

**Table 24.6.** Performance of the fast-food elements by total panel and by segments, and the performance of the emotion concept elements

	Total	Segment		
		1	2	3
		Indifferent	Social	Good food
<i>Base size</i>	1942	401	663	878
<i>Additive constant</i>	39	66	41	24
Guaranteed to make your mouth water	6	-5	1	13
Fire up your taste buds like never before!	5	-7	1	13
Satisfy your taste buds	4	-4	-2	11
Something special to satisfy your hunger	4	-4	0	11
Delicious, and in hot demand	3	-5	-2	10
Your guests will love our delicious menu options	2	-3	-1	7
Food worth slowing down for	1	-3	-3	5
Special meals for your kid's enjoyment	1	-4	1	4
Why celebrate when you can salasbrate?	0	-6	-1	4