

Linking emotions and sensory attributes of traditional food products. An application of the CATA approach in a study on children.

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Objectives

Traditionalism is considered one of the key food trends of this era. The success of traditional food products is closely related to consumers' need for transparency and sustainability (local foods). As they are gaining popularity, not only multinationals but also retailers are developing their own versions of traditional food products. But little is known about children's perception and evaluation of such food products.

Therefore, this study wants to examine how children evaluate a typical traditional food product in different conditions (blind/expected/informed). Further, emotional and sensory profiling will be investigated to examine if they could provide additional information.

Materials & methods

PRODUCT:

Speculoos: traditional biscuit prepared with spices



- Market leader



- Store brand



- Small producer



- Local bakery



CONSUMER TEST

- Sensory evaluation
 - 2 Sessions:
 - 1st: blind evaluation
 - 2nd: expectations and informed (logo)
 - Overall liking
 - Emotional conceptualizations and sensory attributes
 - Check-all-that-apply (CATA)
 - During different conditions
- Socio-demographic
 - age, gender, place of living
- Location: at canteen in school

STATISTICAL ANALYSIS

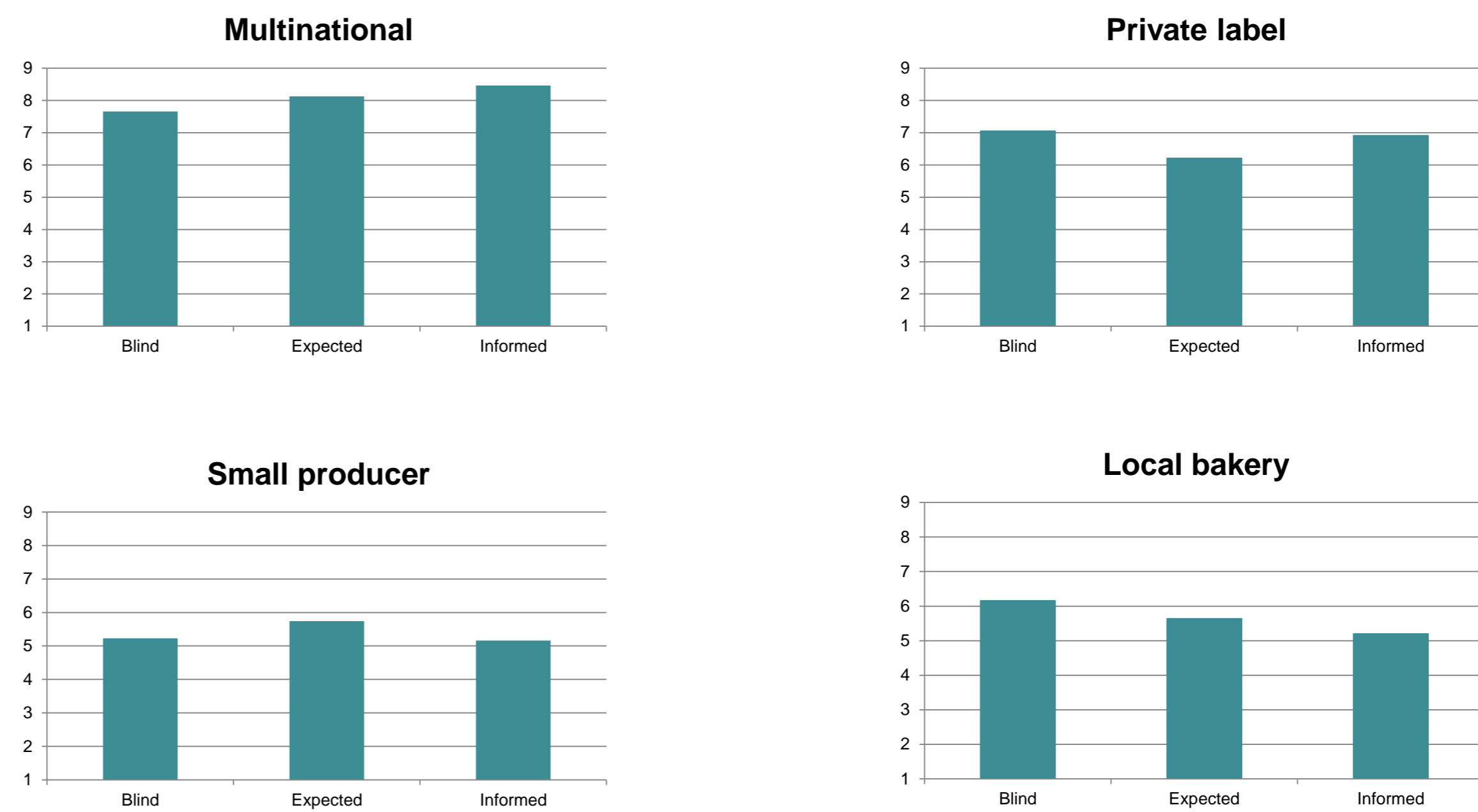
- IBM® SPSS 22

RESPONDENTS

- 133 Belgian children (47% ♂, 53% ♀)
- Age: 10-14 years old
- City 12% / countryside 88%

Results

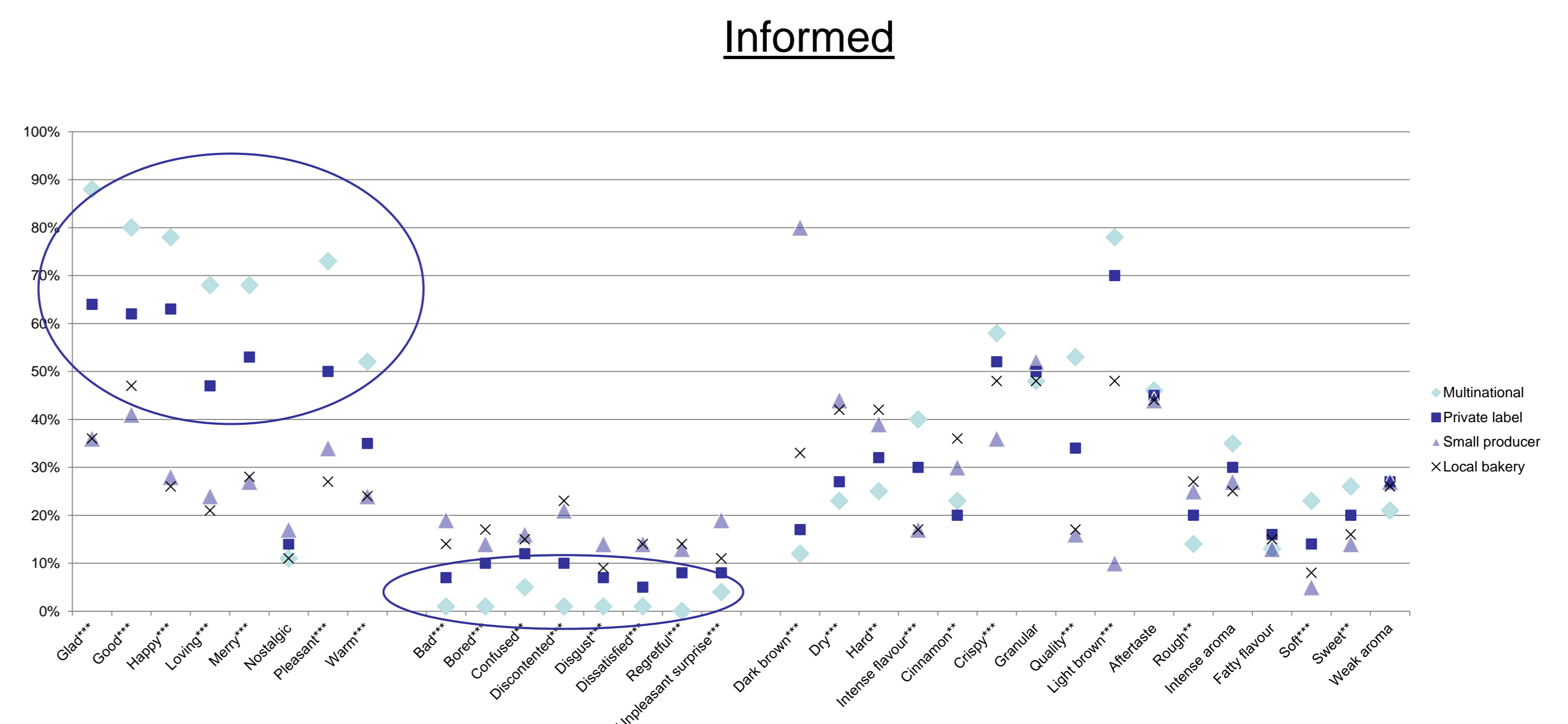
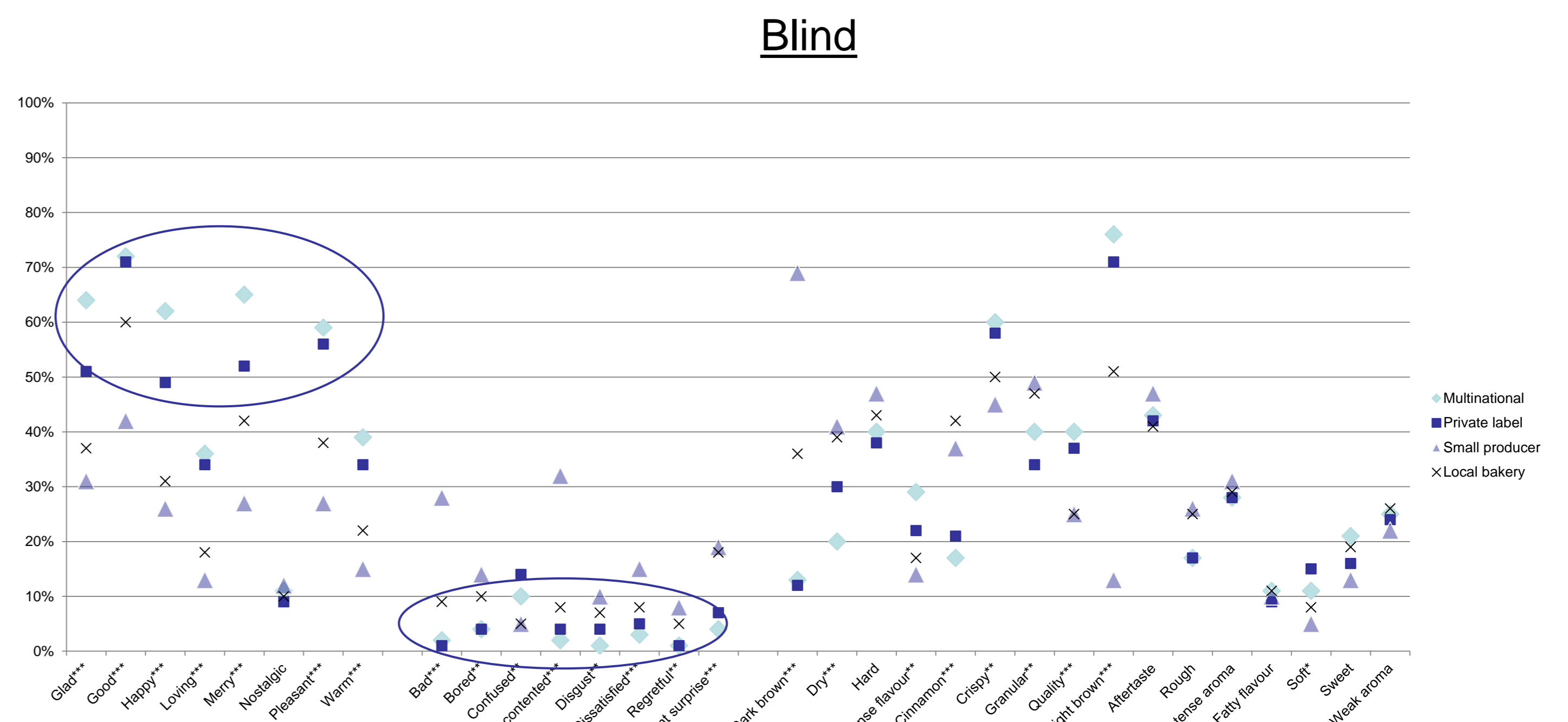
ACCEPTANCE



	Multinational	Private label	Small producer	Local bakery
Disconfirmation index (Expected-Blind)	0.47n.s.	-0.82***	0.51*	-0.48n.s.
Preference Change (Informed - Blind)	0.80***	-0.10n.s.	-0.07n.s.	-0.98*
Preference Change (Expected - Informed)	-0.33n.s.	-0.71***	0.58*	0.50n.s.
Assimilation/Contrast effect	Non-significant assimilation	Non-significant assimilation	Contrast	Non-significant assimilation

***, ***, ** means significant difference at p ≤ 0.05, 0.01, 0.001, paired t-test

SENSORY AND EMOTIONAL PROFILES



***, ***, ** indicate significant differences at p ≤ 0.05, 0.01, 0.001 with Cochran's Q test

Conclusions

- ✓ CATA can be used for the emotional and sensory profiling of food products by children
- ✓ Emotional profiling and sensory profiling could offer additional information next to acceptance measurements
- ✓ Branding could help traditional food products to increase acceptance during informed condition
- ✓ Including informed evaluation could offer insight in a more realistic situation

Practical applications:

Together with insights regarding children's attitudes towards traditional food products and store brands, these results could help producers when developing promotion initiatives to bring their traditional food products to a potential market of young consumers.