Japanese shochu. No.\_\_\_\_\_\_\_

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| 53. How did you know Japanese brand shochu?(One single answer) |
| *1)Websites 2)Advertisements 3) at liquor shops 4)Advertisements*  *5)at Japanese restaurants 6)Word of mouth or online reviews 7)Japanese events 8)TV programs 9)Others\_\_\_\_\_\_\_\_\_\_\_\_* |
| 54. What made you drink Japanese shochu?(One single answer) |
| *1) Purchased by yourself 2) Recommended by your family*  *3) Recommended by your friends 4) Ordered at Japanese restaurants 5) Ordered at other restaurants 6) Others\_\_\_\_\_\_\_\_\_\_\_\_\_* |
| 55. How often do you drink Japanese shochu? |
| *1) Everyday 2) 2-3 times a week 3) 4-6 times a week*  *4) 1-4 times a month 5) 1 time in 3 month 6) 1 time in 6 month*  *7) 1 time in 1 year 8)less than 1 year* |
| 56. When did you drink Japanese shochu last time? |
| *1) Within a month 2) Within 2 months 3) Within 6 months*  *4) Within a year 5) Within 3 years 6) More than 3 years* |
| 57. How many scores would you give Japanese shochu out of 100?  /100 |
| 58. How high was your expectation for Japanese shochu before you drank it? Please give scores out of 100.  /100 |
| 59. What do you think about the quality of Japanese shochu ? Please give scores out of 100.  /100 |
| 60. What do you think about the value of Japanese shochu ? Please give scores out of 100.  /100 |
| 61. How much do you recommend Japanese shochu? Please give scores out of 100.  /100 |
| 62. How much do you want to drink Japanese shochu again? Please give scores out of 100.  /100 |
| 63-1. How much do you like the **“strong aroma” of** shochu? Please give scores out of 100.  /100 |
| 63-2. How much do you like the **“fruity aroma” of** shochu? Please give out of 100.  /100 |
| 63-3. How much do you like the **”velvety taste” of** shochu**?** Please scores out 100.  /100 |
| 63-4. How much do you like the **“rich taste” of** shochu**?** Please give scores out of 100.  /100 |