



KNOW JAPANESE CONSUMER

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JAPANESE CONSUMER

In order to be successful in
Japanese market

- For company/organization outside Japan who want to provide goods/services via the Internet



Know Japanese consumer

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Hospitality

Taxi doors open/close automatically, not to bother customers to get in/out.



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On time, Precise

Train timetable is very exact, even a few minutes delay is announced.



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Automatic

Vending machine provide a lot of kinds of goods and services.



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Variety

Some goods have a lot of variations like a lot of flavors for one single confectionary product.



Source: shop.nestle.jp

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One-stop service

Convenience store provide services like café, office, delivery company and bank.



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Sophisticated

Bath room equipment has a lot of functionalities like washing.



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Japanese Consumer always expect

- Hospitality
- On time, Precise
- Automatic
- Variety
- One-stop service
- Sophisticated

Most demanding consumer in the world

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My message

- All people concerned have to know much about Japanese consumers in order to be successful in Japanese market.
 - Company/organization staff
 - System vendor
 - Service provider
 - Web developer
 - Agency