

18. PEOPLE KNOW EXACTLY WHAT COUNTRY IT'S FROM (THE COUNTRY OF ORIGIN)
19. IS MORE SUITED TO WOMEN
20. IS A PRODUCT THAT IS SUITED TO MY TASTES

Q12. I would now like to know your opinions of the perfect ajitsuke kazunoko. Imagine that you could tell the manufacturer how he could make ajitsuke kazunoko perfect for you. I am going to read out a number of statements. Please say "yes" if the statement describes the perfect ajitsuke kazunoko for you or "no" if it does not describe the perfect ajitsuke kazunoko for you.

TO INTERVIEWER: READ OUT EACH STATEMENT IN TURN, AND RECORD ALL "YES" ANSWERS BY CIRCLING THE NUMBER OF THE STATEMENT.

1. THE PERFECT AJITSUKE KAZUNOKO HAS A STRONG SMELL
2. LOTS OF STORES SELL THE PERFECT AJITSUKE KAZUNOKO
3. THE PERFECT AJITSUKE KAZUNOKO HAS A PLEASANT TEXTURE/MOUTHFEEL
4. MY FAMILY WOULD LIKE THE PERFECT AJITSUKE KAZUNOKO
5. THE PERFECT AJITSUKE KAZUNOKO HAS A LONG SHELF LIFE/KEEPS WELL
6. THE PERFECT AJITSUKE KAZUNOKO IS LOW PRICED
7. THE PERFECT AJITSUKE KAZUNOKO IS EASY TO PREPARE
8. THE PERFECT AJITSUKE KAZUNOKO IS HEALTHY/GOOD FOR THE BODY
9. THE PERFECT AJITSUKE KAZUNOKO CONTAINS LOTS OF SALT/HAS A HIGH SALT CONTENT
10. THE PERFECT AJITSUKE KAZUNOKO IS MORE SUITED TO MEN
11. THE PERFECT AJITSUKE KAZUNOKO COMES IN A VARIETY OF DIFFERENT FLAVORS
12. THE PERFECT AJITSUKE KAZUNOKO TASTES GOOD
13. THE PERFECT AJITSUKE KAZUNOKO WOULD BE POPULAR AMONG MY FRIENDS
14. THE PERFECT AJITSUKE KAZUNOKO WOULD BE EATEN BY PEOPLE WHO WANT TO IMPRESS OTHERS
15. THE PERFECT AJITSUKE KAZUNOKO IS PROCESSED A LOT BEFORE IT IS SOLD TO THE CUSTOMER
16. THE PERFECT AJITSUKE KAZUNOKO CONTAINS LOTS OF NUTRIENTS/IS VERY NUTRITIOUS
17. THE PERFECT AJITSUKE KAZUNOKO IS FOR AVERAGE, ORDINARY PEOPLE
18. PEOPLE KNOW EXACTLY WHAT COUNTRY THE PERFECT AJITSUKE KAZUNOKO IS FROM (THE COUNTRY OF ORIGIN)
19. THE PERFECT AJITSUKE KAZUNOKO IS MORE SUITED TO WOMEN
20. THE PERFECT AJITSUKE KAZUNOKO IS A PRODUCT THAT IS SUITED TO MY TASTES