

It was actually made



Methodology

Step 1

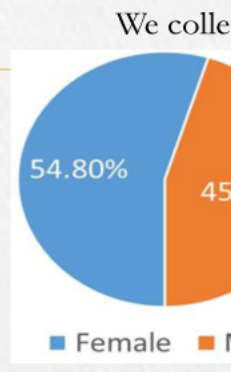


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Step 1 Qualitative Interview with Masters to learn about candy scallion's challenges

Step 2 Quantitative Survey to understand young people's attitude towards candy scallion

Step 3 Our Findings



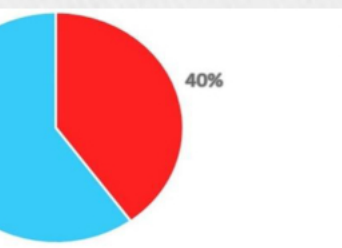
Challenges candy making now?

It is not much higher than before. Besides, it has gone up. Therefore, it takes a long time to make them in one day.

It takes a long time to make the craft.

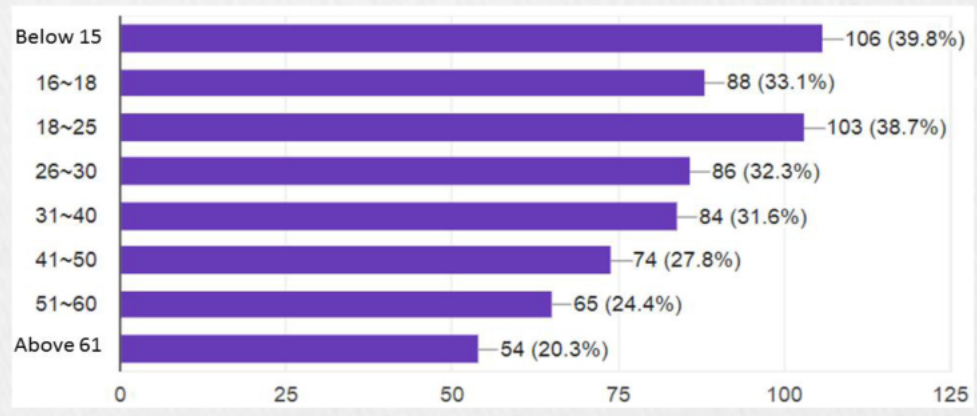
They tried to make new flavors but masters do not approve, as the flavor is violating the tradition.

Feel about candy scallion



Have Tasted Candy Scallion

Findings



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.

Conclusion

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.

Q3 How do you feel about candy scallion?

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