



FDE443 SENSORY ANALYSIS

Lesson-13

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Affective Tests

Affective Tests

- ✓ The primary purpose;
 - ✓ *to assess the personal response (preference and/or acceptance) by current or potential customers of a product, a product idea, or specific product characteristics.*
- ✓ Highly effective as a principal tool in designing products or services

Affective Tests

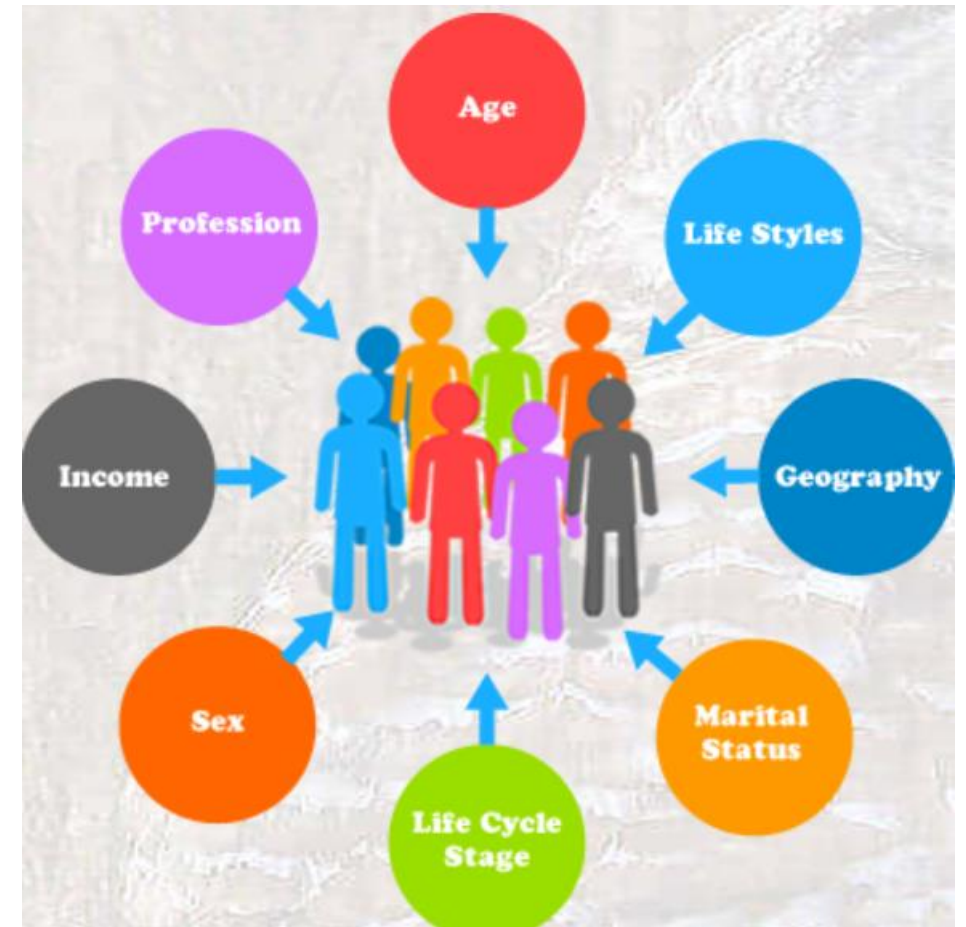
- ✓ From a project perspective, the reasons for conducting consumer tests:
 - Product maintenance
 - Product improvement/optimization
 - Development of new products
 - Assessment of market potential
 - Product category review
 - Support for advertising claims

The Subjects/Consumers in Affective Tests

Sampling and Demographics

✓ Among the demographics to be considered in selecting sample subjects are:

- User group
- Age
- Gender
- Income
- Geographic location
- Nationality, region, race, religion, education, employment



The Subjects/Consumers in Affective Tests

Source of Test Subjects:

- *Employees,*
- *Local Residents,*
- *The General Population*

Choice of Test Location in Affective Tests

✓ These differences due to the test location:

1. The length of time the products are used/tested
2. Controlled preparation vs. normal-use preparation of the product
3. The perception of the product alone in a central location vs. in conjunction with other foods or personal care items in the home
4. The influence of family members on each other in the home
5. The length and complexity of the questionnaire

Laboratory Tests

- ✓ The advantages of laboratory tests:
 - Product preparation and presentation can be carefully controlled.
 - Employees can be contacted on short notice to participate.
 - Color and other visual aspects can be masked.

Central Location Tests

- ✓ In an area where many potential purchasers congregate or can be assembled.
- ✓ The organizer sets up a booth or rents a room at a fair, shopping mall, church, or test agency.
 - ✓ A product used by schoolchildren may be tested in the school playground.
 - ✓ A product for analytical chemists, may be tested at a professional convention.

Home Use Tests

- ✓ The product is tested under its normal conditions of use.
- ✓ The participants are selected to represent the target population.
- ✓ The whole family's opinion is obtained, and the influence of one family member on another is taken into account.
- ✓ Provides a check on the package to be used and the product preparation instructions.

Home Use Tests

- ✓ Typical panel sizes are 75 to 300 per city in 3 or 4 cities.
- ✓ Generally two products are compared.

Affective Methods: Qualitative

- ✓ Subjective responses of a sample of consumers to the sensory properties of products
- ✓ HOW? By having those consumers talk about their feelings in an interview or small group setting.
- ✓ Examples: interviews and focus groups

Types of Qualitative Affective Tests

1. Focus Groups

- ✓ A small group of 10 to 12 consumers, selected on the basis of specific criteria (product usage, consumer demographics, etc.) meet for 1 to 2 hours with the focus group moderator.



Types of Qualitative Affective Tests

2. Focus Panels

- ✓ The interviewer utilizes the same group of consumers two or three more times.

Affective Methods: Qualitative

3. One-on-One Interviews

- ✓ Appropriate if;
 - ✓ the researcher needs to understand
 - ✓ the topic is too sensitive for a focus group

Affective Methods: Quantitative

- ✓ To determine the responses of a large group (50 to several hundred) of consumers to a set of questions regarding
 - ✓ preference
 - ✓ liking
 - ✓ sensory attributes

Affective Methods: Quantitative

- ✓ Quantitative affective methods are applied in the following situations:
 - To determine *overall preference or liking* for a product or products by a sample of consumers who represent the population for whom the product is intended.
 - To determine *preference or liking for broad aspects* of product sensory properties (aroma, flavor, appearance, texture).
 - To measure *consumer responses to specific sensory attributes* of a product.
- ❖ Use of intensity, hedonic, or “just right” scales can generate data which can then be related to the hedonic ratings and to descriptive analysis data.

Types of Quantitative Affective Tests

1. *Preference Tests*

2. *Acceptance Tests*