

An analysis of Japanese consumer consciousness on mislabeling food: Derived from a consumer questionnaire on perceptions of Kuruma prawns and black tiger prawns

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Since October 2013, consecutive cases of food mislabeling, such as Black Tiger Prawns being sold under the name of Kuruma Prawns in famous restaurants, department stores, etc., have begun to surface in Japan, and this has become a social problem. This study conducted a consumer questionnaire in free-answer format in November 2013 with the objective of investigating what kinds of images consumers currently held of Kuruma and Black Tiger Prawns directly after the revelation of mislabeling.

By applying text-mining analysis to the responses acquired from the questionnaire, the authors (1) extracted frequently occurring words using simple tabulation analysis, and (2) gained an understanding of the relationships between words using co-occurrence network analysis to illuminate consumer images of Kuruma and Black Tiger Prawns.

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