

# The Increased Use of KYŪSU by Young People During the Coronavirus Epidemic : Their Intentions and Life Styles

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## BACKGROUND

The purpose of this study is to clarify the lifestyles of young KYŪSU users and their intention to use KYŪSU. It is also intended to find clues to improve the problem of the declining rate of KYŪSU use among young people.

KYŪSU is a traditional Japanese teapot. The KYŪSU plays an important role in adding aroma to tea. In recent years, the use of KYŪSU by young people has been declining, and this has been recognized as one of the problems in the tea industry. Interestingly, however, a survey by the Ministry of Agriculture, Forestry and Fisheries (2021) shows a 25.9% increase in KYŪSU users between the ages of 18 and 29 at the time of the COVID-19 disaster. Based on this result, we predicted that there may be a relationship between the increase in time spent at home due to COVID-19 and the increase in the percentage of young people who use KYŪSU. Furthermore, we were interested in exploring the reasons and intentions of young people to start using KYŪSU, since it is unclear whether they consciously using it.

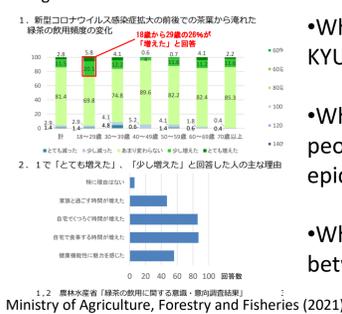
## WHAT IS THE KYŪSU



- A KYŪSU is a tool for brewing and drinking leaf tea in Japan.
- The purchase rate of tea leaves is decreasing due to the pet bottle green tea.
- the purchase rate of leaf tea decreases, the use rate of KYŪSU is also decreasing.
- The rate of decline among young people is remarkable.(急須離れ)

## QUESTIONS ADDRESSED

Figure1



- What is a characteristics of people who get started using the KYŪSU after the COVID-19 epidemic?
- What environmental changes were observed among the people who started using KYŪSU after the COVID-19 epidemic?
- What are the differences in the consciousness of Japanese tea between KYŪSU users and non-user?

## METHOD

**Purpose:** To understand the cognitive structure of how people perceive tea and how they evaluate it as a result.

**Participant:** We conducted a questionnaire survey on tea and KYŪSU to 55 young people between 18-29 years old Japanese. Next, twelve participants selected from 55 responded who answered an interview survey.

### ① Survey

Questionnaire answered by Google form

### ② Evaluation grid

We will interview three groups of people about their impressions of tea and KYŪSU .

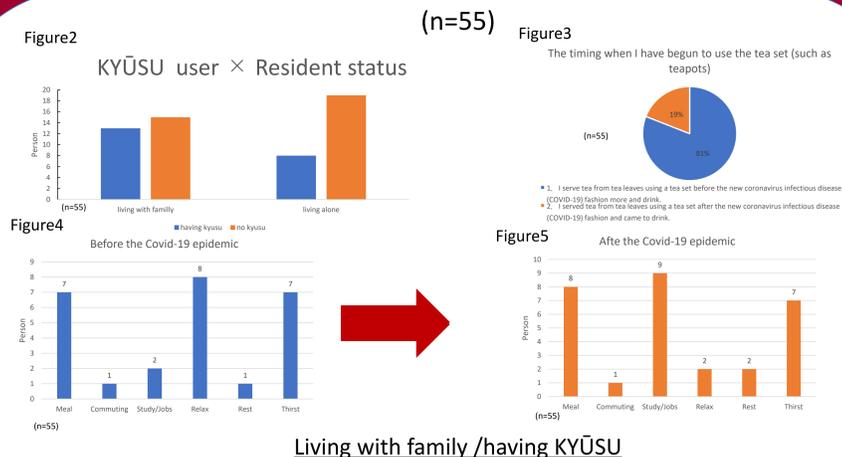
**Group1:** Those who have used KYŪSU u before the Covid-19 epidemic.

**Group2:** Those who started using KYŪSU u after the Covid-19 epidemic.

**Group3:** Those who have never used KYŪSU .

- We prepared pictures of various tea drinking forms(PET bottles, tea bag, etc.) and asked them to compared and evaluate the forms, then asked them structured questions to find out the reasons for their evaluations.
- Laddering the reasons for the evaluation into psychological and concrete ones.

## RESULT: SURVEY



Living with family /having KYŪSU

Other 3 groups were almost no change in the purpose of the use of KYŪSU before and after COVID-19. On the other hand, for those who have a KYŪSU and go to school from their parent's home, the number of "study/work" items has sharply increased.

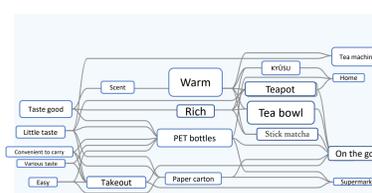


Changes in the place where drink Japanese tea

Compared to the other three groups, the group who has a KYŪSU and living alone had the highest rate of drinking tea at home after COVID-19.

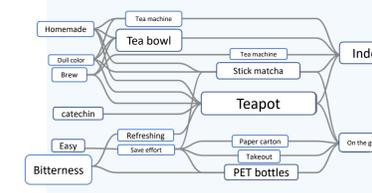
## RESULT: EVALUATION GRID

### Group1: those who have used KYŪSU before the Covid-19 epidemic



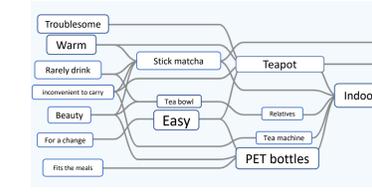
- Many mentions of warmth and Tea bowl.
- Enjoy drinking tea both indoors and on the go
- The usage rate of Tea bowl, which is drunk with warm water, is high because "warm" is the highest priority.

### Group2: those who started using KYŪSU after the Covid-19 epidemic



- They enjoy tea time not only in KYŪSU but also in other forms.
- They value bitterness.

### Group3: those who have never used KYŪSU



- They drink tea infrequently.
- Since they have little experience with tea, they provided few keywords.
- The place / scene to use is limited
- They also tend to prefer other beverages.

## CONCLUSION

- There is a **correlation** between the increase in telecommuting and the rate of KYŪSU use.
- KYŪSU users choose words such as **astringency, bitterness and warmth** as keywords, which are related to the sense of taste.
- In sensory evaluation done as an additional study\*, there was a **significant difference** between PET bottles and KYŪSU in two items (\*In study 2 , 12 interviewees were asked to evaluate bottled tea and KYŪSU tea.)
- Those who do not use KYŪSU chose " **inconvenient to carry**" as a keyword. Therefore, in order to increase the number of KYŪSU users, it is a must to think of a way or ways to carry on
- It is thought that one of the reasons for the increase in the usage rate of KYŪSU is that **the time spent at home** has increased and **the chances of drinking tea** have increased.

## REFERENCE

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