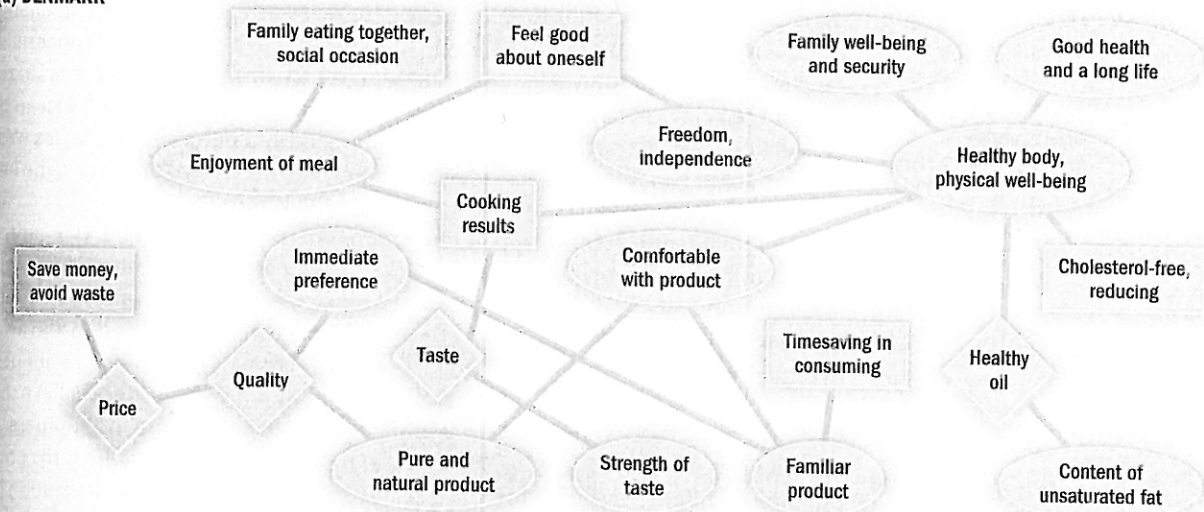
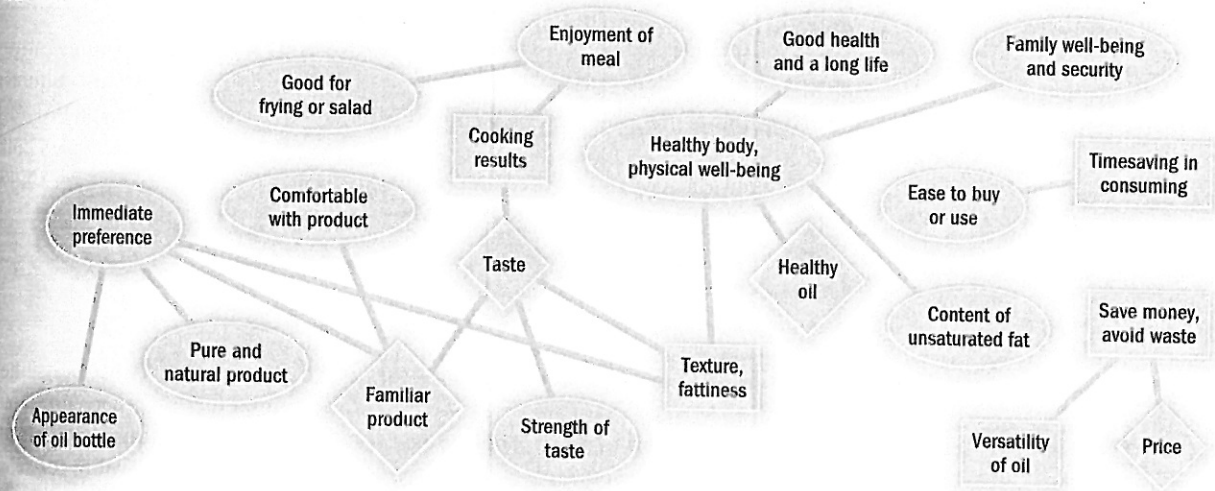


Figure 4.4 HIERARCHICAL VALUE MAPS FOR VEGETABLE OIL IN THREE COUNTRIES

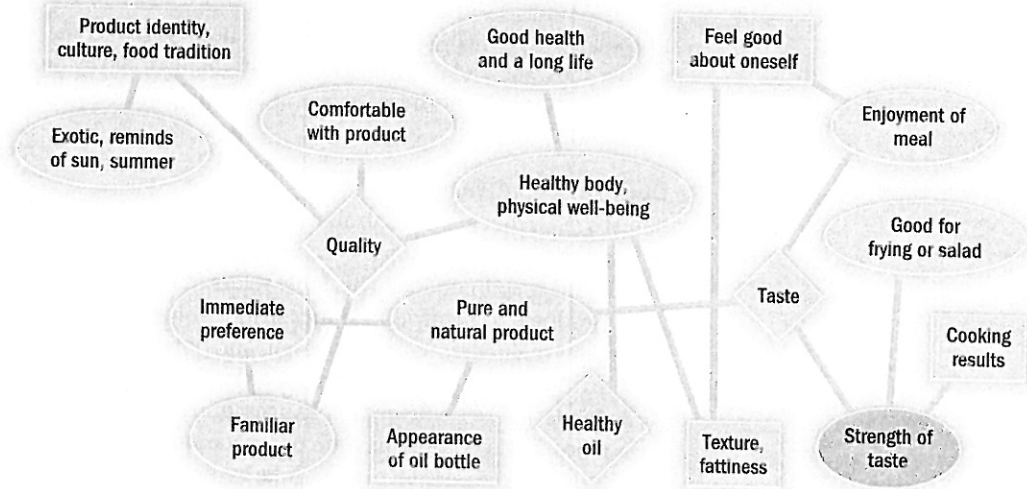
(a) DENMARK



(b) ENGLAND



(c) FRANCE



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 Quality and Preference* 9(6) (1998): 455-66. © 1998 Elsevier. Used with permission.