

# Japanese-American and their Lived Experiences in a Multicultural Society

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17:00-18:30

Room 301, 3F, Building 10, Yotsuya Campus, Sophia University



Despite the increase in Asian-American population, the concept of bicultural individual's acculturation has varied substantially. This study investigates the living experiences of bicultural individuals who are labelled as "majority-minority" ethnic group, and whether their attachment to their ethnic heritage affects their way of life in a multicultural environment such as Hawaii. The author conducted interviews with Japanese-American bicultural consumers born and/or raised in Honolulu, Hawaii.

Qualitative data from 12 interviews indicated that Japanese-American bicultural behaviour constitutes a collective behaviour that is prominent in a heavily "Japanized" melting pot culture shared by pre- and post-war Japanese-Americans. This exploratory investigation of Japanese-American biculturals as the majority ethnic minority offers new insights into marketing products to this growing segment. The dynamic interactions among individuals, family and the environment are also highlighted in this presentation.

Emi Moriuchi is in academia but also has experience in the corporate world as a research data analyst. Her research interest is within the consumer behavior capacity, specifically with bicultural individuals. In addition to her research, she has also been a guest speaker at Honolulu's local media on the topic of *Shin* Japanese-Americans. Her current research projects include a cross-cultural investigation of bicultural consumers' behavior within the social media context.

Lecture in English / No prior registration necessary