

LIST B

6. ALONE
7. WITH IMPORTANT PEOPLE (CLIENTS, SUPERIORS, ETC.)
8. WITH CLOSE FRIENDS
9. WITH FAMILY MEMBERS
10. WITH COLLEAGUES/CO-WORKERS
11. OTHER (Specify:_____)

ASK TO EVERYONE

Q38. (SHOW CARD) How likely would you be to purchase **ajitsuke kazunoko** in future? Please tell me the answer that most closely describes your feelings from those listed on this card.

7. WOULD DEFINITELY LIKE TO PURCHASE
6. WOULD LIKE TO PURCHASE
5. WOULD SOMEWHAT LIKE TO PURCHASE
4. CAN'T SAY EITHER WAY
3. WOULD SOMEWHAT NOT LIKE TO PURCHASE
2. WOULD NOT LIKE TO PURCHASE
1. WOULD DEFINITELY NOT LIKE TO PURCHASE

Q39. Now I would like to find out your feelings and opinions about **ajitsuke kazunoko**. It does not matter if you have never tried **ajitsuke kazunoko**; please base your opinions on anything you may have heard or read about this product. If you are not sure of an answer, please just guess. For each of the following statements I am going to read out to you, please say "yes" if you think the statement describes **ajitsuke kazunoko** or "no" if you think it does not describe **ajitsuke kazunoko**.

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

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