

8. Imagery of AJITSUKE KAZUNOKO

Respondents were shown 20 product attributes and asked to indicate all those they felt matched their impressions of AJITSUKE KAZUNOKO.

The key image currently associated with AJITSUKE KAZUNOKO was "Is Easy to Prepare," which was selected by 44% of respondents. With the exception of "Has a Pleasant Mouthfeel" (28%), however, no other attribute was felt to strongly apply to the product. The next highest rates of selection were for "Is Processed a Lot" (18%), "Keeps Well/Has a Long Shelf Life" (16%), "Tastes Good" (15%) and "Has a High Salt Content" (15%).

Given that 20% of the respondents did not feel that any of the attributes particularly applied to AJITSUKE KAZUNOKO, the implications are that most either disagreed or simply did not know whether the product possessed many of the attributes. AJITSUKE KAZUNOKO rated especially poorly on the health and nutrition attributes, its suitability for women, popularity with respondents' friends and knowledge of the country of origin. Also, it was not perceived as a product eaten by people wishing to impress others.

Respondents were also asked to pick from the same 20 attributes those that they felt described the "ideal" AJITSUKE KAZUNOKO.

The ideal AJITSUKE KAZUNOKO was regarded mainly as being "Easy to Prepare" (35%) and having "A Pleasant Mouthfeel" (29%). Other attributes with more than 10% mention were "Tastes Good," "Keeps Well/has a Long Shelf Life," "Is Inexpensive/Low Priced," "My Family Would Like it" and "Suits me/Good for Me."