

Table 21.4. Attributes selected as those that most influence cravings

Which 3 attributes MOST influence your craving for this food? [check three]	% Choosing
Taste	64
Thirst	44
Aroma	42
General mood or how you feel	30
Brand	23
Product appearance	19
Texture	15
Portion size	12
State of being, e.g., relaxed or on the go	7
Environment and SOCIAL SITUATION	7
Associations with family or friends	6
Advertising	4
Season	4
Stress level	3
Weather	3
Packaging	2
None of the above	2

Data courtesy of It! Ventures, Inc.