

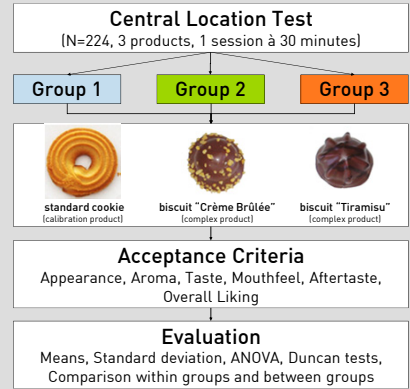
Impact of product information in a blind test

A critical view on test design in acceptance measurement with biscuits

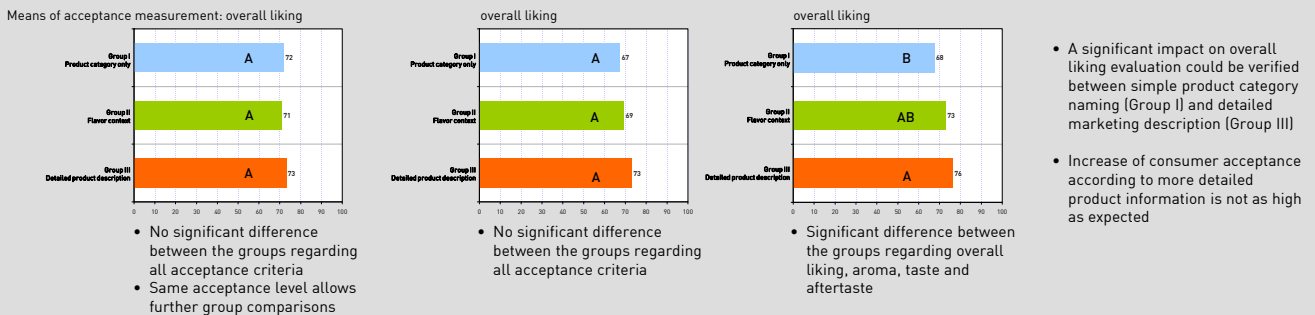
Dr. Martin Kern, Gabi Willging (SAM Sensory and Marketing International)
Iris Braun, Prof. Dr. Jörg Hampshire (University of Applied Sciences, Fulda)

BACKGROUND & OBJECTIVES:

- Consumers' product evaluation is influenced by numerous factors: target group definition, test environment, used scale, questionnaire design etc.
- Particularly important is the type and quality of product information that is given to the consumer.
- This blind test investigated the impact of different extents of product description.



Group I (N=74) Product Information: • Product category	 Biscuit	 Biscuit	 Biscuit	Within Group I: <ul style="list-style-type: none"> No significant difference between 'Crème Brûlée' and 'Tiramisu' – except appearance: 'Tiramisu' is evaluated most positive
Group II (N=75) Product Information: • Product category + flavour context	 Biscuit	 Biscuit with milk cream and caramel covered with chocolate	 Biscuit with milk cream and coffee taste covered with chocolate	Within Group II: <ul style="list-style-type: none"> No significant difference between 'Crème Brûlée' and 'Tiramisu' regarding all acceptance criteria
Group III (N=75) Product Information: • Product category + flavour context + marketing/concept	 Biscuit	 Delicate crunchy confectionary biscuit with a smooth melting caramel filling enrobed with a light milk cream topping. This exclusive combination is covered with delicious melt-in-the-mouth chocolate and sprinkled with hazelnut brittle	 Delicate confectionary sponge cake dunked in coffee with an exquisite coffee cream filling enrobed with a light mascarpone milk cream topping. This exclusive combination is covered with delicious melt-in-the-mouth chocolate	Within Group III: <ul style="list-style-type: none"> No significant difference between 'Crème Brûlée' and 'Tiramisu' – except appearance and aftertaste: 'Tiramisu' is evaluated most positive



Significant differences are shown by different letters (Alpha = 5%)

CONCLUSIONS:

- The extent of product description can have an influence on consumers' acceptance.
- This impact should be taken into consideration when planning sensory consumer research.

