

3. Reasons for Not Eating AJITSUKE KAZUNOKO

Respondents who had never eaten AJITSUKE KAZUNOKO or had not eaten it in the past 6 months were asked why they had not eaten the product. The most frequently given reason overall was dislike of the taste. However, a substantial proportion indicated that they were not accustomed to buying the product on a regular basis, or only consumed it on special occasions such as New Year. Price did not appear to be a barrier to consumption.

TABLE 5 REASONS FOR NOT EATING

	<u>TOTAL</u> %
DON'T LIKE/NOT TO MY TASTE	46
DON'T USUALLY BUY/ONLY BUY AT NEW YEAR	29
CONCERNED ABOUT ADDITIVES	8
PRICE IS HIGH/EXPENSIVE	7
NOT WIDELY SOLD	4
OTHER	6

Dislike of the taste of AJITSUKE KAZUNOKO was cited most frequently by respondents in Kinki (58% compared to the average of 46%), who also had one of the lowest trial/retrial rates. Respondents in Hokuriku, Chugoku and Shikoku, on the other hand, indicated that not being in the habit of buying regularly was more likely a factor in their non-consumption of AJITSUKE KAZUNOKO than dislike of the flavor.

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	<u>HOKURIKU</u> %	<u>CHUGOKU</u> %	<u>SHIKOKU</u> %
DON'T LIKE/NOT TO MY TASTE	22	30	27
DON'T OFTEN BUY	39	48	39