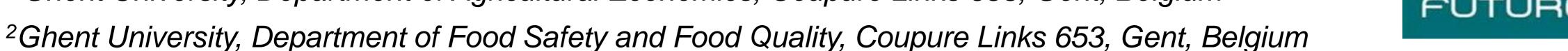
# Emotional consumers prefer unusual flavours



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# Introduction

Final consumer decision-making process is linked to type of food product evaluated and it is influenced by consumers' emotions.

#### AIM:

To find out whether emotionally driven people have higher sensory preference for a new cookie with a strong and unusual rosemary flavour over a typical chocolate cookie.

# **Materials & methods**

RESPONDENTS: 72 consumers in Flanders

#### PRODUCTS:

- two new chocolate cookies: one with a strong and one with no rosemary flavour
- one commercially available chocolate cookie

#### RESEARCH STEPS:

#### Segmentation

- √ 13-item version of the Emotional Eating scale is used for finding emotions-related segments (Van Strien et al. 1986)
- ✓ measured on 5-point scales

### Sensory liking, WTB & eating frequency

- √ 7-point hedonic scale: overall liking for colour, smell and taste
- √ 5-point scale for willingness-to-buy (WTB)
- ✓ 6-point scale for frequency of consuming cookies

# Socio-economic profiles of segments

✓ gender, age, income, education, BMI

## ANALYSIS:

- ✓ Factor, cluster, discriminant analyses
- ✓ one-way ANOVA

### Reference:

Van Strien, T., Frijters, J. E. R., Bergers, G. P. A. & Defares, P. B. (1986). The Dutch Eating Behavior Questionnaire (DEBQ) for assessment of restrained, emotional, and external eating behavior. International Journal of Eating Disorders, 5, 295–315

# Results

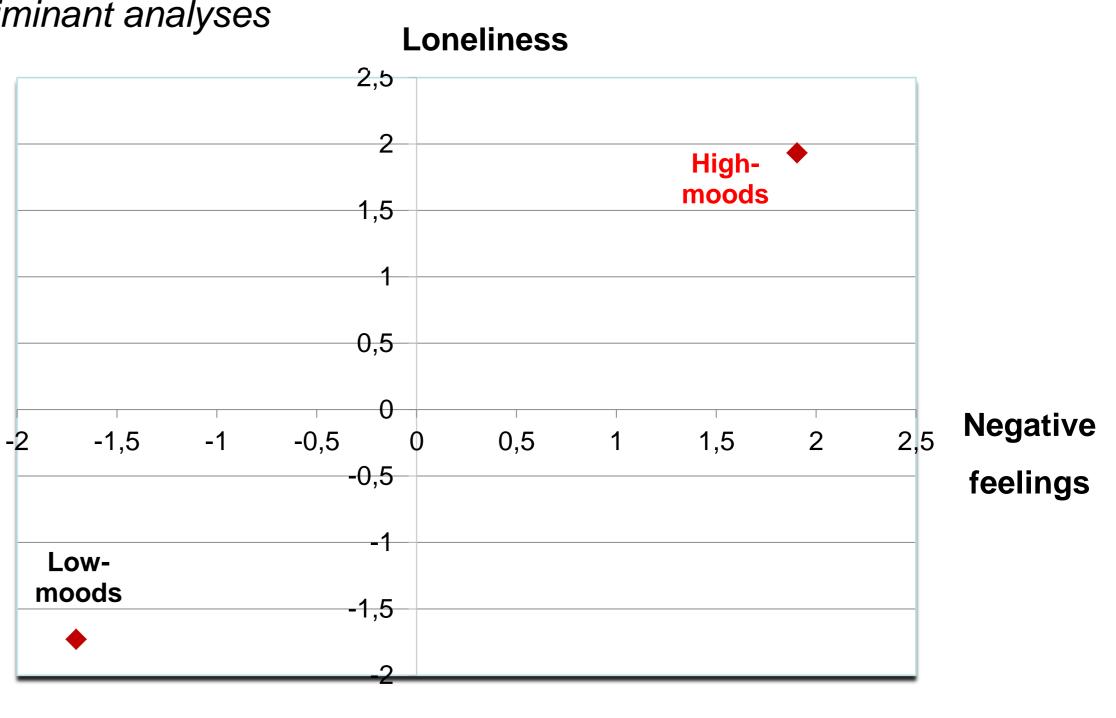
#### 1. Emotional segments

1.1. Factor analysis

EMOTIONAL EATING SCALE (Van Strien et al., 1986)	Factor 1	Factor 2
Livio i ioni, iz zi ini o soli zi ( vali sti ici et ali, 2300)	Negative	Loneliness
Do you have a desire to eat when?	feelings/depression,	and being
	irritation, anger, fear	bored
1 things are going against you or have gone wrong?	0,857	0,319
2 you are anxious, worried or tense?	0,816	0,006
3 you are cross?	0,781	0,319
4 you are approaching something unpleasant to happen?	0,761	0,224
5 somebody lets you down?	0,724	0,462
6 you are frightened?	0,700	0,002
7 you are irritated?	0,672	0,449
8 you are disappointed?	0,659	0,447
9 you are depressed or discouraged?	0,651	0,538
10 you are emotionally upset?	0,650	0,516
11 you have nothing to do?	0,005	0,859
12 you are bored or restless?	0,272	0,714
13 you are feeling lonely?	0,596	0,618

68% of total variance explained

#### 1.2. Cluster and discriminant analyses



# 2. Sensory liking of rosemary cookies

Overall liking	High-moods	Low-moods	p-value
Cookie without rosemary 551	3,97	4,08	0,572
Cookie with rosemary 986	4,53	3,08	0,052
Cookie commercial 173	3,79	3,92	0,564

# 3. Willingness to buy and frequency of consumption

- ✓ High-moods indicate higher WTB scores for the cookie with rosemary
- ✓ Frequency of consuming chocolate cookies is not relevant between segments

# 4. Emotional consumers' profiles

- √ 75% of females belong to the high-moods segment
- ✓ People with higher BMI are driven by negative feelings
- ✓ Age, income and education are not relevant

# Conclusions

The Emotional Eating Scale allows to segment people into 'high-moods' and 'low-moods' groups.

High-moods are people who are driven by both 'negative feelings, such as depression, irritation, anger and fear' and 'loneliness and being bored'. Women and those with higher body mass index are major representatives of 'high-moods'.

A strong unusual rosemary flavour in the chocolate cookies is accepted only by the respondents belonging to the 'high-moods' segment.

