

Table 21.3. How concept elements drive craveability for potato chips as a function of the frequency of a respondent's potato chip consumption

Once a day or more frequently	
<i>Base size</i>	33
<i>Additive constant</i>	51
When you think about them, you have to have them . . . and once you have them, you can't stop eating them	10
Classic taste . . . the way you remember it	10
So delicious, just thinking about them makes your mouth water	9
A special treat . . . you will savor every bite	9
From Lay's	8
Once a week	
<i>Base size</i>	40
<i>Additive constant</i>	30
From Lay's	13
Thin sliced and lightly salted potato chips . . . a light taste and a crispy crunch	13
Potato chips with ridges . . . perfect for holding dips or spices	11
Kettle style . . . for a crispier crunch that is so satisfying!	11
Potato chips with the unique texture that only comes from special potatoes . . . seasoned for a one of a kind experience	11
So delicious, just thinking about them makes your mouth water	11
With your favorite beverage	10
From Ruffle's	9
Available at a value price	9
2-3 times a month	
<i>Base size</i>	20
<i>Additive constant</i>	16
Covered with savory spices like onion & garlic, sour cream & chive, cheddar, BBQ, vinegar, whatever	27
Brushed with olive oil and topped with parmesan cheese, garlic, and basil	16
So delicious, just thinking about them makes your mouth water	15
Classic taste . . . the way you remember it	14
Marinated before cooking for a unique flavor, golden color, and extra crunch	14
A joy for your senses . . . seeing, smelling, tasting	12
When you think about them, you have to have them . . . and once you have them, you can't stop eating them	12
Potato chips . . . baked golden instead of fried	11
Potato chips with the unique texture that only comes from special potatoes . . . seasoned for a one of a kind experience	10
Kettle style . . . for a crispier crunch that is so satisfying!	9
Thin sliced and lightly salted potato chips . . . a light taste and a crispy crunch	9
Available at a value price	9
Everything you want . . . all in one place . . . a mixture of tastes and textures	9