Culture and Consumption: Values derived from attributes of Japanese Food

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Abstract
The Japanese immigrants in Brazil represent the second biggest Japanese descendent group out of Japan. The sushi and sashimi awakened the curiosity of Brazilian people generating a growing consumption of Japanese cuisine in many Brazilian restaurants. In order to analyse the culture consumption deployed from this habit, this article has the objective to identify the values linked to the attributes pointed by the consumers of Japanese food. The research applies the methodology of Theory of Means End Chain - MEC. Within this perspective, product attributes allow the consumer to achieve certain benefits that are linked to a higher level, allowing the ranking of personal values. The laddering technique provided the construction of an implication matrix and the hierarchical value map, to confirm the main elements of such behavior. The survey results showed values such as openness, exciting life, satisfaction, pleasure, happiness, self-esteem and friendship. These values are important for the restaurant marketing actions.

Keywords: Culture, Japanese Culture, Values, Attributes, Japanese Food, Theory of Means End Chain, Laddering.
1. Introduction

The food industry has triggered the curiosity of the consumer with the diversification of aromas, flavors, sensations and experiences expanding options of choices for consumers. Within this environment, the Japanese food with its exotic aesthetic got the taste of consumers that are looking for variety and healthy food. By consuming Japanese food attracted by its attributes, these consumers seek values that unfold on these attributes which are translated into a cultural trait that demonstrates an acculturation to Japanese culture. The act of eating, beyond simple physiological care, is also a representation and a means of social integration. It appears that consumers that adopt lifestyles may affect their consumption. From the self-image and the image that they would like to have, they seek to express ideas and actions in their daily lives through their consumption, in the form of routines and habits (Salvi, 2008).

This article aims to identify cultural values deployed through the attributes of Japanese food by the consumer. The perceived attributes in food are connected to the consequences of consumption and to the consumers' personal values through a hierarchical map of values, which can identify the core values and check the alignment of these values with those of Japanese culture.

2. Culture and Japanese culture

Culture is an integrated system in which behavior patterns are learned, which are characteristic of the members of a society and not the result of biological inheritance. It is the result of social invention being transmitted and learned only through communication and learning process. (Frost & Hoebel, 1976).

For some anthropologists culture is considered an entity serving humans in their attempts to meet basic biological and social needs of society. It is passed from generation to generation through imitation or observation to group norms especially institutions like family, religion and school (Blackwell; Engel; Miniard, 2000).

In continuation of the above, Kroeber and Kluckhohn cited by Hoebel and Frost (1976, p.4), understand that culture is a set of:

"... Explicit and implicit patterns of behavior acquired and transmitted by symbols, constituting the distinctive achievements of human groups, including their embodiments in artifacts, the essential core of culture consists of traditional ideas (ie, received and selected historically) and especially the values ascribed to them: on the other hand, the culture systems can be considered as products of action and as conditioning elements of future action." 

The World Conference on Cultural Policies in Mexico in 1982 (cited Sidekum, 2003, p. 16) defined culture "as the set of distinctive, spiritual, material, intellectual and emotional, that characterize a society or social group, considered that concept "modes of life" and "value systems, traditions and beliefs." Yet he notes that cultural uniformity is felt more and more in ways of life, languages, consumption habits, the foods in ways of thinking and acting.

Since culture is something that is learned and not a biological inheritance, it is worth presenting here two types of processes by which man is subjected to called inculturation, referring to the process of learning the native culture of a people and the acculturation process which consists in learning process of other cultures (SHETH; MITTAL; NEWMAN, 2001). It is noticeable that these two processes are present in everyday consumer as a result of his contact with an increasing number of imported products that are an invitation to the consumer to know a little about other cultures through food, like the consumers who have demonstrated identification quite significant in Japanese cuisine, making it an option on your menu and leisure.

The acquisition, consumption of products and services are reflections of the culture of a society. As Blackwell; Engel, Miniard (2000), culture freak out a profound effect on why people buy, also achieves a sense the products that people buy, as well as the consumption structure, the individual decision making and communication in a society. Thus, consumers purchase products for function, form and meaning.

Lim and Ang (2008) point out works related to analysis of the interaction between culture and product choice of McCracken (1986) and Veeck and Burns (2005). Veeck and Burns (2005 apud LIM and ANG, 2008) noted that even consumers with limited time give preference to food that retains the traditional mold, checking this option by some estimates consumption although this alternative requires more time. Therefore, this cultural conditioning refers to accommodate consumers, their reactions with respect to incentives based on cultural values (HIRSHMAN, 1986).

The products assume a meaning and become a symbol in a society such claim Blackwell, Miniard and Engel (2000), that certain foods often represent symbols of family relationships such revenue that cross the generations of a family becoming a tradition, in social relationships and emotional well being associated with or national or ethnic identity. Products sometimes are used in ritual behavior, how and when certain foods are eaten. Note that some products become both a symbol in a society that saw icons as in the case of food.

The culture follows the human life cycle, acting as a thread and regulator. It permeates their training actively participating in their conduct and attitudes in society operating as a compass pointing out the ways in which man must follow, manifested in the form of communicating, relationship, eating, and is part of the history of a people.

While culture includes various beliefs and behaviors, its core is in the values. These cultural values can be applied to things, ideas, goals and behaviors, distinguishing and defining a group or society on the other (Sheth; Mittal; Newman, 2001, p. 157). The values, key in building the definition of culture in the design of Blackwell, Miniard and Engel (2000), culture is presented as: a) macroculture - values and symbols that overlap an entire society or most of their citizens and b) microculture or subculture - are the values and symbols of a restricted group, such as religious, ethnic or other subdivision of the whole.

These dimensions permeate the construction of culture and therefore the behavior and thinking of the individual. Blackwell, Engel, Miniard, (2000, p. 398) argue that culture, together with other elements of the environment, affects all stages of the consumer decision making, reinforcing that thought when making a comparison between Japanese and American culture, in which the first cultivates individual behavior and competitive opposing collective behavior and result set of Japanese production.

Considering the differences between American culture and Japanese for example, Americans are individualistic and use their features and achievements when they define themselves and value the personal well-being at the expense of the collective. Already in the group-oriented societies such as Japan, emphasize group harmony, unity and loyalty.(Adler, 1997).
Adler (1997, p. 196) points out features of Japanese culture in the position of negotiators. According to the author, the Japanese show dedication, earn respect and trust, act with integrity, demonstrate listening skills and possess broad perspective.

Some of these values are identified in the survey and suggest aspects of Japanese culture present in consumers of Japanese food.

3. Consumer Behavior

Consumer behavior has been a source for research whose objectives are to understand the reasons that drive the consumer to opt for certain products as a way to meet their needs and desires. Constituting an interdisciplinary basis, seeking in sciences such as anthropology, sociology and psychology subsidies to better understanding of human nature as an individual and the consumer society.

The study of consumer behavior according to Vilas Boas (2005, p.19) is "to understand the reasons that motivate an individual or group of people to acquire certain product", one of the biggest challenges undertaken by scholars of marketing theory. Then, the construction of models applicable to capacity to assist the identification of factors that stimulate the motivation of consumption has been noted as one of the research areas of broad representation linked to the study of consumer behavior. Solomon (2002, p. 24) states that "consumer behavior includes studying processes involving individuals or groups select, purchase, use or offer products, services, ideas or experiences to satisfy their needs and desires." Accordingly, Engel, Blackwell and Miniard (2000, p.04) define consumer behavior "as the activities directly involved in obtaining, consuming and disposing of products and services, including the decision processes that precede and succeed these actions."

From the perspective of the influence of personal values on consumption, Solomon (2002) stresses that trigger the latent values consumer motivation, leading to instrumental meaning of the product to enable the achievement of goals linked to a value. Therefore, the consumer behavior rests primarily on understanding the reasons that led him to prefer certain products / brands in the belief that they can serve you with benefits. Among the approaches to the understanding of this phenomenon, the approach of personal values as a determinant of purchase have been used by several authors in this field, such as Reynolds and Gutman (1988), Gutman (1991), Reynolds, Gengler and Howard (1995) , Leo and Mello (2001); Velvet de Oliveira and Ikeda (2004); Padel and Foster (2005); Vilas Boas (2005), Pepper et al.(2007); Krystallis, Maglaras and Mamalis (2008); Pepper et al.(2009).The following are theoretical considerations regarding this approach.

3.1 Values and Consumer Behavior

Values, over time, have aided in explaining the changes in society, including people's behavior, judgment of the shares, in addition to differentiating nations and groups (PORTO; TAMAYO, 2003). For Schwartz and Bilsky (1987), values are cognitive representations of universal human requirements: biological needs, requirements and demands of social interactions institutional social individual. A value for Rokeach (1973, p. 05) is "an enduring belief that a specific mode of conduct or end-state of existence is personally or socially preferable to an opposite mode of conduct or end-state of existence." In design, Kamakura and Novak (1992, p. 119), state that values "are more stable and occupy a more central position than attitudes, within a person’s cognitive system." Contributing to this perception, Tamayo and Schwartz (1993, p. 03) understand and express that "psychology considers values as one of the engines that initiate, guide and control human behavior. They are a life project and an effort to achieve goals individual or collective."
According to Rokeach (1968, p. 551), “modes of conduct end-states of existence point to two different kinds of values, what I will henceforth call instrumental and terminal values”. He has reduced by interviewing a wide range of values reported in the literature. Based on empirical analyzes of their research, the author concluded that "it is unlikely that 36 values can be effectively reduced to a smaller number of factors" (Rokeach, 1973, p. 44). So he developed the RVS (Rokeach Value Survey) in order to identify the priority value of each person's life. Created a list of terminal values (representing life goals desired / desirable final states) and instrumental values (representing desired ways of living / modes of conduct). Respondents should put them in order of personal importance. This list is described in Table 1.

Complementing this approach, Schwartz (1994), based on the 36 values proposed by Rokeach (1973) and tackling the issue of classifying them, showed that values can be categorized in ten domains, simplified into four major domains, as shown in Table 2.

As noted in Table 2, Schwartz explains the concept of value as an individual's belief about a target terminal or instrumental, that transcends situations and expressed interests in some of its dimensions: individualistic, collectivist or mixed, corresponding to a domain related to motivational hedonism, power, tradition, universalism, and rated on a scale of importance (not important, very important) as a guiding principle of his life (Schwartz; Bilsky, 1987). The theoretical model of Schwartz, according to Gouveia et al. (2001, p. 134), is clearly an expansion of the structure of terminal and instrumental values suggested by Rokeach (1968), featuring three key differences: a) the proposal of a measure that combines two values with ranges, considered one of the greatest importance and another value that is identified contrary to respondent's other values, b) the emphasis on motivational basis as an explanation for the structure of values, and c) a reference to the universality of the structure and content of the motivational types of values.

The values above are related motivations ranging from social to individualistic dimension. The characteristics and purposes of consumption may be determined by what kind of value this is consumer oriented, or if it is possible to identify the prevalence of a motivational dimension related to this behavior.

Theories presented suggest the influence of values as components of culture. These values are analyzed on a general level, according to the theories of Rokeach (1968) and Schwartz (1987), and then a specific level according to the findings Adler (1987) for Japanese culture. Thus, these concepts provide support for this research in their empirical phase, allowing the analysis of results with better understanding and interpretation of the paths taken by the respondents in this survey.

### Table 1

<table>
<thead>
<tr>
<th>Rokeach terminal values (Goals / targets end of existence)</th>
<th>Rokeach instrumental values of (Behavioral means to achieve the ultimate goals)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. An exciting life (a life stimulating and active)</td>
<td>2. Liberal (open mind).</td>
</tr>
<tr>
<td>3. A sensation of achievement (long contribution)</td>
<td>3. Capable (competent, effective).</td>
</tr>
<tr>
<td>5. A world of beauty (beauty of nature and art)</td>
<td>5. Clean (organized, tidy).</td>
</tr>
<tr>
<td>7. Family security (taking care of loved ones)</td>
<td>7. Forgiving (willing to pardon others).</td>
</tr>
</tbody>
</table>
10. Inner harmony (free of internal conflicts).
11. Mature love (sexual and spiritual intimacy).
17. True friendship (fellowship of friends).
18. Wisdom (mature understanding of life).

10. Imaginative (daring, creative).
12. Intellectual (intelligent, reflective).
13. Logic (consistent, rational).
14. Loving (affectionate, loving).
15. Obedient (acts as expected, respectful).
16. Educated (good manners).
17. Responsible (confident, reliable).

Table 1 - List of terminal values and instrumental Rokeach (1973)
Source: Adapted from Rokeach (1973, p. 359 and 361)

<table>
<thead>
<tr>
<th>Value dimension</th>
<th>Value Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-improvement</td>
<td>Power: social power, authority, wealth;</td>
</tr>
<tr>
<td></td>
<td>Achievement: success, ability, ambition, pleasure, fun;</td>
</tr>
<tr>
<td></td>
<td>Hedonism: pleasure, fun, individual and moment values;</td>
</tr>
<tr>
<td>Openness to change</td>
<td>Estimulation: life without routine, exciting and challenging;</td>
</tr>
<tr>
<td></td>
<td>Self-direction: creativity, curiosity, freedom;</td>
</tr>
<tr>
<td>Self-transcending</td>
<td>Universalism: open minded, social justice, equality, protection for the environment;</td>
</tr>
<tr>
<td></td>
<td>Benevolent: targeting the welfare of the people, care, honesty, mercy;</td>
</tr>
<tr>
<td>Conservative</td>
<td>Tradition: commitment and acceptance of cultural issues where it is inserted, humble, devotion, gratitude;</td>
</tr>
<tr>
<td></td>
<td>Compliance: courtesy, obedience, honesty. Moderate actions that harm others;</td>
</tr>
<tr>
<td></td>
<td>Security: social order, cleanliness, care, social harmony and individual.</td>
</tr>
</tbody>
</table>

Table 2 - Model Schwartz values for classification
Source: Adapted from Schwartz (1992).

4. Chain Theory of Means-Ends
The use of chain-end model means theory (Theory MEC) in marketing research, particularly as regards the understanding of consumer behavior has shown great utility, referring to the application of approaches to cognitive structure which purpose is concentrated in studying the motivation, attitudes, purchasing behavior and consumer decision processes. It can be taken into account specific situations, therefore, the MEC theory is evaluated as one of the great theoretical in this sense (Vilas Boas, 2005).
According to Gutman (1982, p.60), "a means-end chain is a model that seeks to explain how a product or service selection facilitates the achievement of desired and state."

The Theory of means-end chain, according Vriens and Hofstede (2000, p. 03), "is concerned with the relationships between attributes, benefits and values." Attributes gain importance because they allow the consumer to achieve certain benefits, such as reliability or health. A benefit becomes important due to the fact that the consumer has a greater need for money at a higher level, resulting in an order of personal values such as happiness, security, sense of belonging to a group and achievement.

There are two fundamental assumptions that guide the MEC model of consumer behavior (Gutman, 1982, 60): "(1) that values, defined here as desirable end-states of existence, play a dominant role in guiding choice patterns, and (2) that people cope whit the tremendous diversity of products that are potential satisfiers of their values by grouping them into sets or classes so as to reduce the complexity of choice"

Besides these two assumptions about consumer behavior that is essential to the particular form of the model, there are two other more general assumptions. These assumptions rely on to predict that consumer actions have consequences (although not all consumers agree that the same actions in the same situations produce the same consequences) and that consumers learn to associate particular consequences with specific actions (Gutman, 1982).

5. Methodology

This research is qualitative Since this is a topic not yet covered in other studies from the standpoint of the theory of chain ends and means and the use of laddering technique, it was adopted the process flexible and unstructured (Malhotra, 2001), to better meet the particularities and demands of the model used in this study, as recommended in the literature about this technique.

The object of the research study is composed of consumers residing in the city of a state in northeastern Brazil. And has the discretion to be consumers of Japanese food for at least one year and a minimum frequency of their consumption once a month, since we believe that customer will be able to identify the product attributes as well as reveal their perceptions about the consequences or benefits as a result of its consumption.

The laddering refers to a detailed technical individual interviews used to develop an understanding of how consumers translate the attributes of products and establish significant associations with respect to self, following the Chain Theory of Means-ends (Gutman, 1982; Reynolds; Gutman, 1988). At step in depth interview technique was applied to progression, whose "line of questioning stems of product characteristics to user characteristics ..." (Malhotra, 2001, p.164).

In order to provide an approach to connect the values of the consumer with their buying behavior, Gutman (1982) suggests a model based on the Theory of Chain Ends and Means (Means End Chain Theory / MEC).Within marketing, the MEC Theory can contribute to the identification of the values of consumers as well as the potential that certain products (media) must comply with these values (ends) through its perceived attributes. The main idea of the chain of means and ends is that every product has attributes that lead to benefits and values. This sequence of attributes, consequences and values is the focus of the model. Involves a direct interview using questions that express a given set of target links between the key perceptual elements, linking the attributes (A), consequences (C) and values (V).These network of associations or 'ladder', referred to the perception guidelines represent combinations of elements that serve as the basis for distinguishing between products in a given class (Gutman, 1982; Reynolds, Gutman, 1988).

Thirty consumers of Japanese food were interviewed in the period November 2012 to January 2013, which met the criteria adopted by the researcher as mentioned earlier, a consumer of Japanese food for at least one year and a minimum frequency of consumption once a month. To obtain the data, two procedures
were adopted. The procedure for capturing respondents initially consisted of an approach to the potential respondent from the following questions: "You consume Japanese food? How long? What is the frequency of consumption? " This was therefore the set of key questions to compose the research profile of the respondent. The respondent was then asked to participate in this study. As the consumer agreed to participate, it was performed registration and schedule for the interview. It is noteworthy that it was told the main objective of the research. The interviews were conducted in places and time indicated by the respondents, in order to make them more secure and comfortable, and so provide a favorable environment for the interview.

Given the depth in the interview process, the *laddering* technique provides some guidelines for the collection of primary data (Reynolds; Gutman, 1988):

a) In-depth interviews, audio recorded, are made questions like: "Why is this important to you?" repeatedly, so that the perceived attributes are revealed, example. "Why is it important to eat Japanese food for you?."

b) Secondly, the text was transcribed, content analysis and coding of the terms identified as well as the development of relationship codes summaries that reflect what was mentioned by the interviewers were made. First all the answers are classified in three levels: attributes, consequences obtained by the consumption of these attributes and personal values, converting them into individual summary codes;

c) Defined the short codes, numbers are assigned to each, which is followed by the construction of the implication matrix, which counts the number of links between each identified code;

d) Set the amount of links of the codes, it was built the construction of the hierarchical map of values, a type of cognitive map that differs from traditional factor analysis or multidimensional scaling methods. It represents the natural associations of levels of abstraction perceived by the consumer.

This technique has been widely used in research in the area of marketing and, especially, in studies on food consumer behavior (Reynolds; Gutman 1988, Gutman, 1991; Reynolds; Gengler; Howard, 1995; Ferran; Grunert, 2005; Paddle, Foster, 2005; Vilas Boas, 2005; Veludo-de-Oliveira; Ikeda; Campomar, 2006; Kolar, 2007; Pepper et al., 2007; Krystallis; Maglaras; Mamalis, 2008; Pepper, 2008; Pepper et al. 2008; Vilas Boas, 2008; Sampaio, 2009).

Recognizing the difficulty in some circumstances to extract the best opinion as well as the perception of their behavior on the producer service, some strategies are presented to identify product attributes so as to be able to understand the relationship between the consumer and the product.

In this way, the general outline of the interview includes at least two methods to distinguish the key elements, as Reynolds and Gutman (1988): 1) *Triadic Sorting* (choice of triad). It provides the respondent set of three products as a procedure to extract answers from a respondent, 2) difference in preference-consumption. Preference difference can also be a device to extract useful distinctions. The respondents, after providing an order of preference, may be asked to mention a brand or product and tell why they prefer this or that product or simply say why a product is preferred, and 3) by occasion difference. In most cases, it is desirable to present to the respondent personally a meaningful context. According to Veludo-de-Oliveira and Ikeda (2004, p. 202), "the customer is inserted in a context of consumption, where he describes the characteristics related to this consumption."

This research, in the initial phase of the interview, opted to use the methods: *sorting* and *triadic"* *consumer preferences", worth mentioning that, less frequently, it also applied the method "differences on the occasion," the latter recommended in specific cases, to facilitate the collection of data on which the respondent cannot move from lower levels (attributes) surveyed.
5.1 Construction of Matrix and Implication Map Hierarchical Values

The implication matrix structure assumes a square array to represent all ratios achieved through interviews, reflecting the number of elements which are either mapping, i.e., the total number of representations of attributes, and values consequences (Vilas Boas, 2005). According Gengler (1995), the implication matrix serves as a method to bridge the gap between the qualitative laddering for the quantitative analysis of the relationships between concepts. These relations, according to Gutman and Reynolds (1988) are set in the array by the numerical representation of these relationships, or why the elements of one row above other elements on one line and how many times this ratio occurs. These relationships are classified as direct (when no element attribute, consequence or value is intermediate between the elements analyzed) and indirect (when the existence of intermediate elements between the elements analyzed) and are represented quantitatively in the matrix. The number of relationships between the elements in the array is presented in the form of a fraction, in which direct relationships appear to the left of the point and indirect are right endpoint (Veludo-de Oliveira, Ikeda, 2004).

Regard to the processing of data obtained from laddering, there is a possibility to use software that offer subsidies in the process of building the implication matrix and hierarchical map of values (MHV). Currently there are softwares like Laddermap developed by Gengler (1995) and Mecanalyst, developed and used by Naspeti and Zanoli (2004). It was used Mec analyst to operate graphical interface, facilitating interaction with the program. Thus, entries in the matrix serve as coordinates for constructing a hierarchical map value (MHV), which is based on the aggregation of chains dominant, i.e., the paths that are more incident in the perception of values and what attributes / consequences are lead to them.

6. Results

In this section, the results from the research through interviews with laddering technique, the processing of data, with coding, the implication matrix and hierarchical value map are presented. It seeks to highlight relationship between product attributes identified among consumers and their values in order to achieve the proposed objective, the understanding of elements of consumer of Japanese food, showing meaning of the attributes, consequences and values perceived by consumers.

The socio-demographic questionnaire identified the profile of respondents, which mostly corresponds to females, with 87%. The age variable, predominated individuals with ages ranging from 27 to 32 years old 44%, ranging from 33 to 38 years represent 13% of respondents and the same percentage for those above 45 years. Regarding marital status, the sample indicates singles (67%) and married (33%). Regarding the level of education, postgraduates represents (37%), followed by those with undergraduation - (33%) and undergraduation incomplete (30%). Referring to the question "Usually you go to the restaurant", multiple choice, 37% go out with their friends and 23% go with boyfriend or girlfriend.

The data treatment phase, extracted from interviews, in the process of laddering technique, the expressions and the passages cited by respondents were gathered and categorized to identify summary codes corresponding to attributes, consequences and values set out in Table 3.

In coding applied to attributes, some aspects of the product were considered such as appearance (beautiful, ugly), the food texture (smooth, rough), size (small, large), price (expensive, not very accessible) and sensory characteristics such as taste, smell and color. As for the coding of the consequences, according to summary list of synonyms in Table 3, 16 were numbered summary codes. The codification of values, the parameter for this classification was the scale of motivational types of Schwartz (1992).

Thus, nine values were evident in the discourse of the respondents. Recognizing Schwartz (1992) research with the values studied by Rokeach (1973), it was decided to establish the relationship of the list of synonyms created after the coding of content analysis of interviews with consumers of Japanese food and
values in four macro-dimensions: openness to change, self-promotion, conservatism and universalism, as Table 4.

After looking at the classification of the values in Table 4, it was found that the dimensions "openness to change" and "self-promotion" stood for focus values indicated by consumers of Japanese food. This information allowed us to show a profile with a tendency to give more emphasis to more individualistic values, further reinforcing the importance of these dimensions in such behavior. The mention of the value 32 (Satisfaction, Enjoyment, Happiness), present in hedonism, calls attention to the importance of the consumer managed to the achievement of personal gratification, highlighting behavior directed toward individualism.

As for the values (26) self-esteem, which is the valuation of each other, in the cultivation of self-love, and (31) affective relationship, friendship, gifts worth realization also have personal character. So, show an individual pursuit of pleasure driven by moments or actions that involve people who complement the integration process, generating a feeling of belonging, acceptance, inclusion. In the dimension openness to change values (25) Opening, present in self-direction value, and (33) an exciting life in stimulation offer good explanation for better understanding of consumer behavior to punctuate the process of acculturation, which is characterized for learning and inclusion of another culture, habits and values in their daily lives.

Defined the codes identified in the research, it is worth to present these connections, and to quantify these connections by implication matrix shown in table 1.

Table 3

| 3. Raw food                               | 11. Eating well                             | 27. Freedom  |
|                                           | 17. Avoid criticism                        | 33. An exciting life |
|                                           | 18. Massification, Fashion                 |               |
|                                           | 19. Moments                                |               |
|                                           | 20. Not getting too fat                    |               |
|                                           | 21. Reflexion                              |               |
|                                           | 22. Romantic                               |               |
|                                           | 23. Out of routine                         |               |
|                                           | 24. Healthy life                           |               |

Table 3 - Summary list of synonyms.
Source: Research data.
Table 4

<table>
<thead>
<tr>
<th>Full extent of the Motivation Types</th>
<th>Consumer values obtained in the research</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening to change</td>
<td></td>
</tr>
<tr>
<td><strong>Self-direction</strong>: independence of thought, action, option. 25 - Opening</td>
<td></td>
</tr>
<tr>
<td><strong>Estimulação will</strong>: excitement, novelty, change. 33 - An exciting life</td>
<td></td>
</tr>
<tr>
<td><strong>Hedonism</strong>: pleasure and sensuous gratification for oneself. 32 - Satisfaction, Enjoyment, Happiness</td>
<td></td>
</tr>
<tr>
<td>Self-promotion</td>
<td></td>
</tr>
<tr>
<td><strong>Realization will</strong>: personal success, social recognition. 26 - Self-esteem</td>
<td></td>
</tr>
<tr>
<td><strong>Power</strong>: social status, prestige and control over people and resources. 31 - Relationship affective Friendship</td>
<td></td>
</tr>
<tr>
<td>Conservative</td>
<td></td>
</tr>
<tr>
<td><strong>Security</strong>: personal and group identity integrity.</td>
<td></td>
</tr>
<tr>
<td><strong>Compliance</strong>: courtesy, obedience, honesty. Moderation of actions that could harm others.</td>
<td></td>
</tr>
<tr>
<td><strong>Tradition</strong>: respect and acceptance of the ideals and customs of their society.</td>
<td></td>
</tr>
<tr>
<td>Selftranscendence</td>
<td></td>
</tr>
<tr>
<td><strong>Grace</strong>: interest and concern for the welfare of the people.</td>
<td></td>
</tr>
<tr>
<td><strong>Universalism</strong>: open minded, social justice, equality, protection for the environment;</td>
<td></td>
</tr>
</tbody>
</table>

Table 4- Relationship between the values of the respondents and Motivational Types Schwartz.
Source: Tamayo and Schwartz (1993) and survey data.

6.1 Implication Matrix

The implication matrix provides the number of times each link occurs through the interview data. It should be noted, according Vilas Boas (2005), which, when repeating occurs in a single link between two elements in a single interview, it should be considered only one link. Another factor in the Implication Matrix is the possibility of being drawn in one interview, more than one ladder (sequence ACV). The answers starting from the attributes of a product (A) the consequences of the use or consumption of the product (C) and personal values (V), such a chain of this research with these elements of the attribute "4. Exotic food "leads to a psychosocial result (23) Exit the routine, leading to the result (10) Enjoying life, associating (19) Moments, guiding you to the psychosocial consequence" 13.Knowledge, "which can lead to three possible values: (31) Affective Relationship, Friendship" (terminal), (25) Openness (instrumental), or (32) Satisfaction, Enjoyment, Happiness.

Scales obtained from the interviews were analyzed with reference to the relationship identified and represented in the implication matrix. As Vilas Boas (2005, p. 130), "this phase of the research is to quantify the qualitative data obtained through content analysis, a characteristic that differentiates laddering from other qualitative techniques."
In order to illustrate this analysis, note Table 1, which shows the relationship between the attribute (7) Quality and consequence (11) Digestion, featuring 12 direct links (right), and an indirect link (left) between these elements (12.1).

These routes identified are the basis for the interpretation and more accurate reading of relations and perceptions of consumers. From implication matrix, it is possible to identify direct relationships, without middlemen, and indirect relationships with one or more intermediaries, more apparent, providing recognition of the attributes, consequences and values perceived and established associations. Links and quantification of them are necessary to prepare the hierarchical map of values explained below.

6.2 Values Hierarchy Map (MHV) and Consumer Dominant Perceptions

The Values Hierarchy Map (VHM) graphically displays the attributes, consequences and values with higher frequency. It is a series of points connected by lines that represent the aggregates of laddering respondents (Vriens, Hofstede, 2000). The VHM provides a graphic display of which product attributes lead to certain personal values of customers, in order to justify a preference or consumer buying behavior (PEPPER, 2008).

As defined in the methodology of this study, we used the cutoff point 4, which allowed the reduction of 744 total connections to 464 active links, corresponding to 63% of total connections. The cutoff reduced total from 33 elements (attributes, consequences and values) to 21 elements with at least 4 connections each. According to Reynolds and Gutman (1988, p. 20), a "VHM is built gradually connecting all chains that are formed considering the links in the matrix with significant relationships between elements." It is recommended that the cutoff should gather between 75% to 80% of the relationships present in the implication matrix (Reynolds; Gutman, 1988). In addition to this recommendation, it is suggested that the map has sufficient clarity to facilitate visualization of the main chains. (Reynolds; Gutman, 1988; MakatouniI, 2002; Vilas Boas, 2005; Vilas Boas, 2006; Pepper et al, 2008). It is justified, therefore, the choice of the cutoff point 4 to highlight strings with attributes, consequences, values, discarding the map and relations with less than four elements, because, despite representing 63% of the links, this number allowed to elaborate a VHM clear, highlighting the key chains.

The map analysis is performed by means of these chains formed, allowing to identify the dominant perceptions of consumers of Japanese food, and get a set of information that made easier to understand the behavior of consumers. Figure 1 shows the VHM obtained in the survey, and the comments about the map. The analysis of this map consisted in identifying the key elements, that is, the attributes with a higher reference to respondents formed between the chains which have led to significant values, allowing great comprehension of Japanese food consumer. Chains were identified resulting attributes (1) Environment (2) Sensory characteristics, (3) raw food (4) Exotic food and (7) Quality.

From the attribute "1. Environment", three chains were formed, 1-19-13-31, 1-19-13-25 and 1-19-13-32. This attribute can be interpreted by the consumer under the aspect of the environment (infrastructure), the terms offered, such as clean place, lighting, space, comfort, and the feeling caused as well-being, relaxation, tranquility, familiarity and warmth. The chain 1-19-13-31 demonstrates that this type of consumer seek a service that provides this environment to actually meet their needs to solidify their affective relationships by providing a time together with their close people. It is confirmed through the high incidence of this value (31) affective relationship, friendship, the level of significance for the consumer in the sense of completion as a human being to strengthen affective bonds.

Quality is an attribute that should be highlighted in the analysis of this map by connecting with all the consequences and values. Nineteen chains were formed: 7-33, 7-9, 09/07/26, 7-15-20-26, 7-15-16-26, 7-15-24-26, 7-15-24-10 -19-13-31, 7-15-24-10-19-13-25, 7-15-24-10-19-13-32, 7-14-24-26, 7-14-24-10 -19-

The concept (7) Quality and gathered a rich set of features that provide a good product on the consumer's perception of Japanese food. Quality in the food industry is related to tangible and intangible aspects, which are in the product itself and around it.

An example of this is the method of preparation, the handling of ingredients, packaging, exposure time of the product due to its peculiarities, especially in relation to Japanese food, as it contains raw ingredients, making it necessary careful procedure to avoid any kind of contamination.

When consumers in a very significant point attribute (7) Quality as a necessary attribute of the product, expressed the importance of this concept in the product and service.

From the analysis of the chains of the VHM, it was prepared Table 5, which aims, in summary form, connection of the attributes perceived by consumers with their personal values related. In addition to these connections, there is the semantic meanings of such relationships.

Figure 1 - Value Hierarchy Map (not able to translate in the software)
Source: Research

7. Conclusions
The analysis of the VHM allowed to realize that consumers attribute to the environment the ability to influence and provide a romantic and intimate atmosphere due to the engaging and mysterious, promoting approach between the couple. The tranquility of the place encourages dialogue between people who share common interests and time, strengthening the feeling of true friendship. Consumers want relaxation or well being, that is, willing to be happy. It is observed that there is a desire, curiosity to make discoveries. Therefore, expansion, openness to learn new eating habits, or even acquire them, is a way to renew, be more flexible and ultimately learn to actually grow.
The taste, color and smell, sensory characteristics, besides awaken the appetite, can lead to the idea of joy, cleanliness and energy. Therefore, a colorful dish means eating well, which causes the impression of physical and mental well-being, by judging to be a good choice for health. Eating well is one of the pleasure actions that life offers, providing a high state of satisfaction. Appreciate that flavor actually for the consumer, it is the time booked to stay close, strengthen relationship, exchanging confidences, build a history with each other, which can be friend, brother, husband, father or mother. This flavor and this smell of Japanese food are associated to union, harmony and joy, which can be translated into happiness, values related to Japanese culture.

When considering Japanese food exotic, consumers reveal their search for a different food from conventional one in order to fill their life with satisfaction and pleasure. The search for knowledge of new flavors is related to the value of happiness, also aligned to Japanese culture. The consumer interviewed believe that the conservation of natural properties in raw food helps in obtaining health, disposition and a life with more quality, with close proximity to people of his esteem, values related to family and health, another important aspect of Japanese culture.

One can therefore check according to the perceptions of respondents, an association of raw food to natural food, that harm less the body providing benefit to the skin and personal appearance, slowing the signs of aging. This means that the consumer has a concern about their appearance due to the social pressure that impact also on their self-esteem. According to the survey results, it is possible to verify that consumers tend to value the environment to enjoy Japanese food, as this consumer has a hedonic trait, characterized by the pursuit of aesthetics, which is also a strong feature of Japanese culture.

On the other hand, the understanding of consumer behavior of Japanese food, open to change, is motivated to meet the new, is in contact with new offerings in the market, allowing to have new experiences and transform it into knowledge, moments and memories that will be part of its life, a trait that is not aligned to Japanese culture that stands for tradition and conservatism.

Collective character values were not identified, strengthening the characterization of consumer profile of Japanese food as a consumer concerned about the well-being and personal satisfaction, with a tendency to value things, people, products and services that directly or indirectly affect their more abstract goals.

In conclusion, these findings shall contribute to marketing actions for the restaurants in order to enhance marketing experience of the consumer.

References


