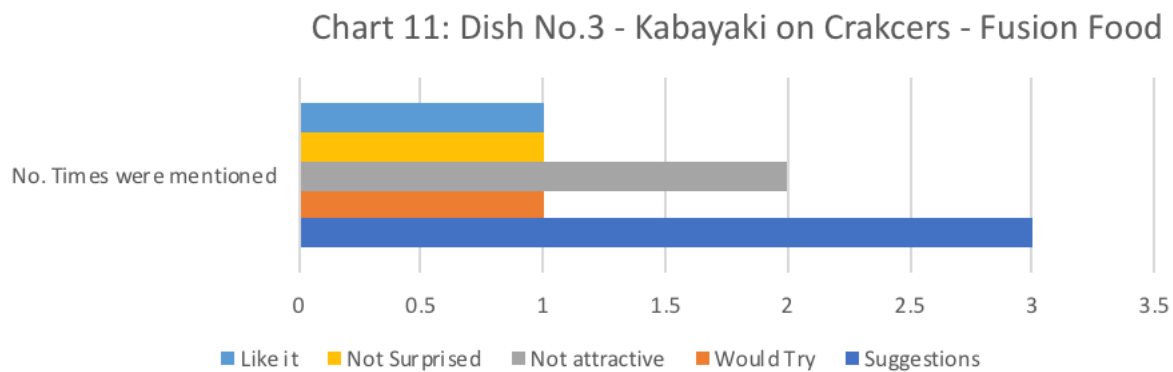
Figure 75. Figure of Responses

Social media users' responses to dish no.3 kabayaki on crackers:

 "あまりびっくりしない。ありそう。(I am not much surprised. likely.)"

"ビスケットより薄い煎餅とかのほうが合いそうな気がします。(I feel that rice crackers thinner than biscuits seem to fit.)"

"もしかしたらうまいかも (Maybe it's good.)"

"おうちで出すつまみのような？(Like the things you put out at home?) "

"スケットの味と質感が気になります...甘いものだと合わなさそうです。(I am concerned about the taste and texture of biscuits ... It seems that it will not fit if it is sweet.)"

"ポテトサラダ乗ってます？(Do you have a potato salad?)"

"Topping is far to big or too much relative to the size of these biscuits (Aren't these crackers?)"

"これは頂けそう。ビスケットと書かれていますが、クラッカーのほうがより合うでしょう。(bisuketto to, This seems to be possible. Although it is written as biscuits, crackers will be better.)"

"私もクラッカーならいいかなぁポテトサラダ？わさび漬けに見える(I wonder if it is a cracker too. Potato salad? Looks like wasabi)"

"クラッカーに何を載せても勝手で、大抵食べられると思います。「これを」出されたら食べますが、ビュッフェにあったら試しません (No matter what you put on the cracker, you are selfish, and I think you can eat mostly. I will eat it if it is served, but I will not try it if I am in the buffet.)"

"あまり魅力を感じない (I do not feel much attractive)"

Dish no. 4 — natto tofu with raw Tuna — Japanese Food:

Season Related Food	Supportive	Healthy	Suggestions
4	2	4	7

Table 10. Table of Responses

Chart 12: Dish No. 4 Natto Tofu with Raw Tuna
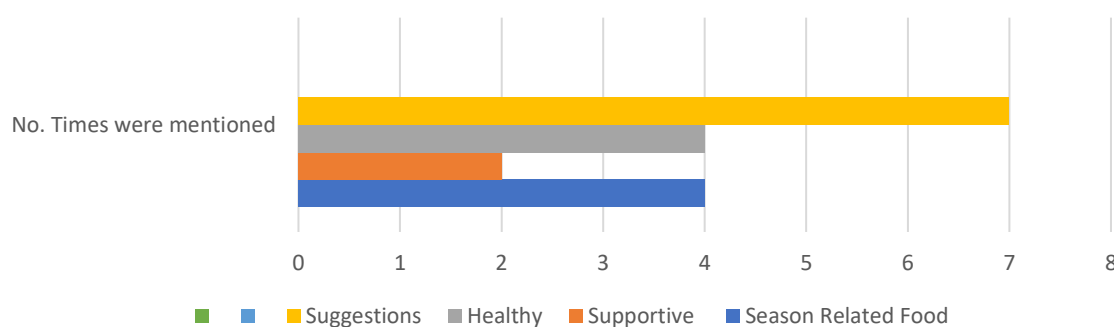
Figure 76. Figure of Responses

Social media users' responses on dish no.4 natto tofu with raw tuna:

"味の組み合わせにむりがなくて、これ一品で完璧ヘルシー。満足感もたかそう。

(There is no relief for the combination of taste, perfectly healthy with this one item. It seems satisfying.)"

"これがいちばん食べてみたい組み合わせです。わたしなら、これに刻んだ大葉をのせます。This is the combination I'd like to eat most. If I do, I will put the carved leaves on this."

"今の熱い季節にぴったり。おいしそう。ガラスの器に入っていればさらにＧＯＯＤ

(Perfect for the hot season now. looks delicious. If you are in the glass container further GOOD)"

"これが一番うまそう。(This seems to be the best.)"

"「ばくだん」に似てる(It resembles "Bando") "

"リアルにたまに食べてます (I eat it occasionally in real)"

"普通に夏らしく良いですね。マグロはいらないかなー？(It is normal like summer. Do you need tuna?)"

"夏の健康メニューですね (It's a summer health menu)"

夏らしいですね。オススメはマグロを載せるならもう少したたきにして食べやすくしたり、生姜やわさびを加えて毒消しするといいと思いました。お豆腐やお醤油、

納豆が質のいいものなら、発酵食品を同時に 2 品以上摂るのはすごくいいですよ

ね！(It seems to be summer. If you can put the tuna I thought it would be nice to knock down

and make it easy to eat, add ginger and wasabi and poison it. If tofu, soy sauce, natto are

good quality, it is very nice to take two or more fermented food at the same time!)"

"マグロが無ければ一番食べたいかも(If you do not have tuna you might want to eat it the

most)"

"旨くて栄養的にも良さそう。(It seems to be nice and good.)"

"マグロは余計です(Tuna is extra)"

"もう少し、マグロ多め、豆腐小さめで軽く混ぜて食べたい。(I want to eat it by

lightly mixing with slightly more tuna, smaller tofu.)"

"ヘルシーで食べてもいいかな。(May I eat healthy?)"

"キュウリがオクラになれば普通に美味しそうです (It seems to be tasty if cucumber

becomes okra normally)"

"簡単でヘルシーで夏には最適ですね！お好みでネギ、みょうが、大葉などをプラス

しても良さそうです。(Easy, healthy and ideal for summer! Even if you like plus green

onions, ginger or large leaves, it looks good.)"

"さっぱりしていて夏には良さそうな組み合わせですね。キュウリではなくオクラで

も合いそうな気がします。(It's a refreshing combination that looks nice in summer. I feel

that it's better not to be cucumber but okra.)"

"夏らしい一品ですね。右側の汁気が見えない方が良いかな。(It is a summer-like dish.

I wish not to see the juice on the right side.)"

Dish no. 5 — tuna rice bowl with fried pork and veggies — Japanese Food:

Like it	Good	Rejection	Suggestion	Question	Presentation
2	1	1	1	1	1

Table 11. Table of Responses
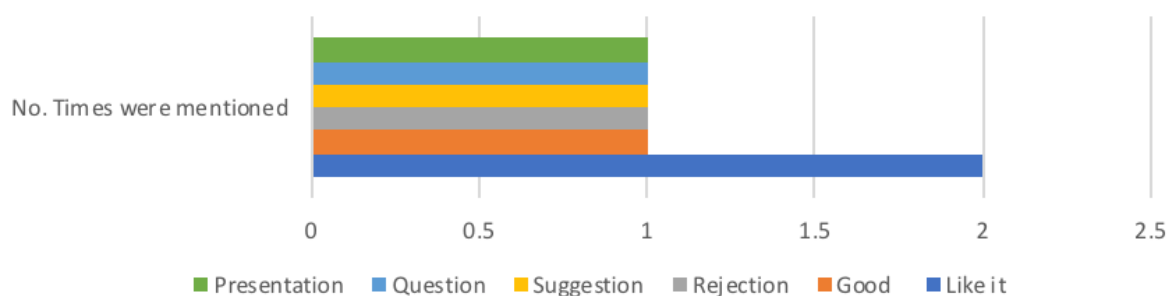
Figure 77. Figure of Responses

Social media users' responses to dish no. 5 tuna rice bowl:

"丼にはしてないけどこの組み合わせは食べてる。(I have not bowls, but I eat this

combination.)"

"うーん。個人的には好きではないですが、ぱぱっと食べるオフィス街でのワンコインランチとかにありそう。(Well. Personally I do not like it, but it seems like a one coin lunch at the office town where I eat petit.)"

"マヨネーズソースでもかければまとまりそう(Mayonnaises sauce seems to gather together)"

"これは食べれそうです(This is going to be eaten)"

"刺身は載せなくていいかな。カツのせいで生ぬるくなってしまう。(I wonder if you can not put sashimi. It gets lukewarm because of the cutlets.)"

"各々ご飯に乗せる必要はないような気がします(I feel like I do not need to ride on each rice)"

"写真みたら食欲がなくなりました…(I got no appetite when I saw the photo ...)"

"ちょっと美味しそう(It looks delicious a bit.)"

Dish no. 6 — pumpkin tofu curry Soup — Fusion Food:

Surprised	Suggestions	Presentations	Might be Good
1	1	3	1

Table 12. Table of Responses

Chart 14: Dish No. 6 Pumpkin Tofu Curry Soup - Fusion Food
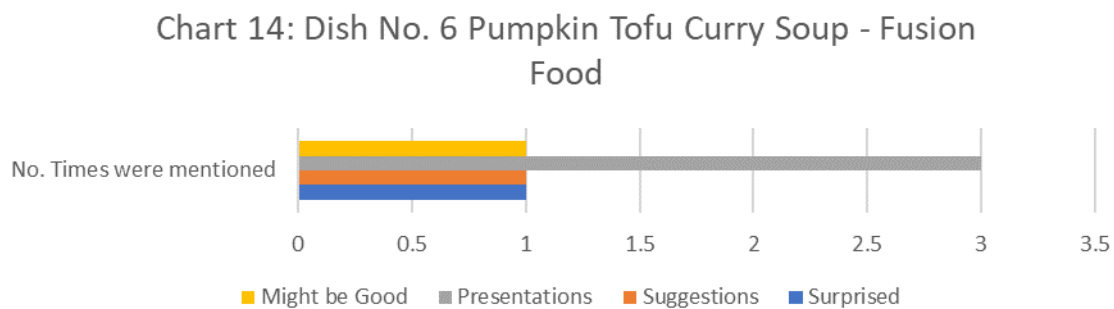
Figure 78. Figure of Responses

Social media users' responses to dish no.6 pumpkin tofu curry:

"色合いがよくないです…(The color is not good ...)"

"食べたら美味しそうですが、見た目がいまいちですね。豆腐の切り口が残念 (It looks delicious if you eat it, but it looks bad, isn't it? Too curved cut is disappointing.)"

"ああ　豆腐がちょっとちぎったみたいだけど　でも味が染みていいかも(Oh it seems that the tofu has gone a bit but though the taste may be stained)"

"組み合わせは悪くないのですが、見た目が悪い。具のカットの仕方を改善するとよいでしょう。The combination is not bad, but it looks bad. It would be better to improve how to cut a piece."

"カレーに見えません。具の取り合わせも色合いも。食べたら美味しいのかな。残念！(It does not look like curry. The arrangement of the ingredients and shades.I guess it is delicious if you eat it. Sorry!)"

"カレースープに見えなくてびっくりしました。コンビニのパックみたいな容器にいっているようなので、添加物が多いのかな…というのも気になりました。(I was

surprised to see it as curry soup.It seems that it is in a container like a pack of convenience stores, so I wonder if there are a lot of additives ... I was worried.)"

"見た目がよければ、、、(If it looks good…)"

"食べ残しに見えるのはカットと、べちゃべちゃになっていそうなスープのせいかな。(It seems to me that I leave to eat is due to cutting and soup that seems to be stupid.)"

"人が食べ散らかした感じが嫌です。揚げだし豆腐がカレースープに浸かってるのは想定外で驚きました。(I do not want people to eat and mess up. I was surprised that it was unexpected that fried noodles were soaked in curry soup.)"

"見た目はいまいちだけど、これに赤いパプリカでも入ってると少し良くなるかも。組み合わせは悪くないと思います (It does not look nice, but if it comes with red paprika it might be a little better. I think that the combination is not bad)"

"ヘルシーな感じがします。赤やグリーンの色味のあるお野菜が入れば視覚的なイメージがよくなるので、食べたくなるかもしれません。(I feel healthy. If you put vegetables with red or green color, you will feel better visual image, so you may want to eat.)"

Dish no.7 — oyako skewers — Japanese Food:

Rejection	Suggestion	Presentation	Good Combination	Question about the dish	Think it is good	Surprised
2	3	3	1	1	2	1

Table 13. Table of Responses

Chart 17: Dish No.7 Oyako Skewers - Japanese Food
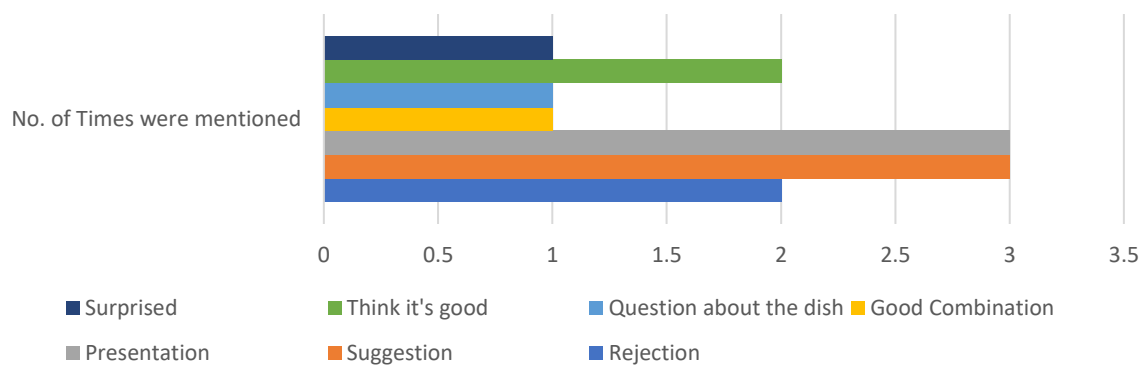
Figure 79. Figure of Responses

Social media users' responses to dish no.7 oyako skewers:

"有りそうで無いですね！(It is not likely!)"

"９歳の息子と、３７歳の私の２票。よくよく見ると、七味唐辛子かかってるなら、

息子は厳しいかしら(My 9 year old son and my 2 vote of 37 years old. If you look closely

well, if you have Shichigori chilli, you wonder if your son could take it.)"

"ぱっと見、ちょっと食べにくそうに見えるかも。(It may seem that it will be difficult

to eat for a moment.)"

"メニューにありそう。お皿が変われば、それなりに見えそうです(It seems to be in

the menu. If the plate changes, it looks like it will be)"

"Presentations to be reconsidered? E.g quality of plates, the sizes of the foot portions relative

to plates."

"子丼と同じコンセプトですが、串にぶっ刺されているところになぜか哀愁を感じます。(It is the same concept as a don bowl, but I feel sorrow for somehow in a place that is stabbed by a skewer.)"

"味の組み合わせとしてはよさそう(It looks good as a combination of taste)"

"一つ一つが大きそう。もう少し小さくカットされていたらいいかな。(Everyone seems to be big. I wish I had been cut a little smaller.)"

"これは手作りなのかな？ひき肉はどのように作られたお肉なのか気になるところです…。(Is this handmade? It is a place to wonder how minced meat is made meat ....)"

"やはり綺麗に切って欲しいです。食べたら意外に良いのかもしれないけれど、ちょっとモソモソしそう。(I want you to cut it beautifully. It might be surprisingly good if you eat, but it seems to be a little bit tinged.)"

"食べ物として違和感はないけど、串にする意味がなさそう。(There is no sense of incongruity as food, but it seems to make no sense to skewer.)"

"発想は面白いけど、見た目が悪いから食欲そそりません (The idea is interesting, but I do not feel appetite because it looks bad)"

"見た目は微妙だけど、美味しいと思う。(Although it looks subtle, I think it is delicious.)"

"有りかもしれないけど、茹でた卵の方が良いかな(Maybe it is, but boiled eggs are

better)"

Dish no. 8 wa mu cha — buns with Japanese stuffing — Fusion Food:

Question about the food	Positive Comments	Oversea Asian Food	Rejection	Would like to try	Looks good	Hard to imagine the taste
1	2	1	2	1	1	1

Table 14. Table of Responses
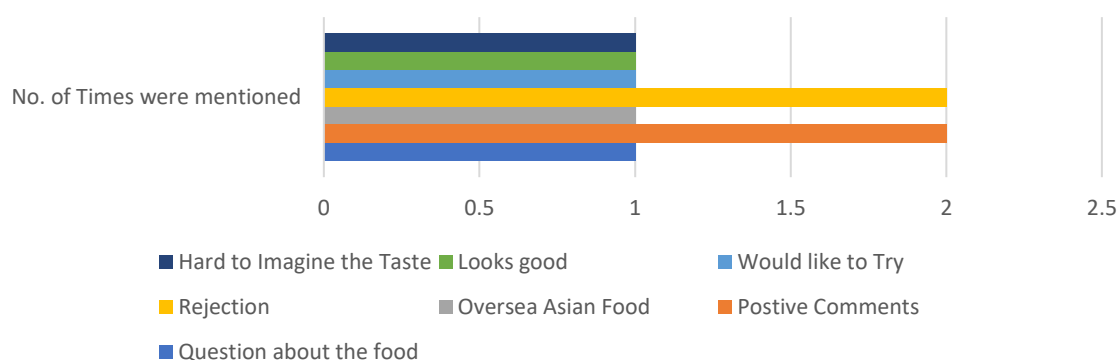
Figure 80. Figure of Responses

Social media users' responses to dish no.8 wa mu cha:

"肉まんのかわではないの？書き方で、感じ方が違うとおもいます。(Is not it a bowl

of beef samba? I think that the manner of writing is different.)"

"一番しっくりします。が、皮が甘かったら話は別だと思います。あんまん、最近食

べてないので、何とも言えませんが。(I feel the best. However, I think that the story is

different if the leather is sweet. Red beans buns, I have not eaten lately, so I can not say

anything.)"

"信州のおやきに近い？(Close to the oyaki of Shinshu?)"

"あまり食べる気がしない (I do not feel like eating much)"

"結構うまいかも(Maybe it's quite delicious)"

"見た目が残念です〜 見た目は今回の論文には関係なかったらスミマセン.

アジアンレストラン？ 海外の不思議な日本食やさんにありそう、、、(Sorry to the

appearance ~ If you do not have an appearance related to this paper, I'm sorry.

Asian restaurant? It seems to be overseas mysterious Japanese food restaurant…)"

"食べてみたいです！(I would want to try eating it!)"

"小麦の皮への詰め物なら中華料理に普通にありますが、あんこ味がする状態ならち

ょっと味の想像がつきにくいです。(Wheat stuffing on wheat hide is common in Chinese

cuisine, but it is hard to imagine a little taste if it is tasty.)"

"主食としても良さそう(It seems to be good as a staple food.)"

"ポテサラはありだと思う(I think there is Potato salad)"

3.3.2 Results of Two-sample T-test, Japanese and Fusion Food

2 Sample T-test of Like received on Facebook Post

P value and statistical significance:
The two-tailed P value equals 0.4934

By conventional criteria, this difference is considered to be not statistically significant.
Confidence interval: The mean of Japanese minus Fusion equals 10.25 95% confidence interval of this difference: From -24.15 to 44.65
Intermediate values used in calculations: $t = 0.7291$ $df = 6$ standard error of difference $= 14.059$

Review the data:

Group	Japanese Food	Fusion Food
Mean	44.75	34.50
SD	27.87	3.70
SEM	13.94	1.85
N	4	4

2 Sample T-test of Love received on Facebook

P value and statistical significance: The two-tailed P value equals 0.3901 By conventional criteria, this difference is considered to be not statistically significant.

Confidence interval:
The mean of Japanese minus Fusion equals 3.25
95% confidence interval of this difference: From -5.34 to 11.84

Intermediate values used in calculations:
t = 0.9262
df = 6
standard error of difference = 3.509

Review the data:

Group	Japanese Food	Fusion Food
Mean	6.75	3.50
SD	6.50	2.65
SEM	3.25	1.32
N	4	4

2 Sample T-test of Haha received on Facebook

P value and statistical significance:
The two-tailed P value equals 0.1920
By conventional criteria, this difference is considered to be not statistically significant.

Confidence interval:
The mean of Japanese minus Fusion equals 3.00
95% confidence interval of this difference: From -1.99 to 7.99

Intermediate values used in calculations:
t = 1.4697

df = 6

standard error of difference = 2.041

Review the data:

Group	Japanese Food	Fusion Food
Mean	4.50	1.50
SD	3.70	1.73
SEM	1.85	0.87
N	4	4

2 Sample T-test of Wow received on Facebook

P value and statistical significance:

The two-tailed P value equals 0.9114

By conventional criteria, this difference is considered to be not statistically significant.

Confidence interval:

The mean of Japanese minus Fusion equals -0.75.

95% confidence interval of this difference: From -16.56 to 15.06

Intermediate values used in calculations:

t = 0.1161

df = 6

standard error of difference = 6.460

Review the data:

Group	Japanese Food	Fusion Food
Mean	11.25	12.00
SD	12.69	2.45
SEM	6.34	1.22
N	4	4

2 Sample T-test of Angry received on Facebook

P value and statistical significance: The two-tailed P value equals 0.4599 By conventional criteria, this difference is considered to be not statistically significant.
Confidence interval: The mean of Japanese minus Fusion equals 5.25 95% confidence interval of this difference: From -11.02 to 21.52
Intermediate values used in calculations: t = 0.7894 df = 6 standard error of difference = 6.651

Review the data:

Group	Japanese Food	Fusion Food
Mean	9.25	4.00
SD	13.23	1.41
SEM	6.61	0.71
N	4	4

2 Sample T-test of Sad received on Facebook

P value and statistical significance: The two-tailed P value equals 0.8231   By conventional criteria, this difference is considered to be not statistically significant.
Confidence interval: The mean of Japanese minus Fusion equals 1.75   95% confidence interval of this difference: From -16.58 to 20.08
Intermediate values used in calculations: t = 0.2335   df = 6   standard error of difference = 7.493

Review the data:

Group	Japanese Food	Fusion Food
Mean	35.50	33.75
SD	11.56	9.54
SEM	5.78	4.77
N	4	4

3.3.3. Revised Interviews Q&A with Potential Customers

Age_____

Gender: M / F

Part 2: Choose some dishes that you would purchase

1.   Your Choices are 1, 2, 3, 4, 5, 6, 7, 8 and why? List 1-3 choices

2.   At the first sight, what was your first impression on your chosen dishes?

3.   Do you think they are tasty?

No   1 2 3 4 5   Yes

4.   Are you surprised by your choices or their idea? Are you curious about your chosen dishes?

Not interested   1 2 3 4 5   Curious

5.   If you see them on Instagram or any other social media? How likely would you hit a like and leave a comment?

Low   1 2 3 4 5   High

6.   If your comment was responded by the owner of the page, how likely would you start a dialogue with them?

Low   1 2 3 4 5   High

7.   If the Instagram page provides an address of the store. How likely would you pay a visit?

Low   1 2 3 4 5   High

3.3.4. Results of Interviews — Food Choice

For this part of my research, I conducted interviews with twenty interviewees who have experience living in Japan or other foreign countries such as U.K., Canada, the United States of America, Taiwan, and China. I directed the interviewees to the post on my Facebook account and asked them to answer a questionnaire. Dish no.2 chicken skewers on bread and dish no 7. oyako kushi had the highest results among the twenty interviewees. Dish no.4 natto tofu with raw tuna and dish no.5 tuna rice bowl with fried pork had the second highest votes. Dish no.3 kaibayaki on crackers and dish no. 6 pumpkin tofu curry soup had the third highest votes among the twenty participants.

	Dish No.1 Japanese Food	Dish No.2 Fusion Food	Dish No.3 Fusion Food	Dish No.4 Japanese Food	Dish No.5 Japanese Food	Dish No.6 Fusion Food	Dish No.7 Japanese Food	Dish No.8 Fusion Food
Number of Votes	2	9	5	8	8	5	9	3

Table 15. Results of Questionnaire on Food choice
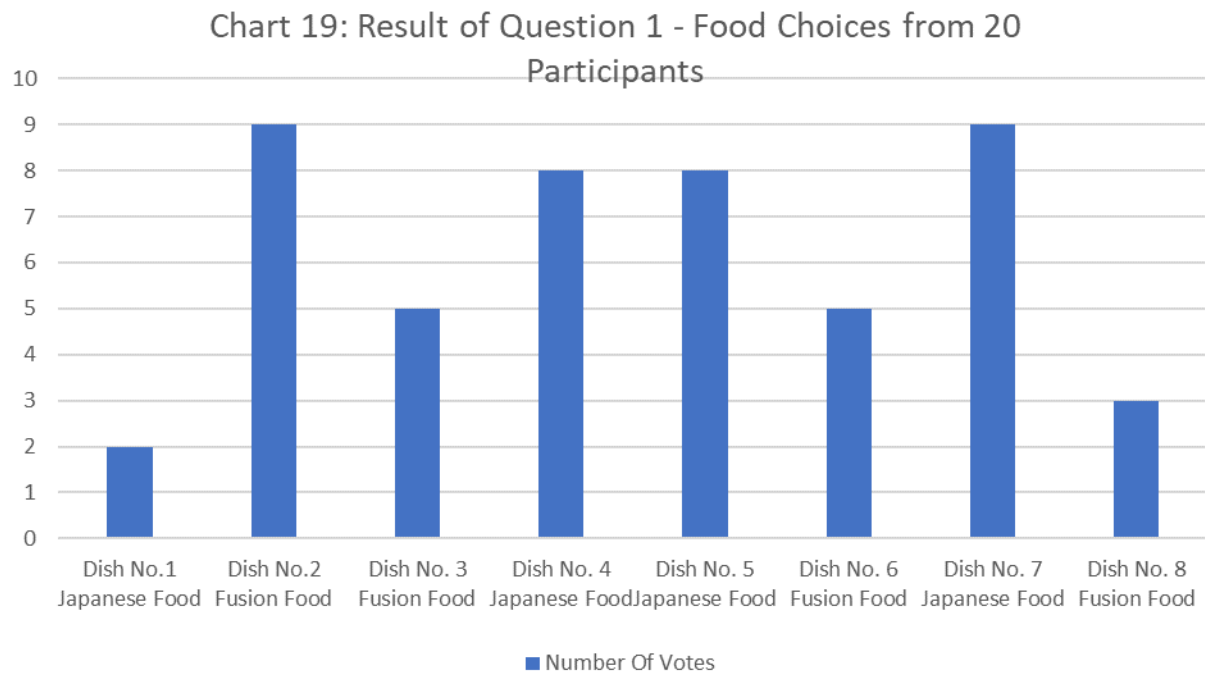
Figure 81. Figure of Results on Food Choice

	Combined Votes of Japanese Food	Combined Votes of Fusion Food
Number of Votes	27	22

Table 16. Results of Total Votes
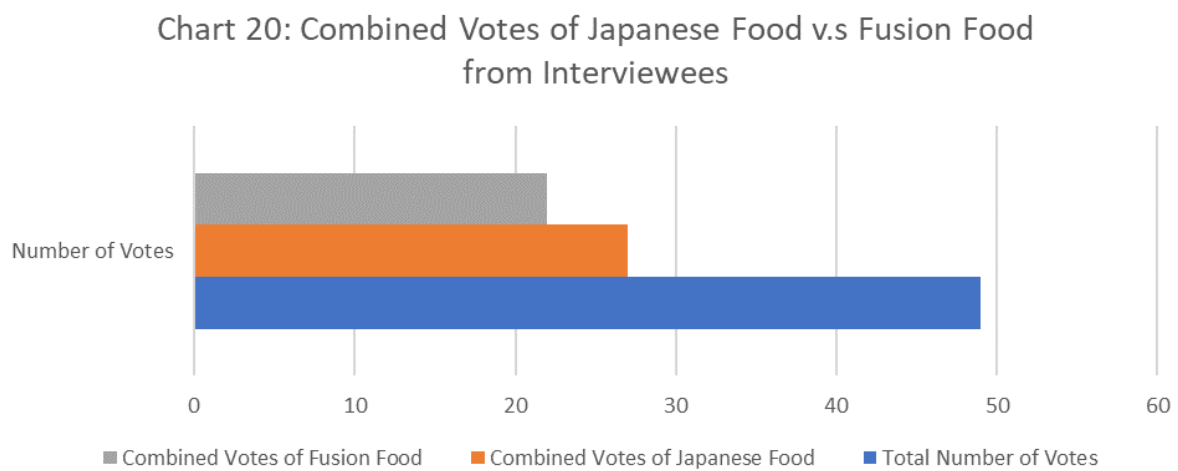
Figure 82. Figure of Total Votes

For the second interview question about the first impression of the dishes, the twenty interviewees often gave more than one answers at a time. Three interviewees were able to mention and choose fusion food without the interviewer revealing the purpose of the interview.

The following is the list of reasons for the interviewees to choose those particular dishes: safe pick, dining experience, finger food/one-bite size, imaginable taste, healthy choice, personal preference, vegetarian, creativity, good with drinks and TV, meat lovers, Fusion Food lovers, trying new Food, quick meal, combination of ingredients and good scent

Safe Pick	Dining Experience	Finger Food	Imaginable Taste	Healthy Choice	Personal Preference	Vegetarian	Creativity
5	1	3	4	5	6	1	2

Table 17. Count of Reasons for Choosing

Good with Drinks / TV	Meat Lovers	Fusion Food Lovers	Trying New Food	Quick Meal	Combination of Ingredients	Good Scent
1	2	3	1	1	3	1

Table 18. Table of First Impressions

Chart 21: Findings of Question 2 - First Impressions
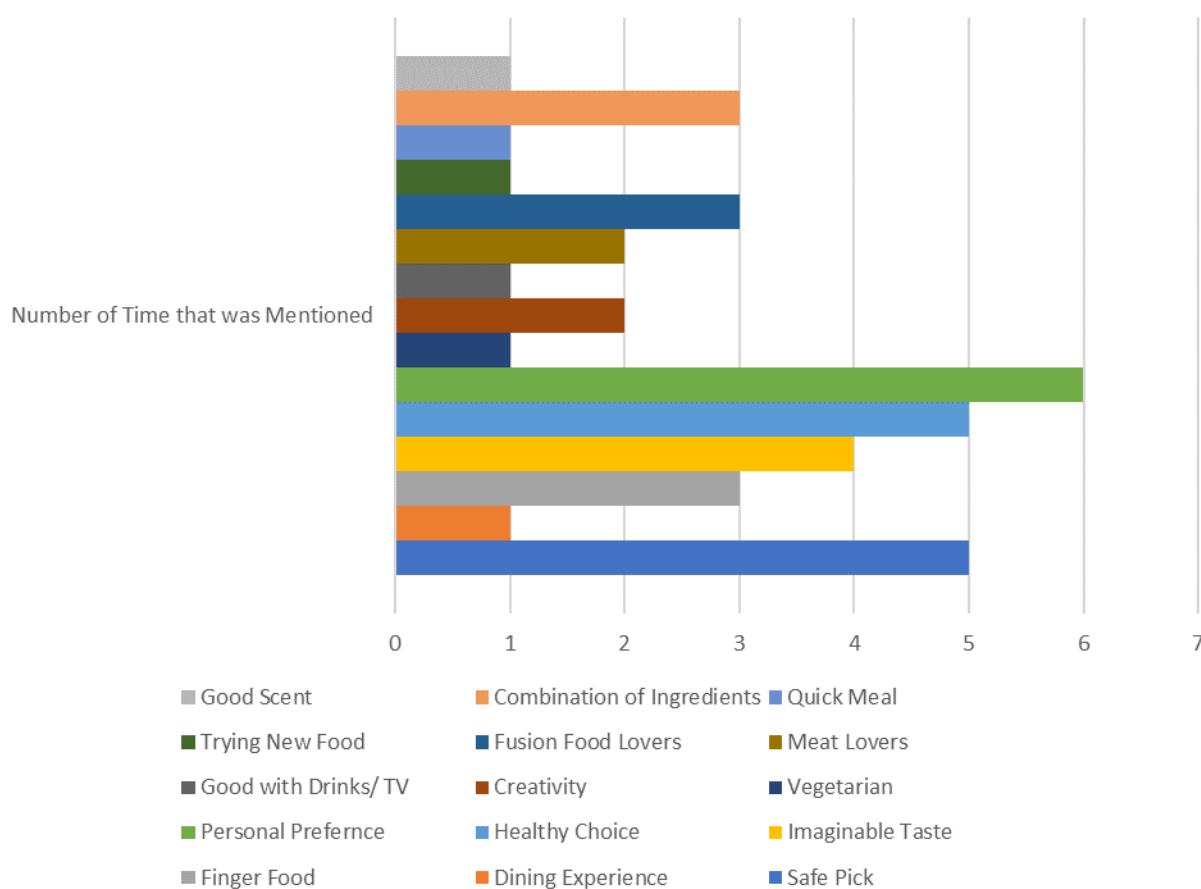
Figure 83. Findings of First Impressions

3.3.5. Interviewees' Shifts of Taste

Those three interviewees who chose fusion food all have experiences living in the North America. One interviewee happened to be a Chinese living in Canada. He mentioned that his reasons for choosing fusion food were because he identified as a fusion food lover who liked trying new food and seeking creativity on food. The interviewee did realize his sense of taste has been changed throughout his experience of living in the North America for eight years. One of the interviewees who chose fermented soybeans happened to be a Taiwanese living in Japan for at least thirteen years. His sense of taste did not just change, but he cared a lot about the presentation of food. Considering this Taiwanese guy's background, his reaction was very similar to some Japanese participants who made their comments on the presentations of the food.

	1 Unlikely	2	3 Neutral	4	5 Very Likely
Question 3. Do you think they are tasty?	0	3	8	8	1
Question 4. Are you surprised by your choices or their idea? Are you curious about your chosen dishes?	3	1	10	3	3
Question 5. If you see them on Instagram or any other social media? How likely would you hit a like and leave a comment?	6	2	5	7	0
Question 6. If your comment was responded by the owner of the page, how likely would you start a dialogue with them?	10	3	2	3	2
Question 7. If the Instagram page provides an address of the store. How likely would you pay a visit?	6	2	7	5	0

Table 19. Other Results

Chart 22: Q3-Q7: Answers from Participants
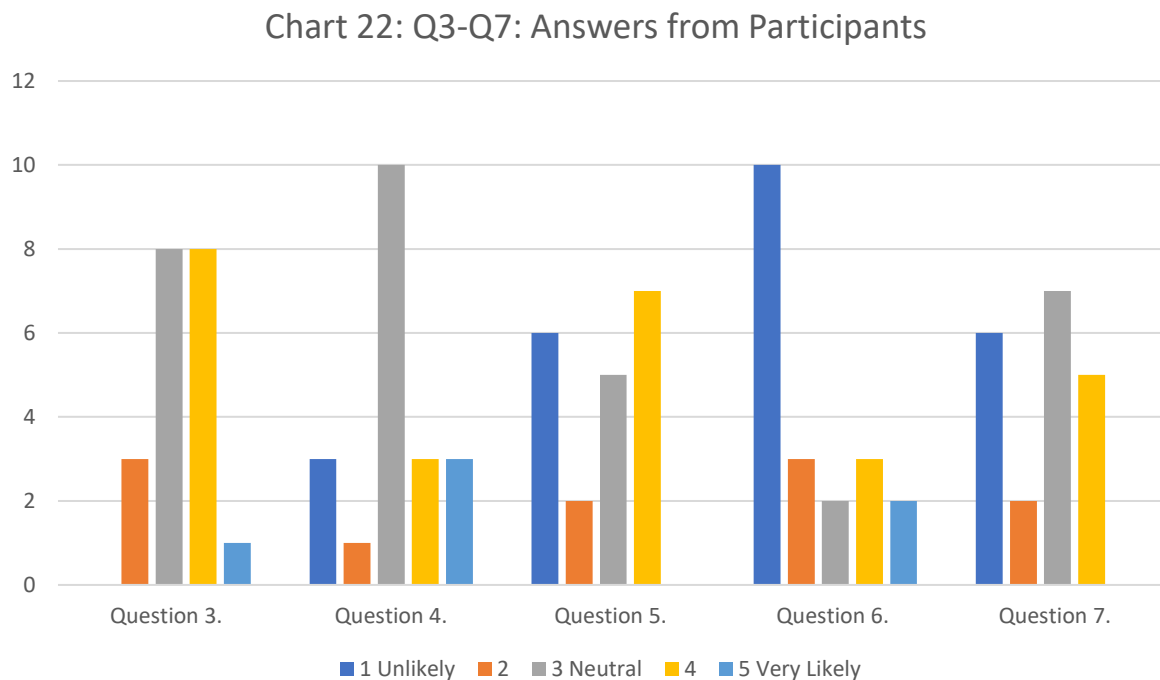
Figure 84. Answers from Interview Participants

Question 3. Do you think they are tasty?

Answers of Question 3: 3 participants rated 2 out of 5, 8 participants rated 3 out of 5. Whereas the other 8 participants agreed with the question, rate 4 out of 5. Only one participant totally agreed with the question.

Question 4. Are you surprised by your choices or their idea? Are you curious about your chosen dishes?

Answers to Question 4: 3 participants disagreed with the question and rated 1 out of 5. 1 participant rated 2 out of 5. 10 participants gave 3 out of 5. 3 participants agreed with the question, 4 out of 5. The remaining participants found the food they chose were very surprising to them.

Question 5. If you see them on Instagram or any other social media? How likely would you hit a like and leave a comment?

Answers to Question 5: 6 participants found themselves very unlikely (1 out of 5) to express their feelings on social media. 2 participants answered with 2 out of 5. 5 participants rated 3 out of 5. The rest 7 participants were likely to express their feelings towards dishes on social media.

Question 6. If your comment was responded by the owner of the page, how likely would you start a dialogue with them?

Answers to Question 6: 10 participants found very unlikely to start communication with the owner of the page, gave 1 out of 5. 3 participants rated 2 out of 5. 2 participants rated 3 out of 5. 3 participants gave 4 out of 5. The remaining 2 were highly likely to start a conversation with the owners about the food they posted.

Question 7. If the Instagram page provides an address of the store. How likely would you pay a visit?

Answers to question 7: 6 participants found it very unlikely to visit the store, gave 1 out of 5. 2 participants rated 2 out of 5. Whereas 7 participants gave 3 out of 5. The remaining participants gave 4 out of 5 and expressed their great interest to stop by the store.

3.3.6. Creative Workshop with Foreigners

I facilitated one more Creative Workshop on August 5th, 2018 at 8 pm, but with non-Japanese participants this time. The purpose of the workshop remained the same as the previous one. The two-hour session took place in Keio University's Hiyoshi Campus and only English was spoken during this session. There were six participants and they were separated into two groups. Group A was asked to create new dishes from elements of

Japanese cuisine, while Group B made new dishes with elements of Japanese and foreign cuisine. The participants were given 2000 Yen and each person were asked to create three dishes for the assigned group. The role of the workshop facilitator was the same (giving out a small lecture for the two categories and not participating in the creation of the dishes) with one exception. At the end of the session, the facilitator started an open discussion in order to get a better understanding of the participants' experience. In addition, the conversation was aimed to know why the participants chose their Top 3 dishes in the three categories (surprised, likely to purchase, and tasty) to figure out if the element of surprise could influence customers' first buying decisions.

Group A: Participant A1 —

Figure 85. A1-1 pork katsu sushi

Figure 86. A1-2 oyako sushi

Figure 87. A1-3 Pickle with shrimp tempura

Group A: Participant A2 —

Figure 88. A2-1 gyoza skins with katsu fillings

Figure 89. A2-2 seaweed, chick-a-gyoza

Figure 90. A2-3 fried fish rice bowl

Group A: Participant A3 —

Figure 91. A3-1 raw Shrimp, sweet fish, sweet seaweed on sliced radish

Figure 92. A3-2 stuffed tamagoyaki with pickle and pumpkin

Figure 93. A3-3 tuna gyoza sushi

Group B: Participant B1 (Figure xx to xx) —

Figure 94. B1-1 raw tuna, salami, cheese on crackers

Figure 95. B1-2 tofu salad sandwiches

Figure 96. B1-3 yakitori, white chocolate and rice

Group B: Participant B2 (Figure xx to xx) —

Figure 97. B2-1tomato sauce, crab, gratin

Figure 98. B2-2 rice,tuna, kanure

Figure 99. B2-3 shrimp, croquette and croissant

Figure 100. B2-4 shrimp, gratin and rice

Group B: Participant B3 (Figure xx to xx) —

Figure 101. B3-1 inari sushi with steamed shrimp
dumplings

Figure 102. B3-2 gratin with nikujaga

Figure 103. B3-3 yakitori in croissant

A1-1 pork katsu sushi	A1-2 oyako sushi	A1-3 pickle with shrimp tempura	A2-1 gyoza skin with katsu fillings	A2 seaweed, chick-a-gyoza	A2-3 fish katsudon	A3-1 raw shrimp, sweet fish, sweet seaweed on sliced radish	A3-2 stuffed tamagoyaki with pickle and pumpkin	A3-3 tuna gyoza sushi
3	0	0	0	0	0	2	0	1
B1-1 raw tuna, salami, cheese on crackers	B1-2 tofu salad sandwiches	B1-3 yakitori, white Chocolate and rice	B2-1 tomato sauce, crab, gratin	B2-2 rice, tuna, kanure	B2-3 shrimp, croquette, croissant	B3-1 inari sushi with steamed shrimp dumplings	B3-2 gratin with nikujaga	B3-3 yakitori in croissant
3	0	13	0	6	4	0	1	2
			B2-4 shrimp, gratin, rice				**Combined points of Group A**	**Combined Points of Group B**
			1				**6**	**30**

Table 20. Top 3 Surprising Dishes

A1-1 pork katsu sushi	A1-2 oyako sushi	A1-3 pickle with shrimp tempura	A2-1 gyoza skin with katsu fillings	A2 seaweed, chick-a-gyoza	A2-3 fish katsudon	A3-1 raw shrimp, sweet fish, sweet seaweed on sliced radish	A3-2 stuffed tamagoyaki with pickle and pumpkin	A3-3 tuna gyoza sushi
1	2	0	3	0	0	1	0	3
B1-1 raw tuna, salami, cheese on crackers	B1-2 tofu salad sandwiches	B1-3 yakitori, white Chocolate and rice	B2-1 tomato sauce, crab, gratin	B2-2 rice, tuna, kanure	B2-3 shrimp, croquette, croissant	B3-1 inari sushi with steamed shrimp dumplings	B3-2 gratin with nikujaga	B3-3 yakitori in croissant
12	3	0	0	0	2	0	0	5
			B2-4 shrimp, gratin, rice				**Combined points of Group A**	**Combined Points of Group B**
			4				**10**	**26**

Table 21. Top 3 Likely to Purchase Dishes

A1-1 pork katsu sushi	A1-2 oyako sushi	A1-3 pickle with shrimp tempura	A2-1 gyoza skin with katsu fillings	A2 seaweed, chick-a-gyoza	A2-3 fish katsudon	A3-1 raw shrimp, sweet fish, sweet seaweed on sliced radish	A3-2 stuffed tamagoyaki with pickle and pumpkin	A3-3 tuna gyoza sushi
0	2	0	1	1	2	1	3	5
B1-1 raw tuna, salami, cheese on crackers	B1-2 tofu salad sandwiches	B1-3 yakitori, white Chocolate and rice	B2-1 tomato sauce, crab, gratin	B2-2 rice, tuna, kanure	B2-3 shrimp, croquette, croissant	B3-1 inari sushi with steamed shrimp dumplings	B3-2 gratin with nikujaga	B3-3 yakitori in croissant
8	0	0	0	0	3	0	3	1
			B2-4 shrimp, gratin, rice				**Combined points of Group A**	**Combined Points of Group B**
			6				**15**	**21**

Table 22. Top 3 Tasty Dishes

After the Top 3 votes evaluation, facilitator conducted an open discussion session with the participants. Based on the result of the Top 3 surprising dishes, facilitator asked participants why 5 out of 6 participants would choose the yakitori, white chocolate and rice? The answer was the combination of white chocolate with chicken skewers was already a surprise.

Facilitator then asked why people chose fusion food over new Japanese food. One of the responses was that the characteristics of fusion is to surprise others. However, when it comes to food purchasing decision, people tend to choose the food they like rather than those surprised them. Two participants mentioned that presentation of the food was important to them. Others considered their reason of choosing was to select the food that they were already familiar with.

One participant chose her no.1 purchasing food tuna, salami and crackers because she felt the innovativeness of this new dish made sense to her. One participant chose new Japanese food as her 3 top 3 dishes to purchase. The reason was that she loves Japanese food. Five participants mentioned that they did not feel the co-creation experience in this workshop. Many believed that a food prototype workshop could make food less appealing.

3.3.7. Correlation Test

<u>Creative Workshops</u>

		Purchase Intension				
		Whole Evaluation	Japanese Participants	Foreign Participants	Japanese Cuisines	Fusion Cuisines
surprise	Correlation	0.177	0.084	-0.013	0.298	-0.009
	significance	0.282	0.723	0.957	0.202	0.969
	N	39	20	19	20	19
taste	Correlation	0.710**	0.660**	0.707**	0.817**	0.667**
	significance	0.000	0.002	0.001	0.000	0.002
	N	39	20	19	20	19

**. Significant at 1% level, * . Significant at 5% level

In a correlation matrix of surprise, taste, and purchase points, there was a positive correlation between surprise and purchase intension in the whole evaluation data. The data

was not statically significant. However, the element of surprise appeared to be more effective in new Japanese foods to Japanese participants. This may suggest that Japanese participants may feel "safety surprise" for new type of Japanese foods because those were combination of familiar ingredients that they can relate to. On the other hand, fusion foods might induce "risky surprise" which created unwanted rejection.

Facebook Post

		like	love	haha	wow	angry
love	Correlation	0.893**				
	significance	0.003				
	N	8				
haha	Correlation	-0.336	-0.174			
	significance	0.416	0.681			
	N	8	8			
wow	Correlation	-0.615	-0.553	0.062		
	significance	0.105	0.155	0.885		
	N	8	8	8		
angry	Correlation	-0.558	-0.409	0.568	0.827*	
	significance	0.151	0.314	0.142	0.011	
	N	8	8	8	8	
sad	Correlation	-0.575	-0.285	0.649	0.507	0.779*
	significance	0.136	0.494	0.082	0.2	0.023
	N	8	8	8	8	8

**. Significant at 1% level, * . Significant at 5% level

Assuming "like", "love", "haha", "wow" represent positive reaction. "Angry" and "sad" represent negative reaction. However, for this Facebook test, no positive correlations could be found between "wow" and "like" or "love". Rather, "haha" and "wow" presented a connection to negative reaction such as "angry" and "sad" of social media users who participated in the post. There might be "good surprise" and "bad surprise" about new cuisines, in this case the fusion food appeared to fall onto the latter one.

Chapter 4: Discussion

The Creative Workshop facilitator only had full control until the participants started making their own dishes. The directions were instructed by the facilitator, but the outcomes were not controlled or interfered with. The facilitator's role was to observe participants' actions and record the data.

Throughout the course, fusion dishes appeared to be competitive since Creative Workshop and evaluation 1: The Top 3 Choices evaluation. However, the Fusion Food category began to lose its position, especially after reviews by many Japanese social media users from evaluation 2: Facebook post. Although most of the fusion dishes were very surprising comparing to the other Japanese dishes. During the last methods, many interviewees were keen on choosing other types of Japanese food or the dishes they would trust such as dish no.2 chicken skewers on bread and no.3 kabayaki on crackers, besides only 3 of interviewees specifically express their passions towards dish no.8 wa mu cha, which was also the one dish that surprised many people during the workshop. Just by comparing the results of evaluation 1: the Top 3 Choices, and other evaluations, fusion food became less appealing to general public.

An interesting aspect that was not anticipated was the innovativeness of dish no.1 fresh water eel sushi with rectangular red bean pastes topping. Many Japanese social media users commented that dish no.1 was likely to be a controversial dish than expected. Even though many Facebook users expressed negative feelings towards it, dish no.1 also generated a lot of "surprise" votes on social media.

4.1. Japanese Social Media Users' Expression towards the Eight Dishes

Another interesting aspect was how actively many Japanese Facebook users participated in votes and even share their insights, critiques or suggestions to each dish on the

Facebook posts. The element of surprise seemed more effective for new Japanese foods among Japanese participants in the creative workshop process. This may suggest that participants felt "safety surprise" for new Japanese foods because those were combination of familiar foods. On the other hand, fusion foods might induce "risky surprise" on social media responses. There might be "good surprise" and "bad surprise" about new cuisines, and fusion food may induce the latter in this social media survey.

Chapter 5: Conclusion

Creative Workshop did work in favour of developing new dish ideations. Comparing the outcomes of Methods 1 and the result of correlation matrix, it was very different than the original top 3 votes evaluations. It implied that fusion food did have a lot of supports from both Japanese and foreign workshop participants. However, it was hard for some individual fusion dishes to translate its element of surprise leading to customer's first buying decision. On the other hand, although these Japanese dishes did not seem to be surprising, Japanese participants showed a great deal of interests toward new types of Japanese food rather than fusion food. Hypothesis of this research is partially proven.

Creative Workshop worked in favour of developing new dish ideations. Evaluation 1 and 2 were successful in defining that the element of surprise could attract potential customers' first buying decision to fusion dishes. However, the results of evaluation 3 appeared that fusion dishes started to lose the favours of Japanese Facebook users. In the method 4, only 3 out of 20 people stated their passions toward Fusion Food whereas the majority of votes still went to Japanese dishes. In comparison with original post, Japanese Facebook users were more active in expressing their thoughts toward the dishes. Social media users could generate more supportive and meaningful comments; at the same time, they dishes would also easily be rejected. Considering the results from evaluation 3: interview, Fusion Food restaurant should indeed focus on targeting and securing those Fusion Food lovers and those who were willing to try out new taste during the start-up stages, instead of targeting the general public.

Presentation of dishes and chefs' techniques are noted to be very important for attracting potential customers and making their first buying decision, compared to the element of surprise. Potential users looked for linking the tastiness of food with the presentation of the dish.

5.1. Limitation of My Study

For this research, the surrounding environment and other factors, such as presentation, cooking skills, etc. were not taken into considerations. That could be the factor in creating the good and unwanted surprise. Most of the participants were student of Keio's graduate school. The facilitator did not reach out to a bigger customer base. This research was only focusing on the element of surprise and comparing the difference of result from the creative workshops for new Japanese food and Fusion Food.

5.2. Ideas for Future Studies

Although this research started a template for a creative food workshop along with directive and indirective evaluation methods (such as evaluation top 3 method with the workshop participants [directive], on social media [Indirective] and one-on-one interviews [directive] and trying to discover if the data is statically proven), there are still ideas that could be explored and helped with the refinement of the template. Here are some ideas for future studies:

1. Different participants and social media users needed to be revaluated. The study could use a larger sample size and sufficient data to have a more comprehensive result.

2. Should consult or collaborate with professional chefs to create better samples of dishes.

3. Work with local restaurants or local marketing consulting firms for data and insights regarding pre-marketing strategies.

4. Work with specific demographic, age, occupation etc. to compare if there are any significant similarities and differences.

5. Conduct a heavily qualitative approach on local consumers.

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