

Grateful	<input type="radio"/>						
Hopeful	<input type="radio"/>						

2. Do you believe the product in the advertisement has the following attributes:

	1	2	3	4	5	6	7
Delicate taste	<input type="radio"/>						
Smooth and mellow	<input type="radio"/>						
Delicious and sweet	<input type="radio"/>						
Traditional craftsmanship	<input type="radio"/>						
Long history	<input type="radio"/>						
Nutritious and healthy	<input type="radio"/>						

3. Do you think the following attributes of the product are important:

	1	2	3	4	5	6	7
Delicate taste	<input type="radio"/>						
Smooth and mellow	<input type="radio"/>						
Delicious and sweet	<input type="radio"/>						
Traditional craftsmanship	<input type="radio"/>						
Long history	<input type="radio"/>						
Nutritious and healthy	<input type="radio"/>						

4. Do you think the product in the advertisement is:

1	2	3	4	5	6	7
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my own
experiences

I am ○ ○ ○ ○ ○ ○ ○
thinking
about the
sweet wine
drinks I
had before

I am ○ ○ ○ ○ ○ ○ ○
thinking
about the
brewing
process of
sweet wine

The ad ○ ○ ○ ○ ○ ○ ○
reminds me
of my own
drinking
experiences

7. If the product is available on the market, are you likely to buy it?

	1	2	3	4	5	6	7
Definitely	○	○	○	○	○	○	○
2	○	○	○	○	○	○	○
3	○	○	○	○	○	○	○
4	○	○	○	○	○	○	○
5	○	○	○	○	○	○	○
6	○	○	○	○	○	○	○
Definitely not	○	○	○	○	○	○	○

Personal Information (This information is for data statistics only and will be kept confidential)

Your gender:

- Male
- Female

Your age group:

- Under 18
- 18-25
- 26-30
- 31-40
- 41-50
- 51-60
- Over 60