

2019 明日之新--全國高中職商管類小論文競賽成果報告書

糖蔥-溶在回憶中的甜

Candy Scallion- Sweetness Melted in Memory

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Abstract

Growing up in Yilan, we are familiar with the sweets because it is also one of the most famous candy in National Center for Yilan Traditional Arts Center (NCFTA). Candy scallion master's extraordinary skills to make it is always a popular show in NCFTA. Unfortunately, not many young people these days know about the sweets. Nevertheless, we want to help continue the art. That's why we want to find out what challenges candy scallion is facing now and how young people feel about scallion, it, so we can figure out how to revive candy scallion for the future generation, why there are not many candy scallion masters now, and what we can do to change young people's perception about candy scallion.

Our research includes qualitative interview and quantitative survey. We interviewed three masters in North Taiwan, and collected 489 responses of our survey. Here are our findings. The main challenge for Candy scallion is that young people don't want to be candy scallion masters, because it has low profit, the skills of making candy scallion takes a long time to learn, and the old masters don't approve any innovation. Combined with the young people's preference on candy scallion, we suggested a 5P marketing mix for the future candy scallion marketing strategy. The best way to encourage young people to be candy scallion masters is to increase the profit of selling it. In addition to the marketing effort, we hope the government can provide subsidies for those candy scallion's masters so they can teach the young people, and to make sure the skill of making candy scallion will never disappear. (Keywords: Candy scallion, nostalgia, candy scallion master)

I. Introduction

I.1. Motivation

Candy scallion has been one of our team members' favorite. We often laughed at him, because candy scallion feels like such old people's candy. Growing up in Yilan, we are familiar with this sweets because it is also one of the most famous candy in National Center for Traditional Arts (NCFTA). Candy scallion master's extraordinary skills to make it is always a popular show in NCFTA. However, when we travel to other cities, it is not often found except in old streets. Once we had a chance to talk to friends living in another city and we were surprised to learn that they did not

even know of candy scallion, let alone try it! That is why we want to do this research. We want to help continue the art so our children can have this special sweets scallion in the future!

I.2. Purpose

Because we want to learn how we can pass this sweets down to our children, we want to find out why there are not many candy scallion masters now, and what we can do to change young people’s perception about candy scallion.

I.3. Research Questions

1. What are the challenges candy scallion is facing now?
2. How do young people feel about candy scallion?
3. How can we do to revive candy scallion for the future generation?

I.4. Methodology

I.4.1. Research Design

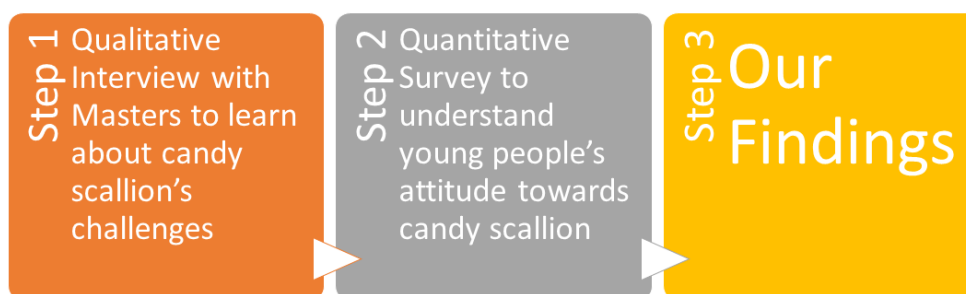


Figure 1. *Research Design*

I.4.2. Phase 1: Qualitative-Interviews

I.4.2.1. Participants

Table 1. *Phase 1 Interview Participants*

Masters	Master You-Jing Lai 賴柚井師傅	Master Wei-Chen Zhuo 卓韋辰師傅	Master Wei-Tong Zhuo 卓韋同師傅
Years in business	20 years	11 years	14 years
Location	Danshui Old Street, New Taipei City	Sanxia Old Street, New Taipei City	National Center for Traditional Arts, Yilan



Picture 1. Master Lai You-Jing



Picture 2. Master Zhuo Wei-Chen



Picture 3. Master Zhuo Wei-Tong

I.4.2.2. Instruments

Our phase one interview questions have three sections, the candy scallion shop (the history of the shop and the current situation), the master (their background of learning the candy scallion making skills) and the future of candy scallion (what they think about the possible new flavors and what they think can help pass down the sweets).

I.4.3. Phase 2: Quantitative-Survey

I.4.3.1. Participants

We collected 489 responses. 221 are from male participants and 268 are females (Figure 2 below). There were a little more participants of female than males. As for the age, the young generation, 16 to 20 year-old group and 21 to 25 year-old group are almost half (Figure 3 below). Since we want to know how young people think of candy scallion, it is good to have more young people. That is also why our participants' occupations are mostly students (Figure 4 below).

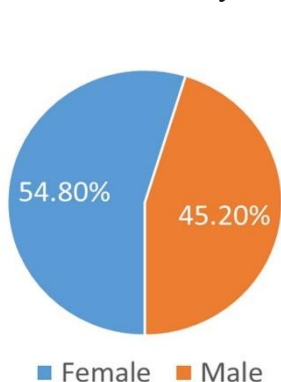


Figure 2. Gender of Participants

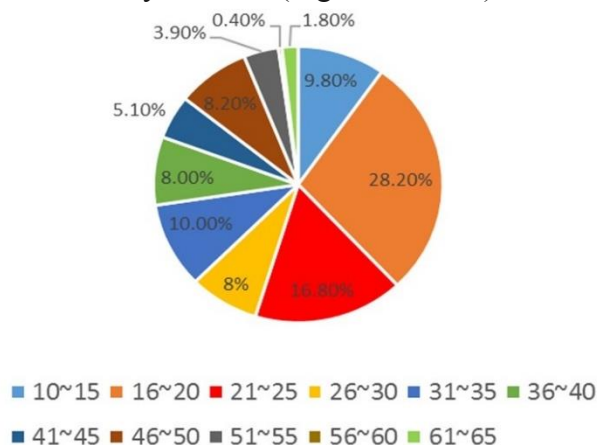
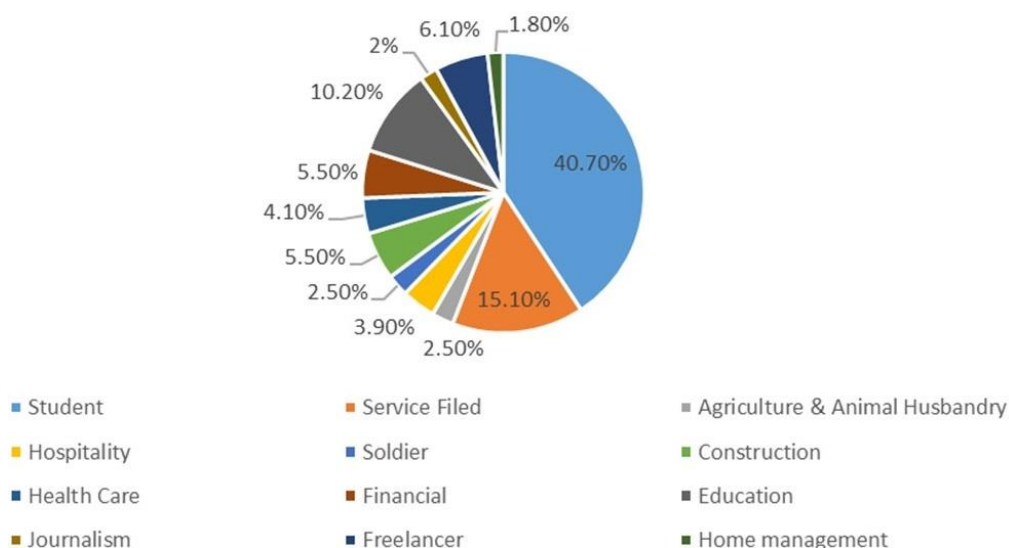


Figure 3. Age of Participants

Figure 4. *Occupations of Participants*

IV.3.2. Instruments

We used online Google Form to create our survey. The total collection period was from October 31 to November 21, 2018, approximately four and half weeks. The survey consists of the awareness of candy scallion, where to buy it, the perceived target audience, feelings about candy scallion and attitude towards the future of candy scallion, such as the innovation of Candy scallion.

II. Thesis

II.1 Background

Origin of Candy Scallion

Candy scallion wrap was a popular street food originating from Chaozhou (潮州) and Shantou (汕頭) area long time ago (“Candy scallion wrap,” n.d.). Some said it first appeared in Qing Dynasty but some said it may have appeared as early as Ming Dynasty (“Sugar green onion pancake,” 2017). It is not possible to determine now but it certainly adds mystery to this special street sweets.

Picture 4. *Traditional candy scallion wrap* (“*Delicious Candy Scallion Wrap*,” 2018)

Candy scallion has the tube-like shape and it is empty in the middle. Since Candy scallion is very crunchy, an extremely thin wrap is used with the candy so people would not make a mess when they enjoy this snack (“Candy scallion wrap,” n.d.). To your preference, you can make the wrap sweet or salty by adding other fillings, such as pickles, sesame, peanut powder or chives (“Hong Kong candy scallion wrap,” 2013).

Candy scallion wrap was a popular commoners’ sweets hundreds of years ago and it later was spread all over neighboring area. Today, we can still see candy

scallion wrap in Guangdong, Fujian, Hong Kong (“Candy scallion wrap,” 2010), and in Taiwan, candy scallion, without wrap, was once very popular.

Candy scallion in Taiwan has its own ‘patriotic tale.’ It was said that when Taiwan was ruled by Japan, all cane sugar must be shipped back to Japan and Taiwanese people were not allowed to eat cane sugar. Therefore, in order to avoid the inspection of the Japanese, Taiwanese made candy scallion with scallion tube shape (“Hong Kong food,” 2018), so no one could notice it was actually made of cane sugar.

Making of Candy Scallion

The making of candy scallion takes a lot of time and skills. First, the master boils sugar and water to make brown syrup dough. Then he waits the brown syrup dough to cool down a little bit. Next he starts to stretch the syrup dough into noodle-like pieces. He has to keep stretching and stretching until enough air is in the syrup and the color starts to turn white. After it cools down completely, candy scallion is done and becomes crunchy (Xie, 2017).



Picture 5. *Master is making candy scallion*

The technique of making candy scallion takes years of practice and is losing now. That is why the famous Chinese TV show, ‘A Bite of China (舌尖上的中國),’ has featured candy scallion in their first season, so people can be reminded of this sweets and hopefully the technique can be passed down to the young generation (“A Bite of China,” 2016). When a candy scallion master died in Hong Kong, it even made the news (“Buy rare Candy scallion,” 2018). In Taiwan, it is said that less than 10 people know the skills of making candy scallion (“Candy scallion wrap,” n.d.).

Candy Scallion in Taiwan



Picture 6. *Young Master Zhuo is Making Candy Scallion (Lee, 2017).*

In the effort to keep traditions, Taiwan government developed ‘old street’ areas to attract young people to learn more about old Taiwan. Among the 10 candy scallion masters, some of them were featured in news or TV shows to remind Taiwanese people to value this traditional skill, such as Master Lai from Danshui Old Street (Wu, 2017), Master He from Yuemei Tourism Sugar Factory in Taichung (Zhan, 2012), Master Cheng from traditional market in Jiayi (Gu, 2009), Master Chen from Tsung Yeh Arts and Cultural Center in Tainan (Wang, 2018), and Mast Zhuo from National Center for Traditional Arts in Yilan. Master Zhuo is the only young master. To him, making candy scallion is a 3-generation family business and that was why he learned the skill to help out his family (Weng, 2018). All other masters are worried about losing this traditional technique because young people do not want to spend time learning this skill (Zhang & Guo, 2017).

Most candy scallion sold in Taiwan is the original flavor, but new flavors are also found online to attract young people, such as plum and brown sugar flavors (“The flavor of candy scallion,” 2013). This may also be the effort this traditional business is making to make candy scallion popular again in Taiwan.

II.2. Findings & Discussion

II.2.1. What are the challenges candy scallion is facing now?

Same as many struggling traditions, the main challenge for Candy scallion is that young people don't want to inherit this business, there are three more reasons behind:

1. The profit is too low. The price is not much higher than before, but the cost of material has gone up. Besides, making of candy scallion takes a long time. Therefore, masters cannot make too much of them in one day.

“The candy scallion was almost the same price as before...and it (the price) has not risen much so far...Our customers might wonder why we suddenly increase the price (if we really do so). For this reason, (even if the material cost is increased), we can only absorb the cost by ourselves,”(Master Zhuo, Yilan).

“There is no way to earn a lot of money a day. You only can put its (candy scallion's) costs to yourself, because you can't do too much per day...That's why you don't have many profits. For example, if you want to make a hundred packs, it will take almost eight hours...So I think this is a very laborious and unprofitable thing,”(Master Zhuo, Sanxia).

2. The skill of making candy scallion takes a long time to learn, and machine can't replace the craft.

“This skill only can be felt, can't be specified...Because in the production process have too many uncertain factors. So it is impossible to make candy scallion in mass production. You can't make it through the machine (because it tastes different),”(Master Lai, Danshui).

3. Although some young people tried to make new flavors of candy scallion, old masters do not approve, because they think innovation in flavor is violating the tradition.

“...In fact, I think the innovation of candy scallion is good, but since the it (innovation) is just about being not so traditional, the taste is not the same anymore. Only if you keep it (production) simple can you provide the taste of nostalgia,”(Master Zhuo, Yilan).

II.2.2. How do people feel about Candy scallion?

First, not all people know about Candy scallion. In our survey of 489 responses, only $\frac{2}{3}$ of participants know about Candy scallion (Figure 6 below). That shows there is room for improvement. Moreover, among those who know about Candy scallion, the people who have tried Candy scallion were only 55% (Figure 7 below).

Second, we wanted to know where our participants bought Candy scallion, and the top four locations were all old streets: National Center for Traditional Arts (76.6%), Sanxia Old Street (24.5%), Danshui Old Street (24.5%) and Shengkeng Old Street (12.3%).

Third, we asked them the target buyers for candy scallion. Surprisingly, they were mainly thought to be between 15 to 25 years old (Figure 7 below).

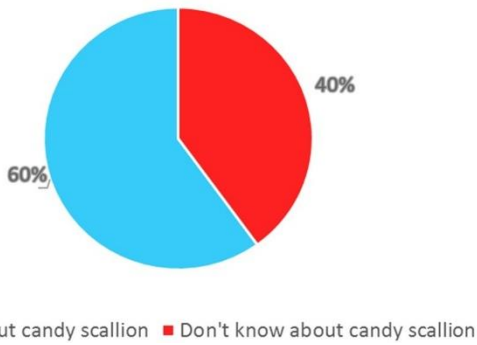


Figure 6. Awareness of Candy Scallion

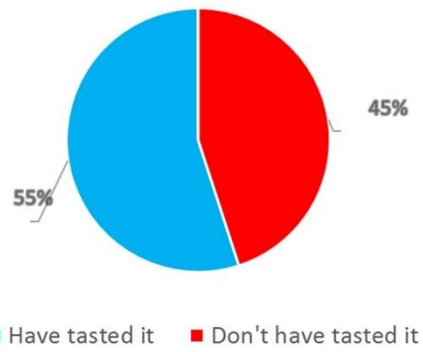


Figure 5. If Participants Have Tasted Candy Scallion

Next, we asked our participants to suggest new flavor of candy scallion that they might be interested in. The top four flavors were: caramel (14%), cantaloupe (11%), matcha (7%) and strawberry (6%).

Last, when asked about their feelings about candy scallion, more than 50% of feedbacks are positive about candy scallion. The top three adjectives to describe candy scallion are nostalgia (64.7%), retro (64.3%) or sweet (52.6%). Some participants shared with us their memories with candy scallion, and most of them were about their childhood, especially about their family trip, mother, grandmother or friend.

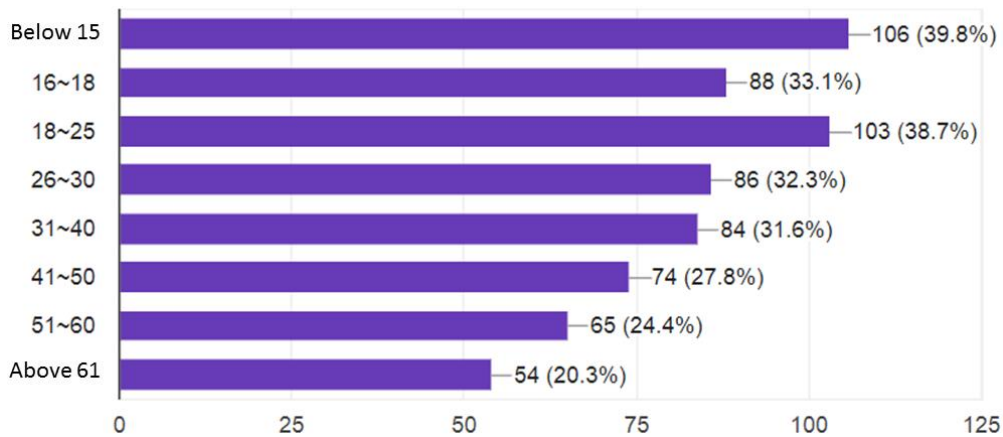


Figure 7. Age of Thought Target Buyers

“It reminds me of the time my mom used to take me for the lantern festival when I was a kid.”

“That reminds me of the first time our whole family went to National Center for Traditional Arts.”

“I remember at that time it was grandma who bought us candy scallion, but she doesn't buy it anymore. She thinks we are all adults now.”

“I think about how often I asked my parents for this when I was a kid. It just felt so special because the making of it was so hard.”

“The first time I tried it was the school field trip and I remember I didn’t bring money, so I could only watch my classmates eat it. However, one of my friend eventually bought one for me. I could felt it melt in my mouth. It was so sweet and good.”

“I first tried it when mom took me to the traditional market.”

“When I eat it, the memory of my childhood makes me burst into tears.”

II.2.3. How can we do to revive candy scallion for the future generation?

First, we need to understand the current situations candy scallion is facing. Therefore, we made a marketing 5P for the current struggling candy scallion (Figure 8 next page). From the masters, we know the profit is low because the price cannot go up too high. From our questionnaire, we know that candy scallion is often sold in old streets. That is tourist site. As for promotion, there is nothing we can see in daily life outside the old streets.



Figure 8. 5P Marketing Mix for Candy Scallion Now

However, according to our findings to our research questions 1 and 2, we can suggest a future marketing strategy for candy scallion so the young generation will like it too. Here is our revised 5P marketing mix for candy scallion (Figure 9 below). We cannot target at everyone, so we limited our target to 15-25 year-old young people, according to our questionnaire. That is why we need to create new flavor of candy scallion, such as caramel or cantaloupe to attract our target. Furthermore, since people usually connect candy scallion with emotional memory, we should expand our selling locations to other tourist sites, especially the places family love to go.

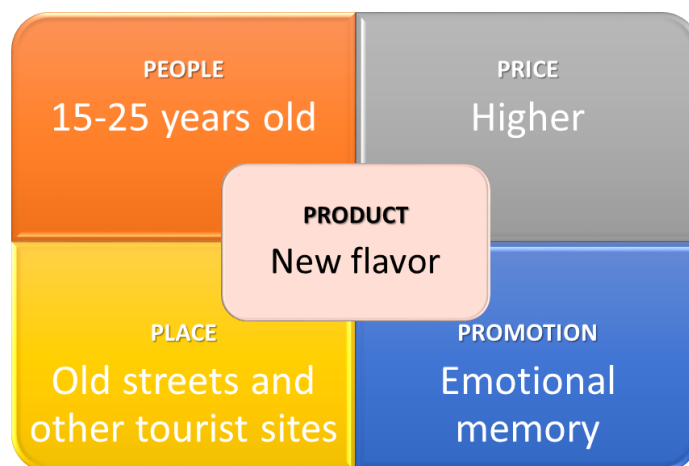


Figure 9. *REVISED 5P Marketing Mix for Candy Scallion in the Future*

III. Conclusion and Suggestions

To many, candy scallion is not just a sweet. It's a memory. And what's so memorable about this sweet is the making of it. In order to change young people's mind about being a candy scallion master, we need to increase the profit of it. That is why first we suggest to add some new flavors to candy scallion to attract young people (Flynn & Vincat, 2012). Then we should sell it at more family tourist sites, such as amusement park to create childhood memories for the young generation. As for the promotion, we should start by giving people samples to increase people's awareness. At the same time, we can use the internet, including Facebook, Instagram, Line and so on, because they are often used by the young people, especially between 15 to 25 years old. We should also advertise it to the foreigners, since they are also tourists. Maybe once day candy scallion can be a special Taiwanese sweets like the mango ice or beef noodles.

The method for advertising should be about connecting to people's emotional side, such as connection with family or friendship with friends (Fujimura, 2014). Therefore, we can change the store atmosphere to be more nostalgic. There are many nostalgic stores in the new and popular creative industry. Nostalgic atmosphere has an incredible charm (Tetsuya, 2014). It will definitely attract young people's attention.

To change a dying industry, we need government's support to start. We hope the government can provide subsidies for those candy scallion's masters so they can teach the young people to make sure the skill of making Candy scallion will never disappear.

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