

#### 4. Degree of Intention to Purchase AJITSUKE KAZUNOKO in Future

Using a 7-point scale ranging from "Would Definitely Like to Buy" (7) to "Would Definitely Not Like to Buy" (1), respondents indicated their intention to purchase AJITSUKE KAZUNOKO in future.

In total, 26% expressed some degree of positive intention to purchase the product, although only 11% showed strong interest by rating in the top two boxes. Almost one third (32%) remained undecided, while 40% claimed that they would not want to purchase.

TABLE 6 DEGREE OF INTENTION TO PURCHASE AJITSUKE KAZUNOKO

	<u>TOTAL</u> %
WOULD DEFINITELY LIKE TO BUY	3
WOULD LIKE TO BUY	8
WOULD SOMEWHAT LIKE TO BUY	16
CAN'T SAY EITHER WAY	32
WOULD SOMEWHAT NOT LIKE TO BUY	21
WOULD NOT LIKE TO BUY	14
WOULD DEFINITELY NOT LIKE TO BUY	5

Positive purchase interest dropped off markedly from north to south, from close to 50% in Hokkaido to only 14% in Kyushu. With the exception of Kinki and Chugoku, where there seemed to be a strong aversion to buying AJITSUKE KAZUNOKO, attitudes in the southern regions tended to be non-committal rather than negative.