

Sensory profiles and preference analysis in ornamental horticulture: The case of the rosebush

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| Résumé en anglais | <p>The context of ornamental horticulture is considered in order to extend the techniques of sensory and preference evaluation by taking the rosebush as a plant model. In a preliminary study (Boumaza, Demotes-Mainard, Huché-Thélier, & Guérin, 2009), a sensory evaluation was conducted in order to set up a list of attributes. Subsequently, this list was adapted to assess 10 rosebushes. After the control of the panel performance using a multivariate strategy of analysis, the average scores were used in product mapping. The evaluation of the preferences with regard to these rosebushes was undertaken: 253 subjects were asked to rank the products by decreasing order of liking. Thereafter, the preference data were subjected to an internal preference mapping and a cluster analysis. Six homogeneous segments of consumers were eventually retained. By way of performing an external preference mapping, the average ranks were regressed upon the sensory attributes using principal component regression: the preferences of 67% of the consumers were satisfactorily explained by the attributes.</p> |
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