

| 自社(Company) | | 競合(Competitor) | | 総論 |
|-------------|--|----------------|--|----|
| Time | | Time | | |
| Occasion | | Occasion | | |
| Place | | Place | | |
| Frequency | | Frequency | | |
| Money | | Money | | |

| 自社(Company) | | 競合(Competitor) | | 総論 |
|-------------|--|----------------|--|----|
| 高揚感 | | 高揚感 | | |
| 優越感 | | 優越感 | | |
| 生活感 | | 生活感 | | |
| 値頃感 | | 値頃感 | | |
| 語感 | | 語感 | | |