

The main gaps between the current imagery and the image of the ideal AJITSUKE KAZUNOKO concerned the degree of processing and the salt content. Respondents indicated that they would prefer less of both.

The current imagery of AJITSUKE KAZUNOKO among the various subgroups of respondents points to some perceptions that may explain lower usage of the product.

While females clearly acknowledged the practical benefits of AJITSUKE KAZUNOKO in terms of preparation and keeping, they were less likely than males to agree that the product has a pleasant mouthfeel, and were more likely to associate it with a high salt content and a lot of processing.

	<u>MALES</u> %	<u>FEMALES</u> %
IS EASY TO PREPARE	39	45
KEEPS WELL	8	17
HAS A PLEASANT MOUTHFEEL	38	27
HAS A HIGH SALT CONTENT	11	15
IS PROCESSED A LOT	14	19

Compared to their older counterparts, respondents in their twenties tended to perceive the product as being highly processed and also as having a strong smell.

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	<u>20-29</u> %	<u>30-39</u> %	<u>40-49</u> %	<u>50-59</u> %	<u>60+</u> %
IS PROCESSED A LOT	32	23	16	15	12
HAS A STRONG SMELL	10	3	4	4	5