

Comparison of customer service approach for awareness of vegetarians

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Definition of Vegetarian



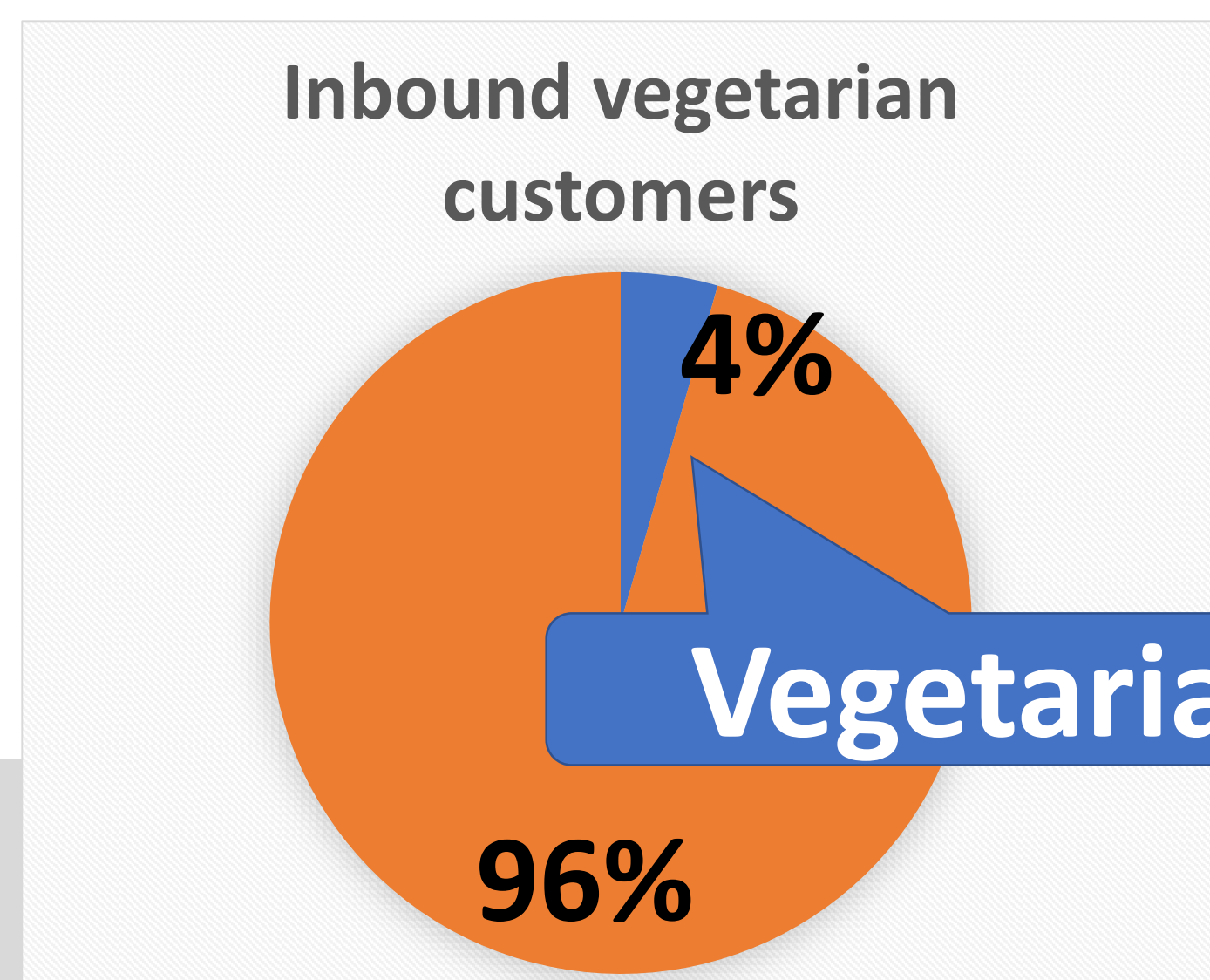
People who don't eat meat, seafood, and their by-products (foods containing them).

Problem

The Japanese food industry's response to vegetarians is delayed.

Introduction

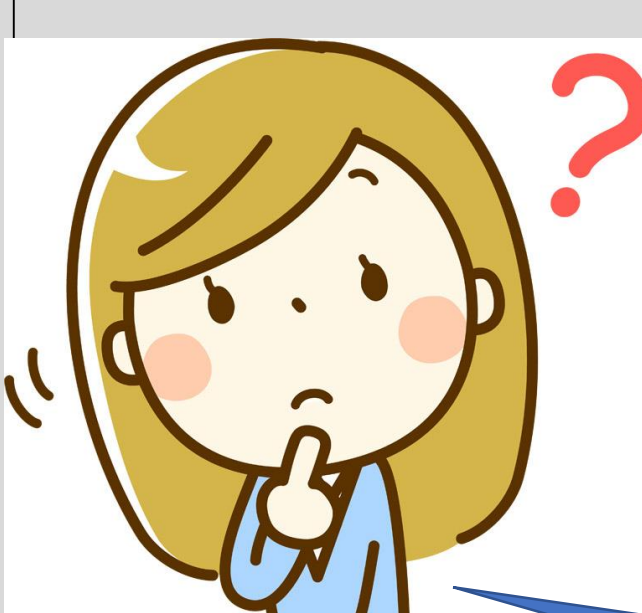
The number of foreigners visiting Japan is increasing, including vegetarians



Target of this research



Background



Japan
Survey by Tokyo,
Title: What are the problems for vegetarians at restaurants.

13.1% didn't know about vegetarian restaurants



U.S.

Approach to increase awareness
Example: **Meatless Monday**



Methods

Domestic Research

- Interview : Japan Vegetarian Association
- Questionnaire : 65 Japanese high school students.

Field Work Research

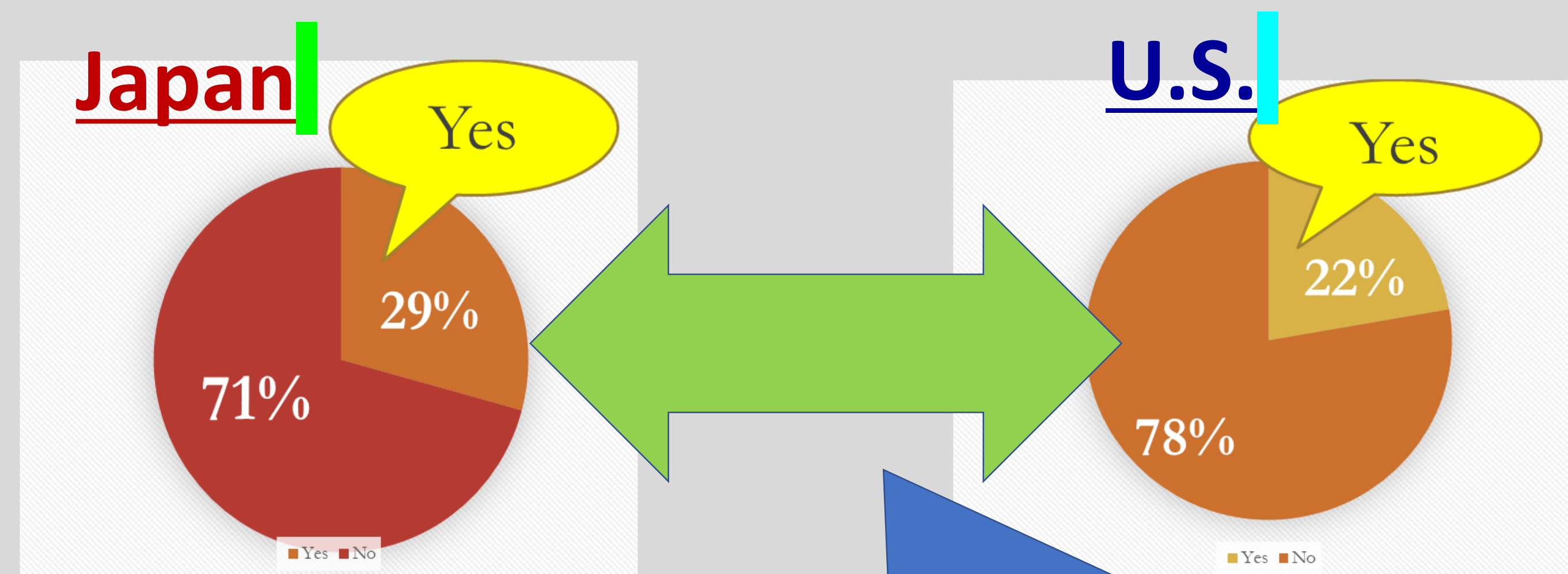
- Interview: Shake Shack, Azusa
- Questionnaire : about 30 high school students in New York.



Results of research

-Questionnaire-

Q. Have you ever had trouble when you went out to eat with a vegetarian? / Do you think that if you go there is something you will have trouble with?



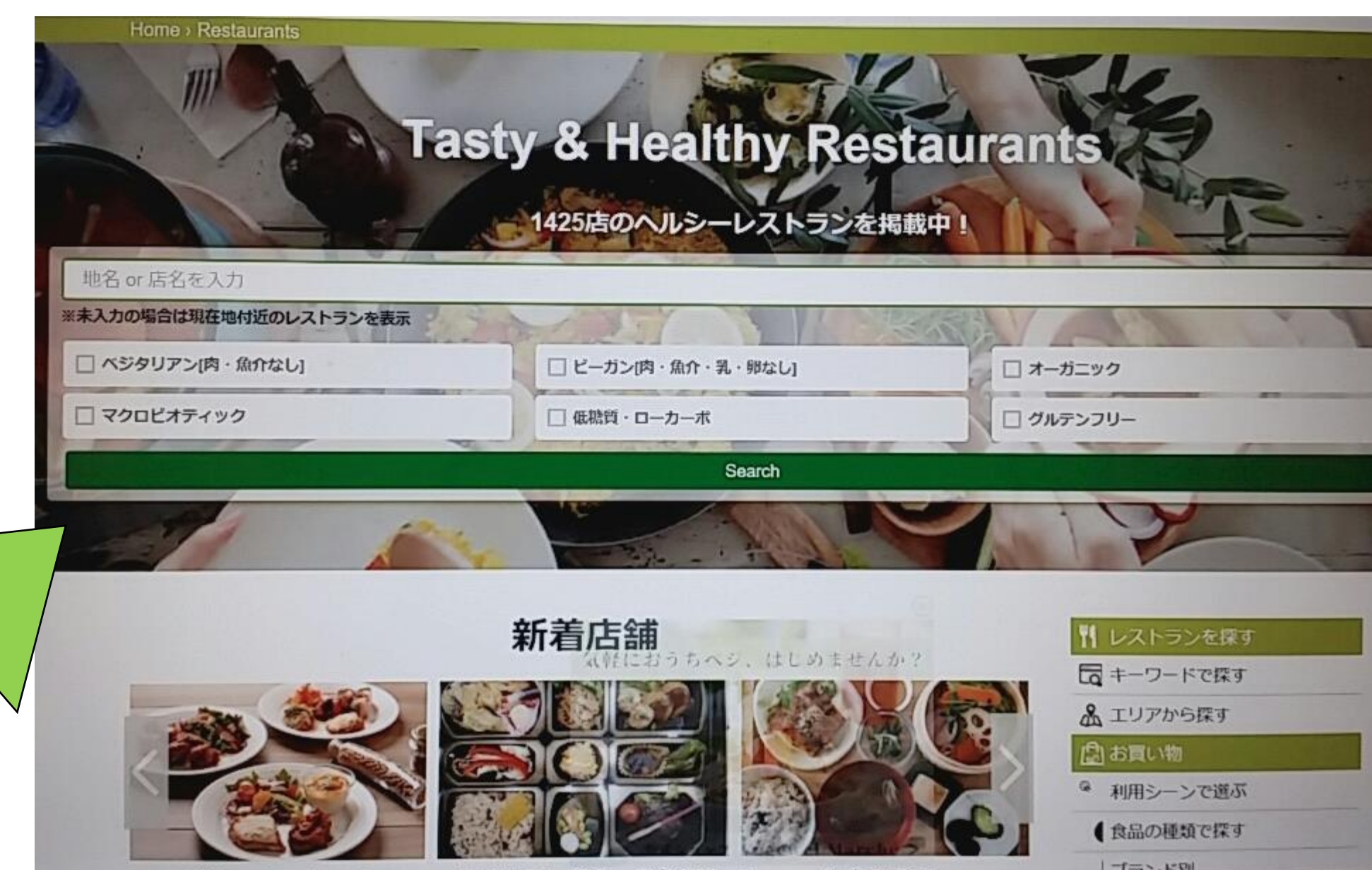
No big difference

Conclusion

New problem : Low public awareness of vegetarian efforts

Goal : Spread vegetarian restaurants to make vegetarians enjoy meals

Solution : Use vegetarian restaurant applications
Example : **Vegewel**



Future research

Think about how to spread the application named "vegewel"

References

- ・サステナビリティ (2019) ニューヨーク市、学校給食をベジタリアン食に転換。2019年から毎週月曜日 <https://sustainablejapan.jp/> (2019年11月11日)
- ・インバウンドNOW (2018) インバウンド客集客に必要なベジタリアンやビーガンへの対応とは？知っておきたいポイントや事例を解説 <https://inboundnow.jp/media/knowhow/4643/> (2019年11月11日)
- ・コトバンク 副生成物 <https://kotobank.jp/word/副生成物-687345> ・Vegewel <https://vegewel.com/ja/style/shinki-2/>



Target of this research

Vegetarians in Japan

