

TABLE 14 IMAGERY OF AJITSUKE KAZUNOKO

	<u>CURRENT IMAGE</u> %		<u>IDEAL IMAGE</u> %
IS EASY TO PREPARE	44		35
HAS A PLEASANT MOUTHFEEL	28		29
IS PROCESSED A LOT	18	←	6
KEEPS WELL/HAS A LONG SHELF LIFE	16		15
TASTES GOOD	15		18
HAS A HIGH SALT CONTENT	15	←	3
MY FAMILY WOULD LIKE IT	14		11
IS INEXPENSIVE/LOW PRICED	12		13
COMES IN A VARIETY OF FLAVORS	11		9
SUITS ME/IS GOOD FOR ME	11		11
FEW*/MANY** STORES SELL IT	11*		3**
FOR ORDINARY PEOPLE	8		8
IS MORE SUITED TO MEN	8		5
HAS A STRONG SMELL	5		1
VERY NUTRITIOUS	4		5
HEALTHY/GOOD FOR THE BODY	2		2
IS MORE SUITED TO WOMEN	2		2
IS POPULAR WITH MY FRIENDS	1		1
THE COUNTRY OF ORIGIN IS KNOWN	1		2
EATEN BY THOSE WHO WANT TO IMPRESS	1		0
NONE IN PARTICULAR	20		29