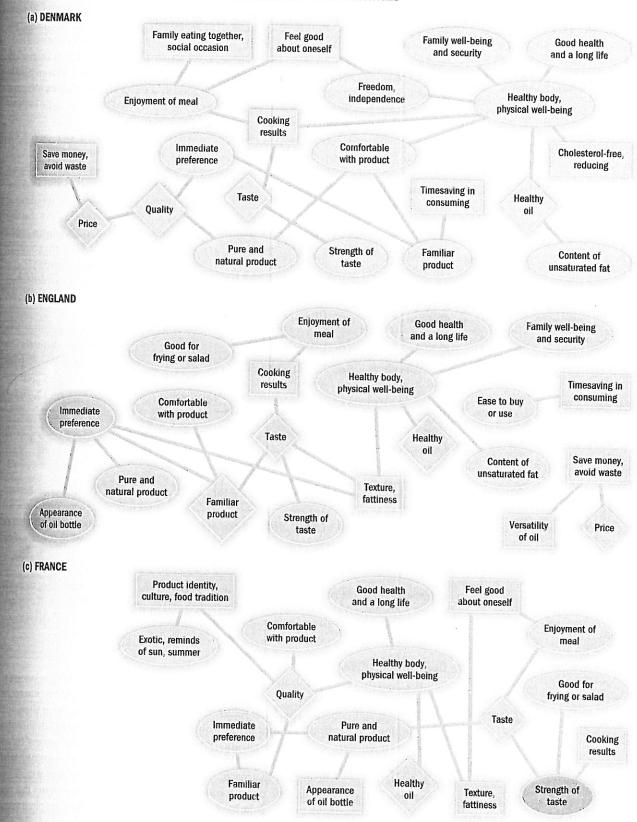
Figure 4.4 HIERARCHICAL VALUE MAPS FOR VEGETABLE OIL IN THREE COUNTRIES



Source N. A. Nielsen, T. Bech-Larsen, and K. G. Grunert, "Consumer Purchase Motives and Product Perceptions: A Laddering Study on Vegetable Oil in Three Countries," Food and Preference 9(6) (1998): 455–66. © 1998 Elsevier. Used with permission.

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