

Furthermore, there were indications that a number of consumers do not consider using AJITSUKE KAZUNOKO on a frequent basis because they still perceive it as a product for occasional use, such as at New Year. Some suggestions concerning possible ways to persuade consumers to use the product more regularly include:

- Promote the product as a versatile, everyday product that adds variety to ordinary mealtimes.
- If possible, the healthful/nutritious properties of the product should be emphasized, while concerns about the degree of processing and salt content should be minimized.
- Although this idea would have to be tested in further research, there may be potential to position AJITSUKE KAZUNOKO as a new, fashionable version of a traditional Japanese product in such a way as to appeal to the young, urban consumer.