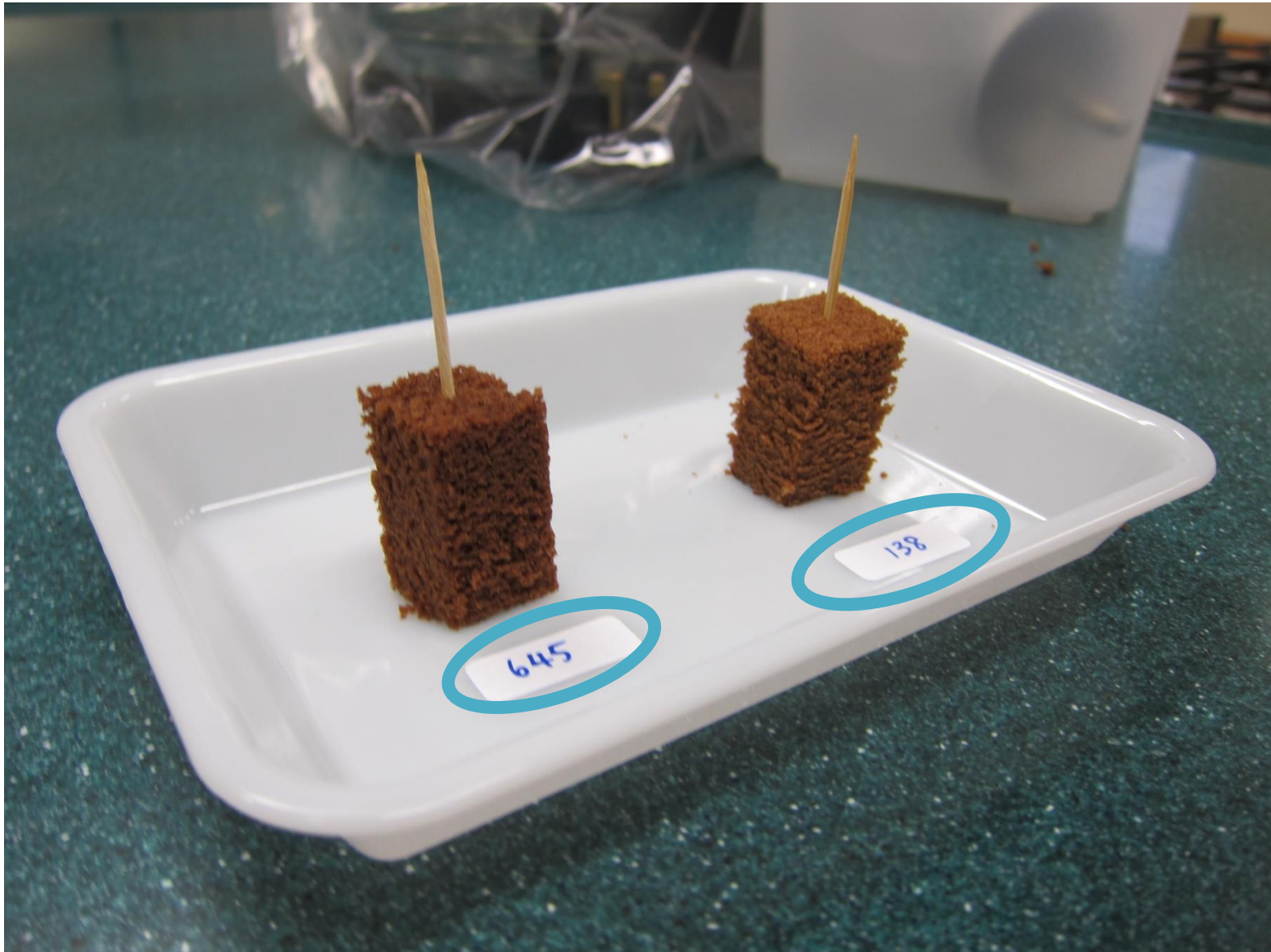




Can emotions deliver additional information on the informed liking of flavoured milk by children?

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Introduction



Introduction

Liking

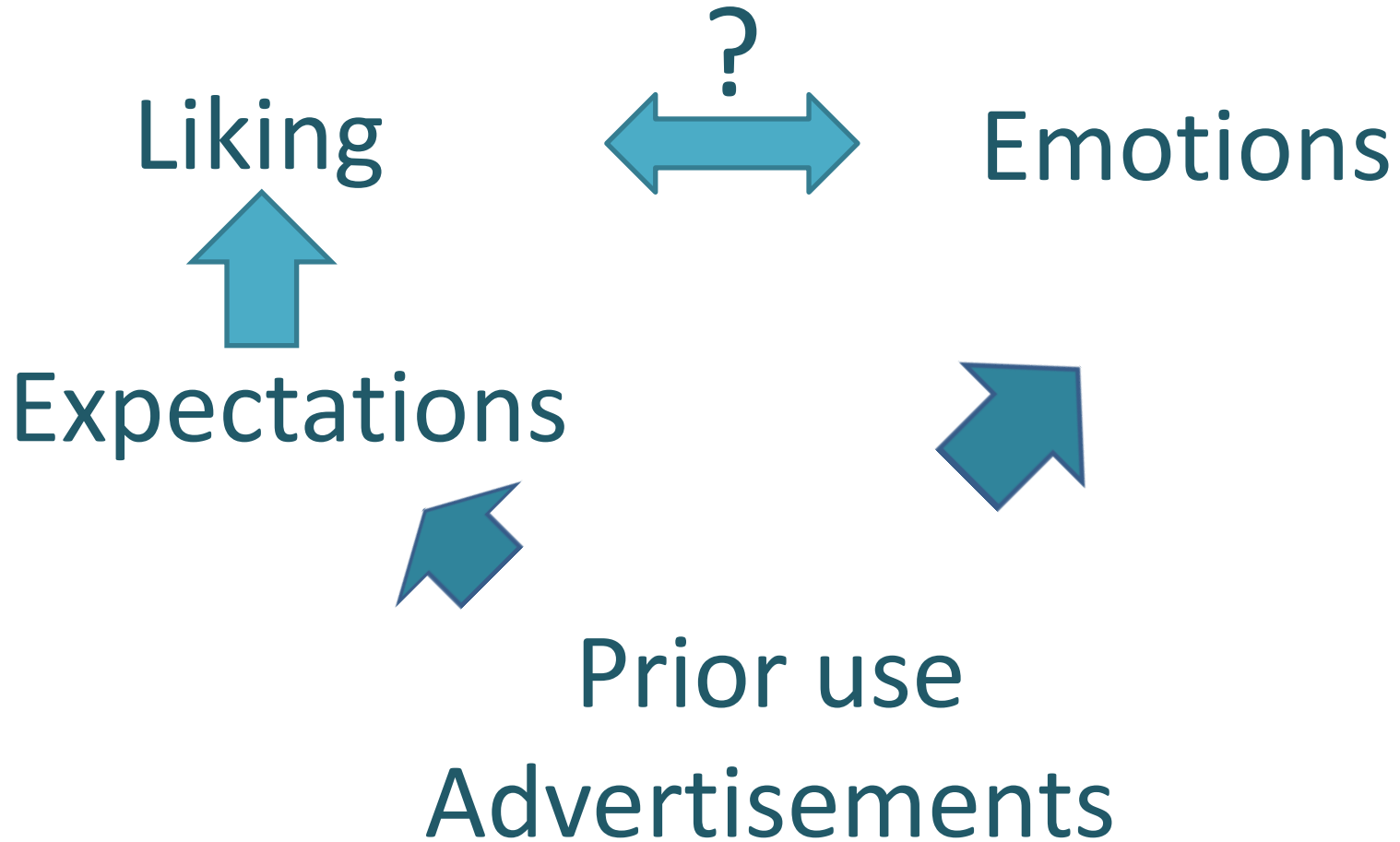


Expectations



Information

Introduction



Materials and methodology



Materials and methodology

Flavoured milk:

- Low consumption of milk and dairy products by children (Blum et al. 2005; Kranz et al. 2007; Lasater et al. 2011)
- Nutritious alternative for plain milk and more appealing (Fayet et al. 2013; Johnson et al. 2002; Murphy et al. 2008)
- Common product
- Grants 

Material and methodology

Session 1

Consumer behaviour

Emotions

Tasting 3 samples

Consumer behavior

Tasting 2 samples

Socio-demographic



Flavoured milk

Cow's milk	Soy milk	Rice milk
   		

Material and methodology

Session 1

Consumer behaviour

Emotions

Tasting 3 samples

Consumer behavior

Tasting 2 samples

Socio-demographic



Chocolate			Fruit	
Cow's milk	Soy milk	Rice milk	Cow's milk	Soy milk
				

Material and methodology

Session 1



2,5 months later

Session 2

Blind liking

Expected liking

Consumer behaviour

Informed liking

Socio-demographic



Chocolate

Cow's milk

Soy milk

Rice milk



Some children:
wrong information

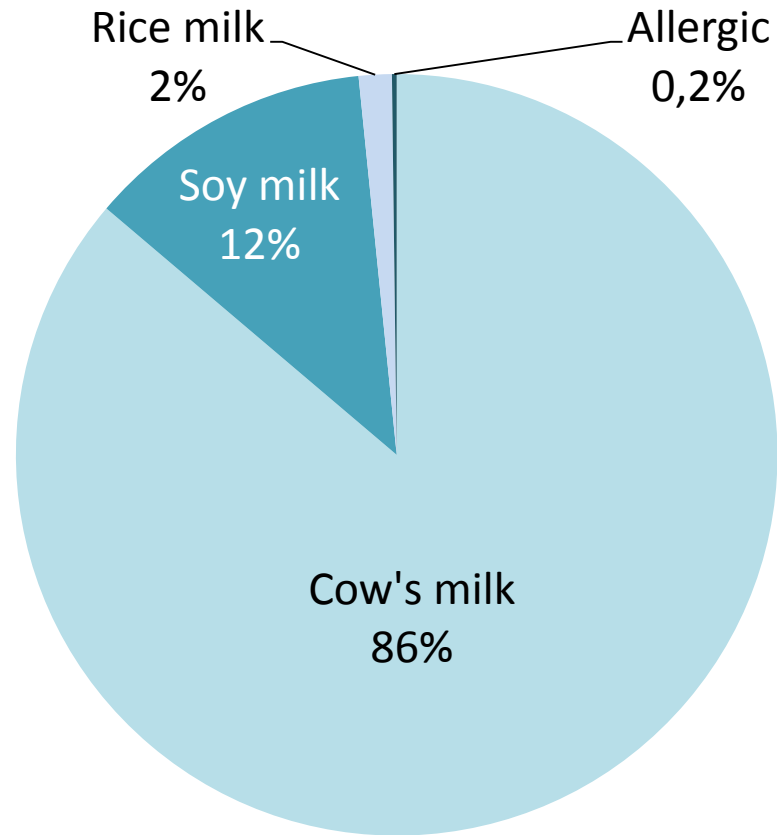
Characteristics sample

- **6 primary schools: 3 countryside, 3 in city**
- **4th – 6th year of primary school**
- **Same children participated in 2 sessions**
- **Mean age 10,2 years (SD = 0,9 year)**
- **53 % ♀**
- **67% living in countryside/ 33% in city**



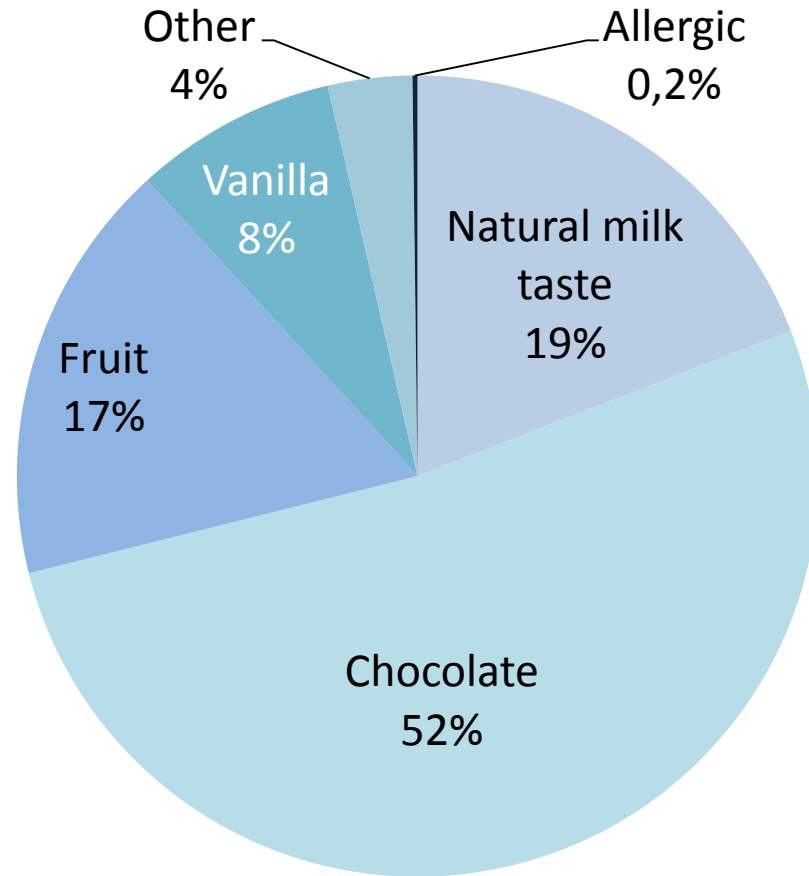
Characteristics sample

Preference type of (flavoured) milk (n = 513)

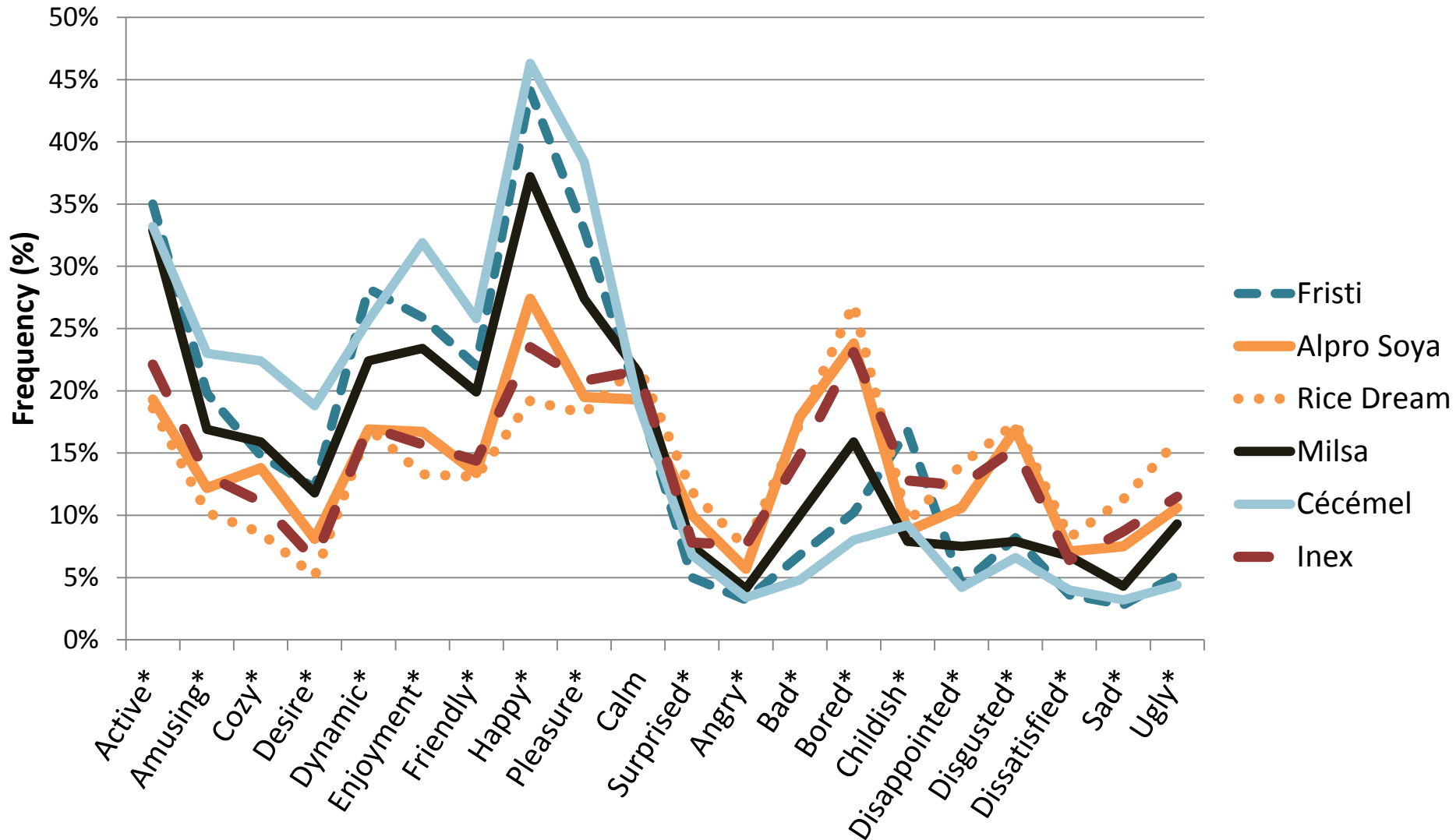


Characteristics sample

Preference taste flavoured milk (n = 513)






Results - Emotions



Cochran's Q test with * $p \leq 0.05$




Results - Sensory evaluation

Sample	Evaluation*
	Blind
	5.36 ^a
	3.94 ^b
	3.52 ^c

*measured on a 7-point hedonic scale

^{a,b,c} One way repeated ANOVA with $p \leq 0.05$







Results - Sensory evaluation

Sample	Evaluation*	
	Blind	Expected
	5.36 ^a	6.05 ^a
	3.94 ^b	3.92 ^b
	3.52 ^c	3.80 ^b

*measured on a 7-point hedonic scale

^{a,b,c} One way repeated ANOVA with $p \leq 0.05$

Results - Sensory evaluation

Sample	Evaluation*				
	Blind	Expected	Informed		
					
	5.36 ^a	6.05 ^a	6.12 ^A	4.91 ^B	5.03 ^B
	3.94 ^b	3.92 ^b	5.32 ^A	3.92 ^B	3.62 ^B
	3.52 ^c	3.80 ^b	4.89 ^A	3.38 ^B	3.22 ^B

*measured on a 7-point hedonic scale

^{A,B,C} One way ANOVA with $p \leq 0.05$

^{CO} paired t-test with $p \leq 0.05$

Results - Sensory evaluation

Comparison of the liking scores for blind, expected and correct informed condition

	Cow's milk (n=167)	Soy milk (n = 158)	Rice milk (n = 145)
Liking (7-point scale)			
Disconfirmation (E-B)	0.76***	-0.24 n.s.	0.18 n.s.
Preference change (I-B)	0.77***	-0.41*	-0.21 n.s.
I-E	0.01	-0.17 n.s.	-0.39*
Assimilation /contrast	Complete assimilation	Non-significant assimilation	Non-significant contrast

Paired t-test with * $p \leq 0.05$, ** $p \leq 0.01$, *** $p \leq 0.001$, n.s. non significant

Conclusions

- Link between emotions and informed liking
- Expectations => more real situation
- Wrong information
- Marketing influences children's taste perception



Questions?



Thank you for your attention!