

BACKGROUND AND OBJECTIVES

The CANADIAN ASSOCIATION OF FISH EXPORTERS are interested in determining how to expand the market for AJITSUKE KAZUNOKO (seasoned herring roe) in Japan. Canada is currently the main supplier of Atlantic herring roe (from which AJITSUKE KAZUNOKO is mainly derived) to the Japanese market, accounting for approximately 80% of the volume. Recent demand for AJITSUKE KAZUNOKO has increased dramatically, and while reasons for this have yet to be determined, it appears that AJITSUKE KAZUNOKO has a number of advantages in that it is less expensive and easier to prepare than the traditional salted KAZUNOKO, and can also be processed into a variety of other products.

Little information is available concerning consumer awareness, product availability, trial/retrial, and consumer attitudes towards AJITSUKE KAZUNOKO. Past research suggests that consumption is heaviest in the north of Japan, where the bulk of AJITSUKE KAZUNOKO is processed, but other marketing variables are poorly understood. Accordingly, ASI Market Research (Japan), Inc. was asked to conduct some consumer research that will provide information to aid the development of a promotional campaign for Canadian AJITSUKE KAZUNOKO.

The key objectives of the current quantitative study were to determine the following:

- * Awareness of AJITSUKE KAZUNOKO
- * Ever usage and retrial of AJITSUKE KAZUNOKO
- * Frequency of using AJITSUKE KAZUNOKO
- * Availability of AJITSUKE KAZUNOKO
- * Occasions for use of AJITSUKE KAZUNOKO
- * Attitudes towards AJITSUKE KAZUNOKO