

Respondents in the Kinki and Chugoku regions continued to show low interest/involvement in the product, with 30% and 47% respectively declining to select any of the attributes to describe AJITSUKE KAZUNOKO. Those in Tohoku, on the other hand, tended to have the most positive imagery of the product; in addition to rating highly on ease of preparation and pleasant mouthfeel, they selected attributes related to tastes good, has a variety of flavors, my family would like it, suits me and very nutritious at substantially higher rates than respondents in other regions.