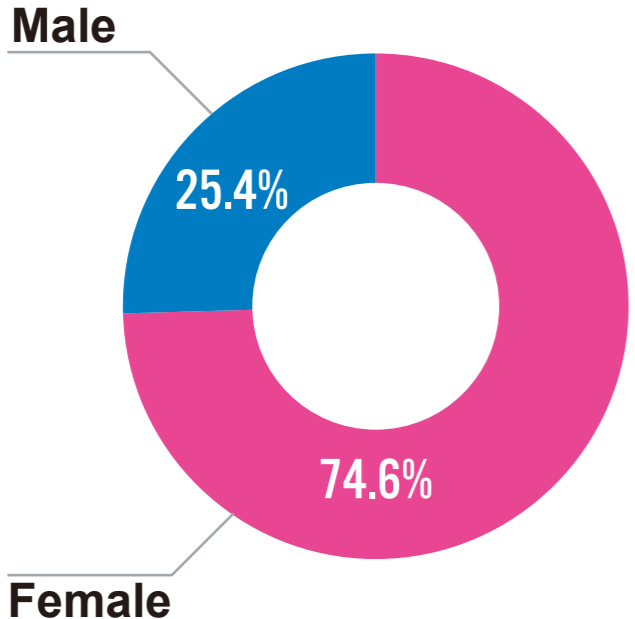


FEEL JAPAN IN VIETNAM 2016

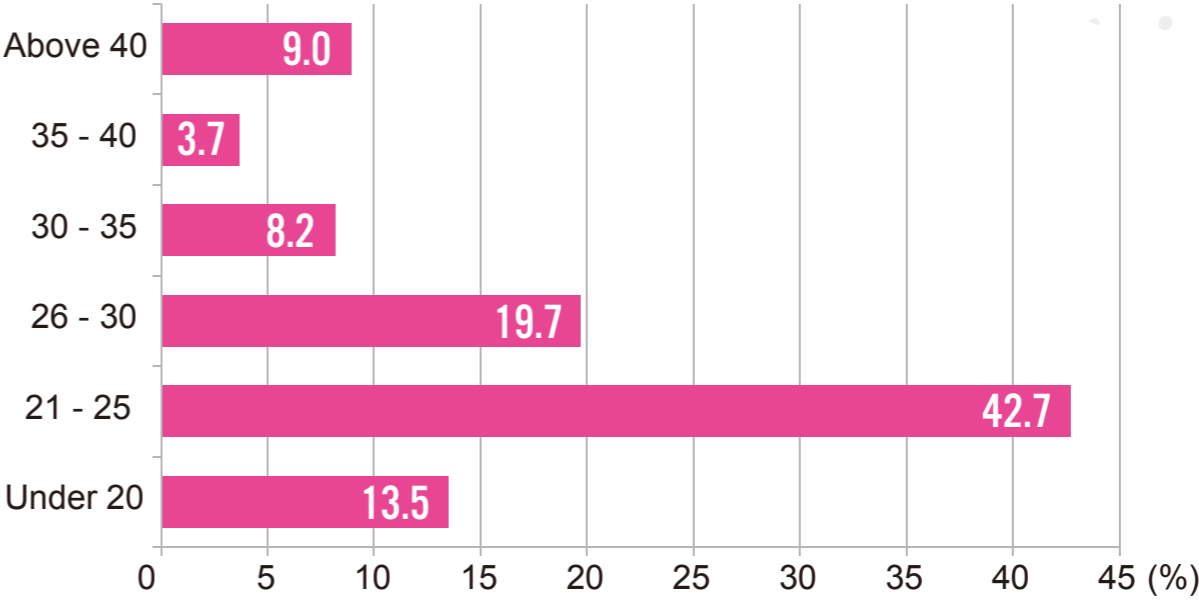
Survey Result Analytics

Gender



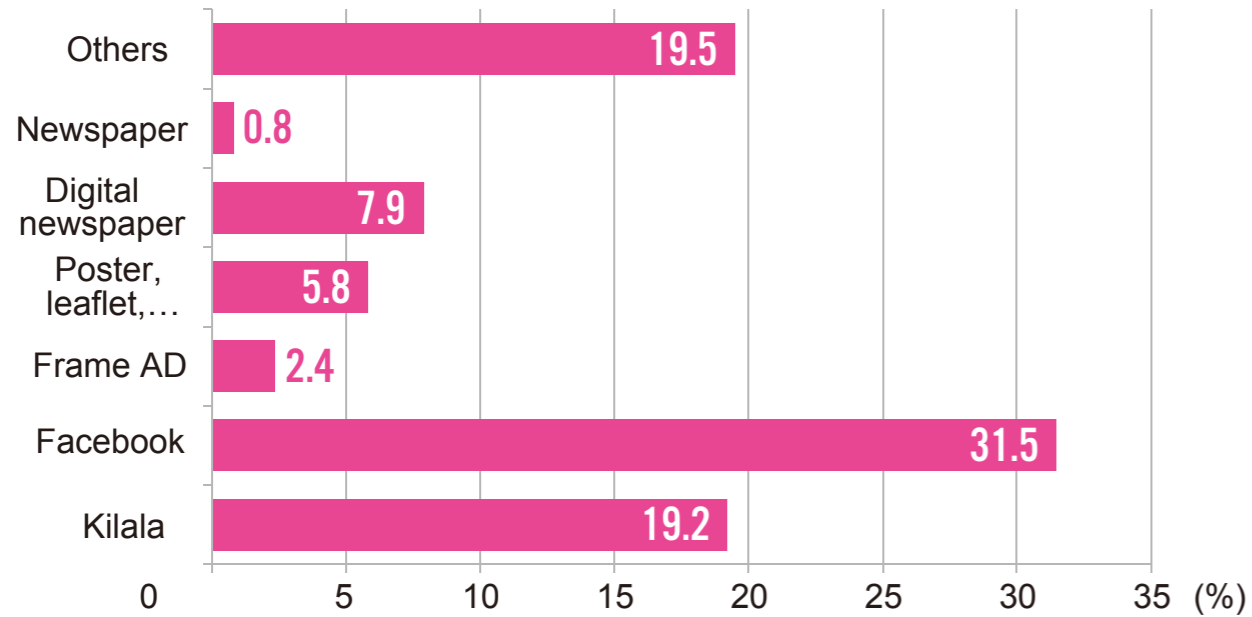
75% of women are interested in Japanese culture & lifestyle

Age



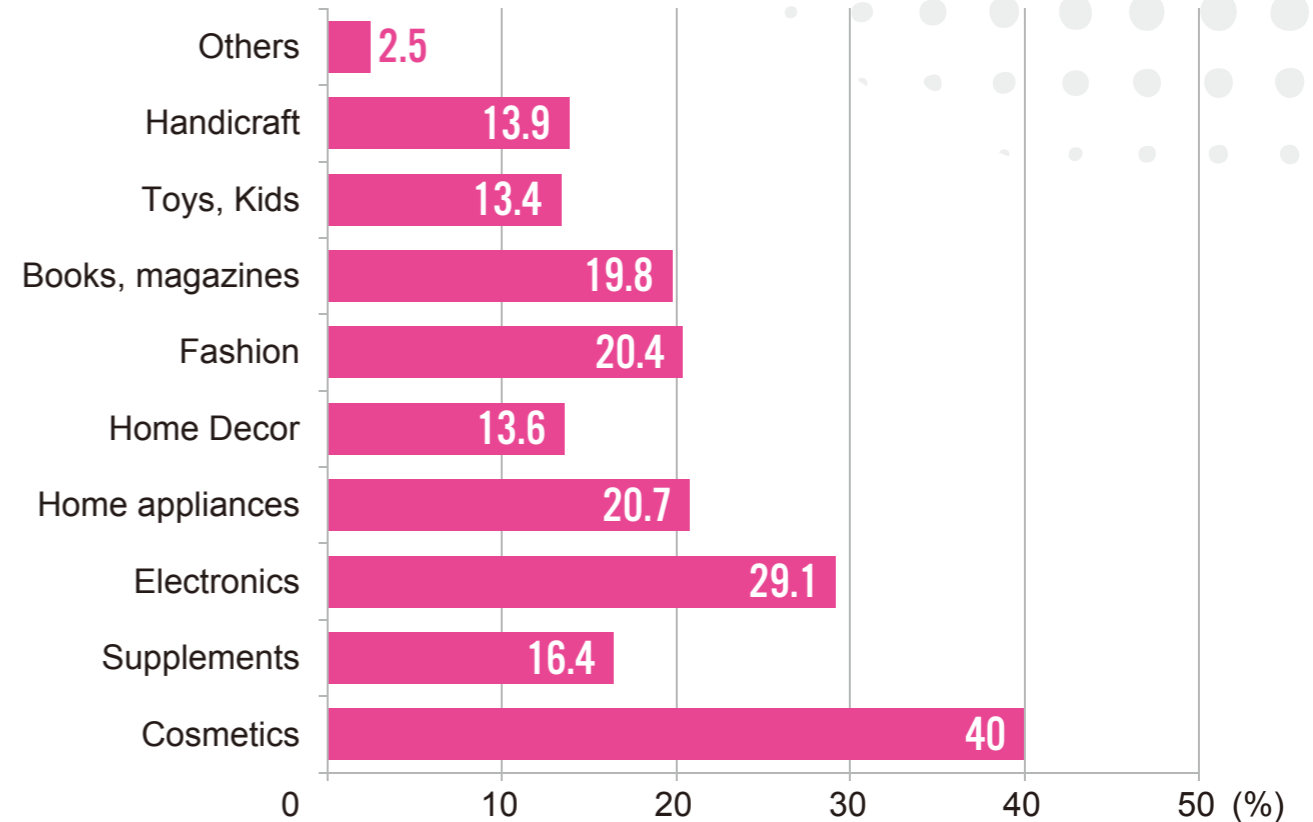
Majority is above 25 years old

Q1: Know event through...



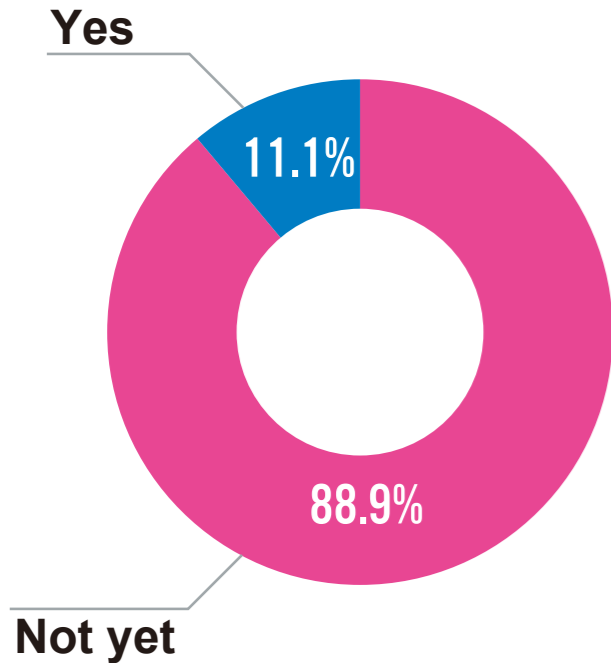
Facebook & Kilala rank the top of the most effective media channels

Q2: Japanese products interested in



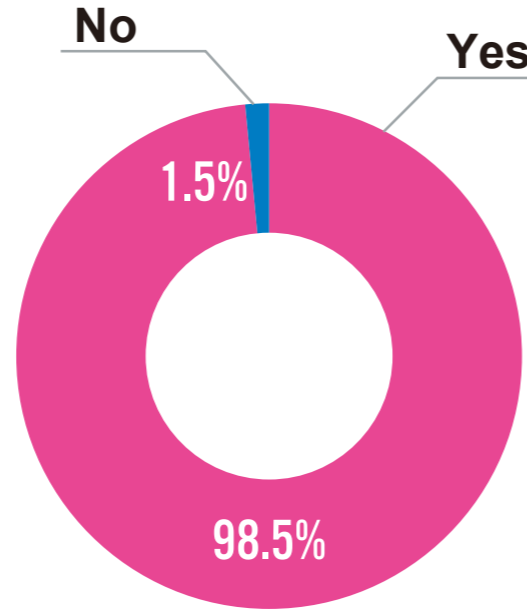
Cosmetics & Electronics are the most purchased products

Q3: Visit Japan

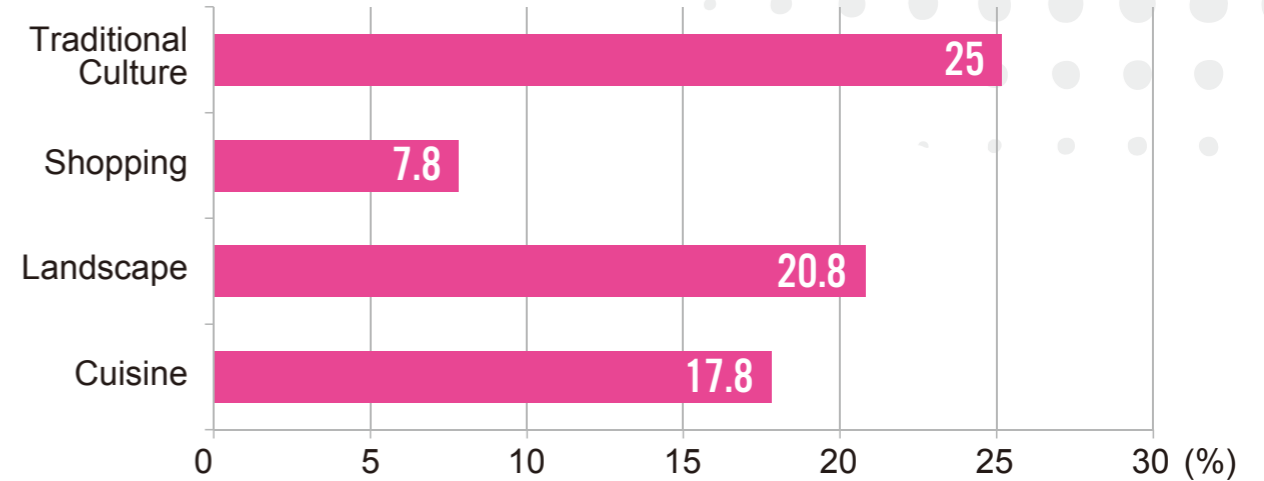


More than 98% of visitors want to visit Japan

Q4: Want to travel to Japan

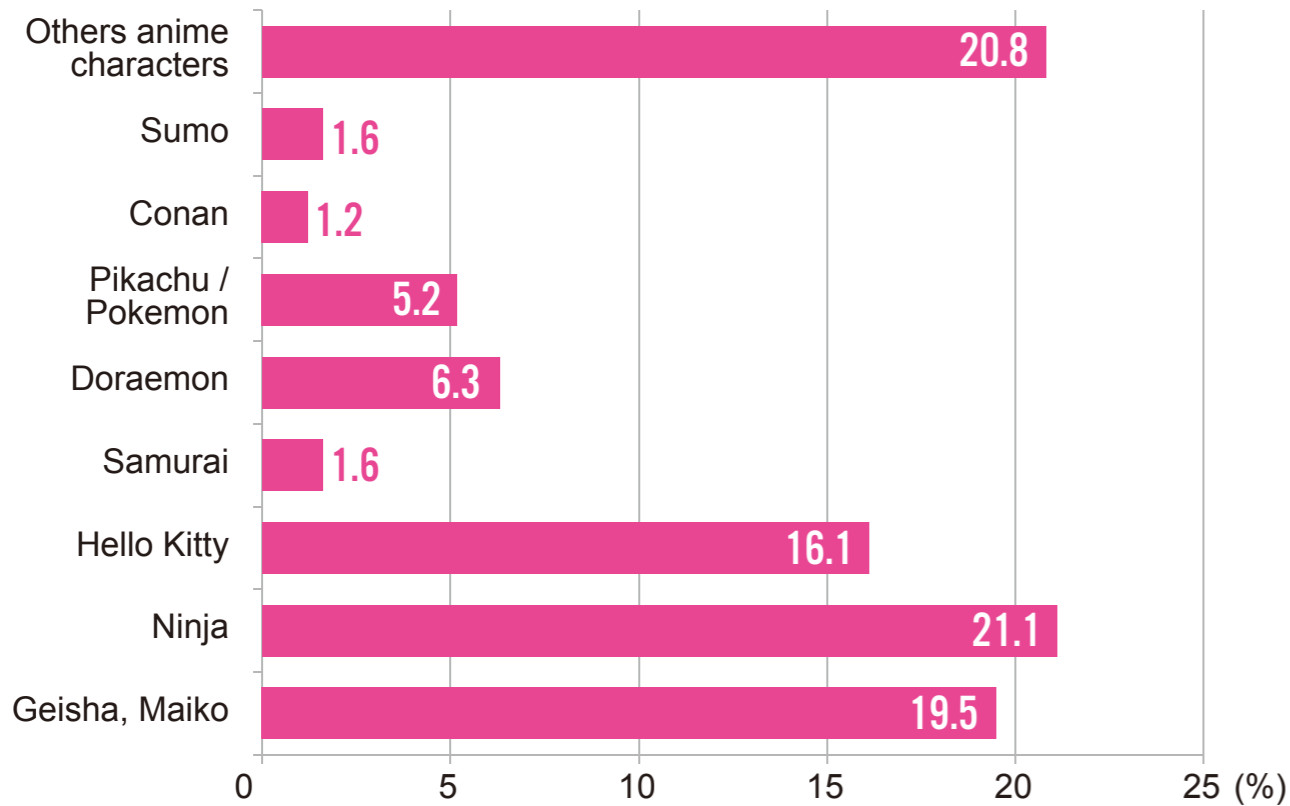


Q5: Thing I love the most about Japan



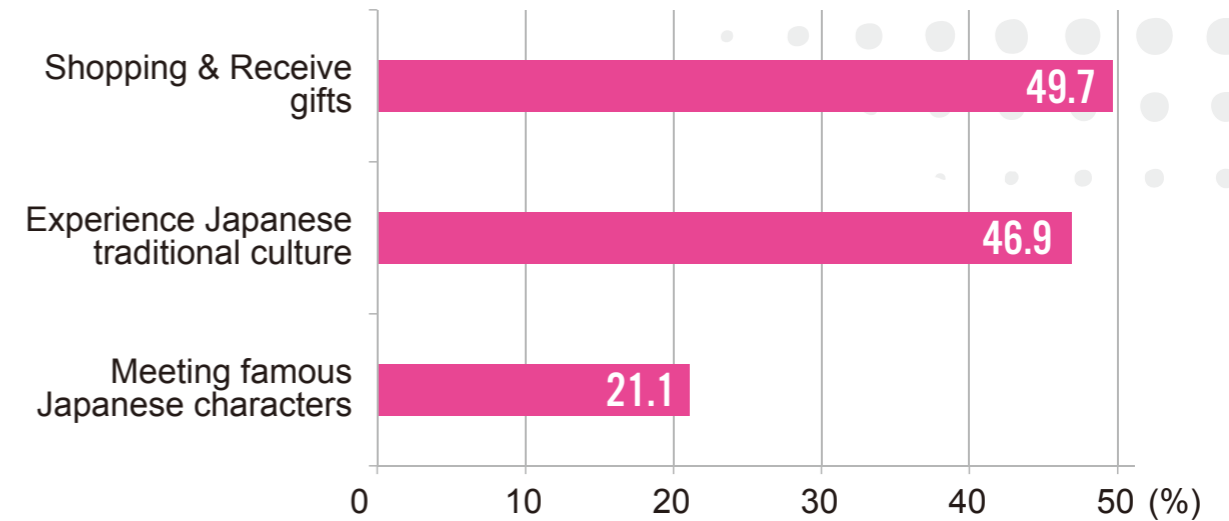
Traditional culture & Landscape are the main reason that Vietnamese love Japan

Q6: Character I want to meet next



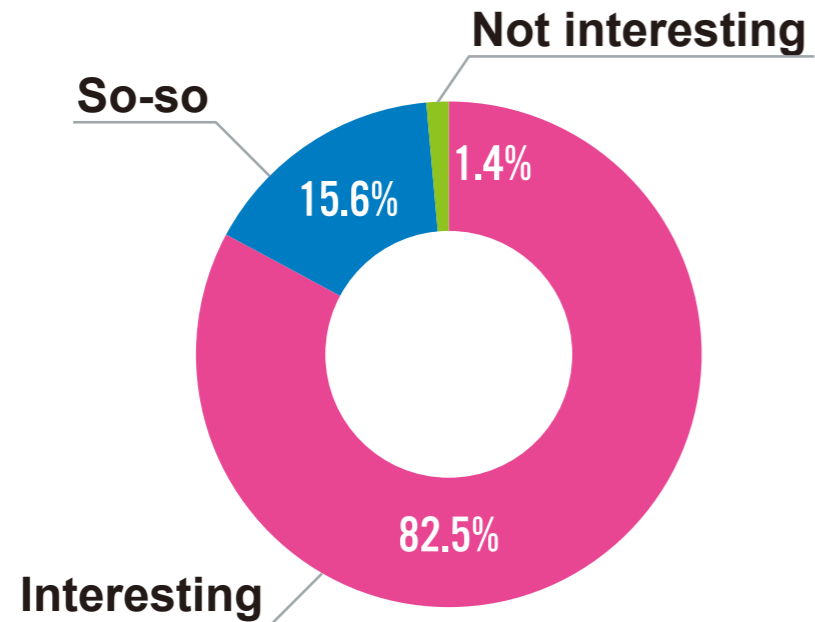
Both traditional & modern characters attract Vietnamese the most

Q7: The activity I love the most in this festival

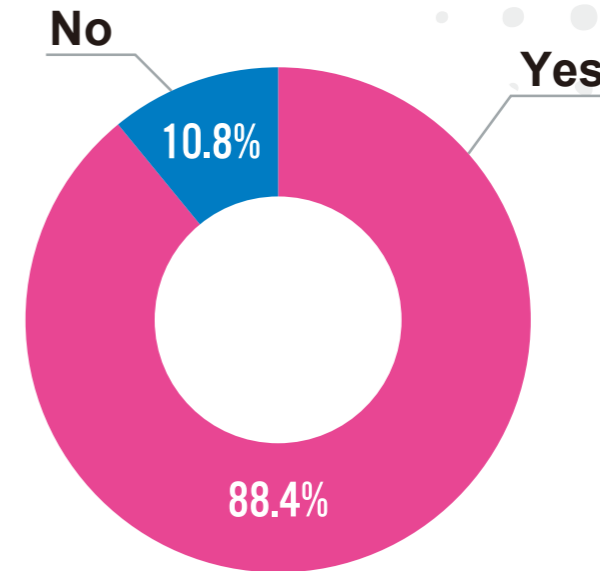


Majority enjoys shopping & experience Japanese traditional value

Q8: This event is...



Q9: Receive information about next event



**More than 82% of visitors are interested in Feel Japan 2016
and eager to be updated more about next event**