



Context matters also for children in consumer research!



Background & Objectives

Adapting context to children in sensory and consumer research is known to improve the user experience and engagement (Guinard, 2000). Such adapted context situations include visual stimuli which increase consumers' attention to questions and avoid drop out (Ervin, 2020).

SAM Sensory and Consumer Research wanted to measure **how much changes in context could enhance results and increase consumers' performance** in Central Location Tests with children, considering them as being able to answer questions on their own by the age of 7 (Nicklaus, 2015). The expectation was that context modifications in our study would **increase data quality and enrich product descriptions** by children.

Authors

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SAM Sensory and Consumer Research

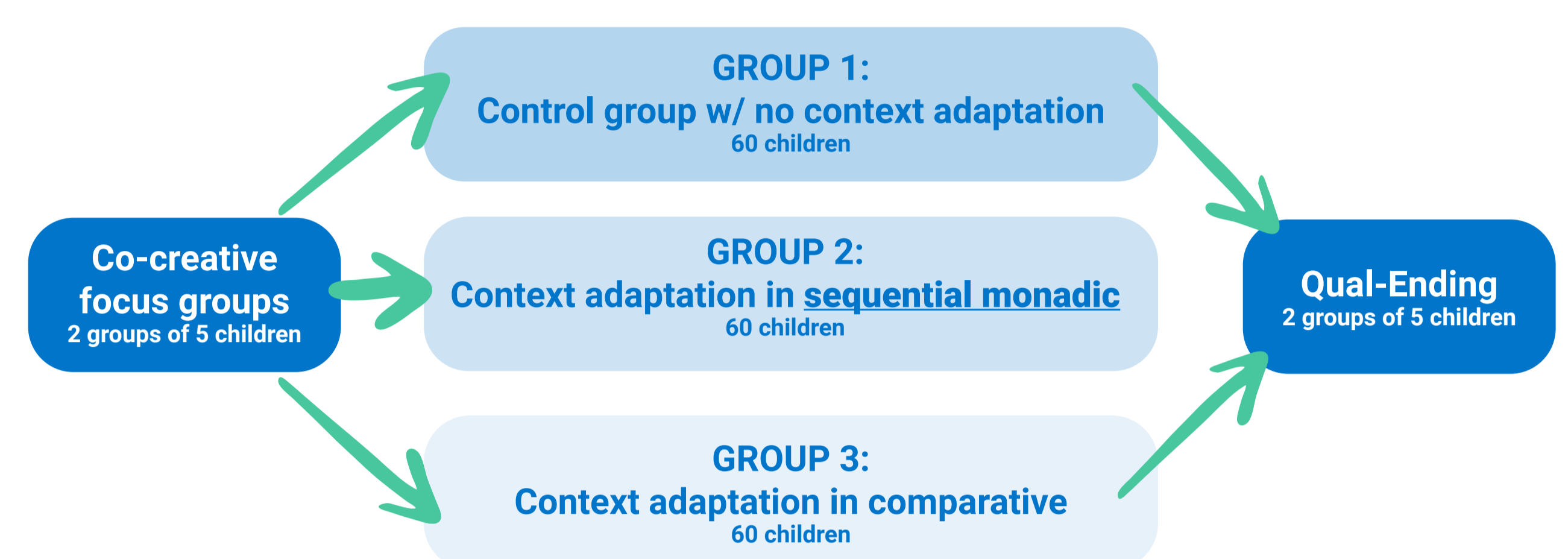
Methodology



3 apple compotes followed by 3 brownies



180 Participants
Aged from 7 to 13 years old

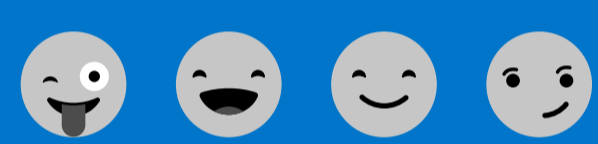


Context Modifications used

Text bigger by 20%

Images and icons

Instructions and questions displayed separately + each question on a separate page



Emoji scales in black & white instead of color

Field assistants to supervise and help

Unexpected extra-reward in the middle to the session to avoid waste

Positive children's feedback and Live observations



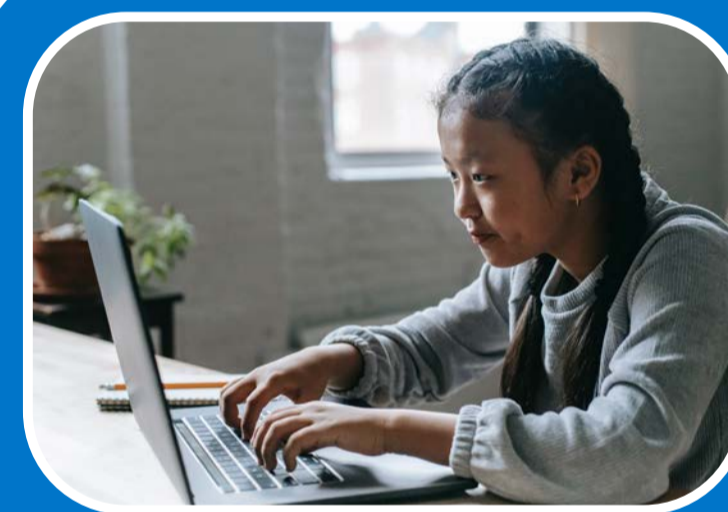
The children who participated to the sessions with context adaptations enjoyed the test.



They liked the pictures added on the screen.



Having instructions and then questions presented one by one helped them being focused on the questions they had to answer.



Still too many questions for young children aged 7 to 9 (they would like to have maximum 3 questions on each product).



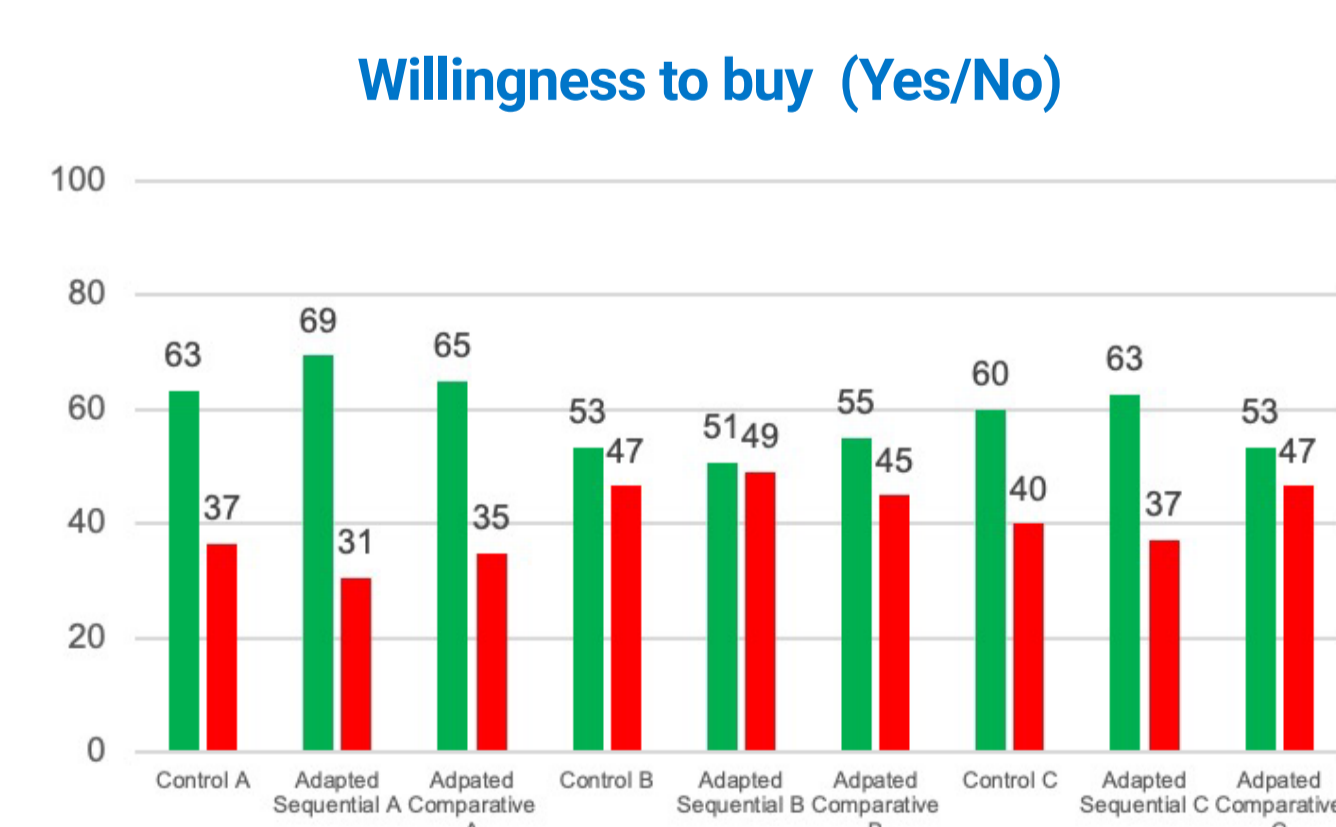
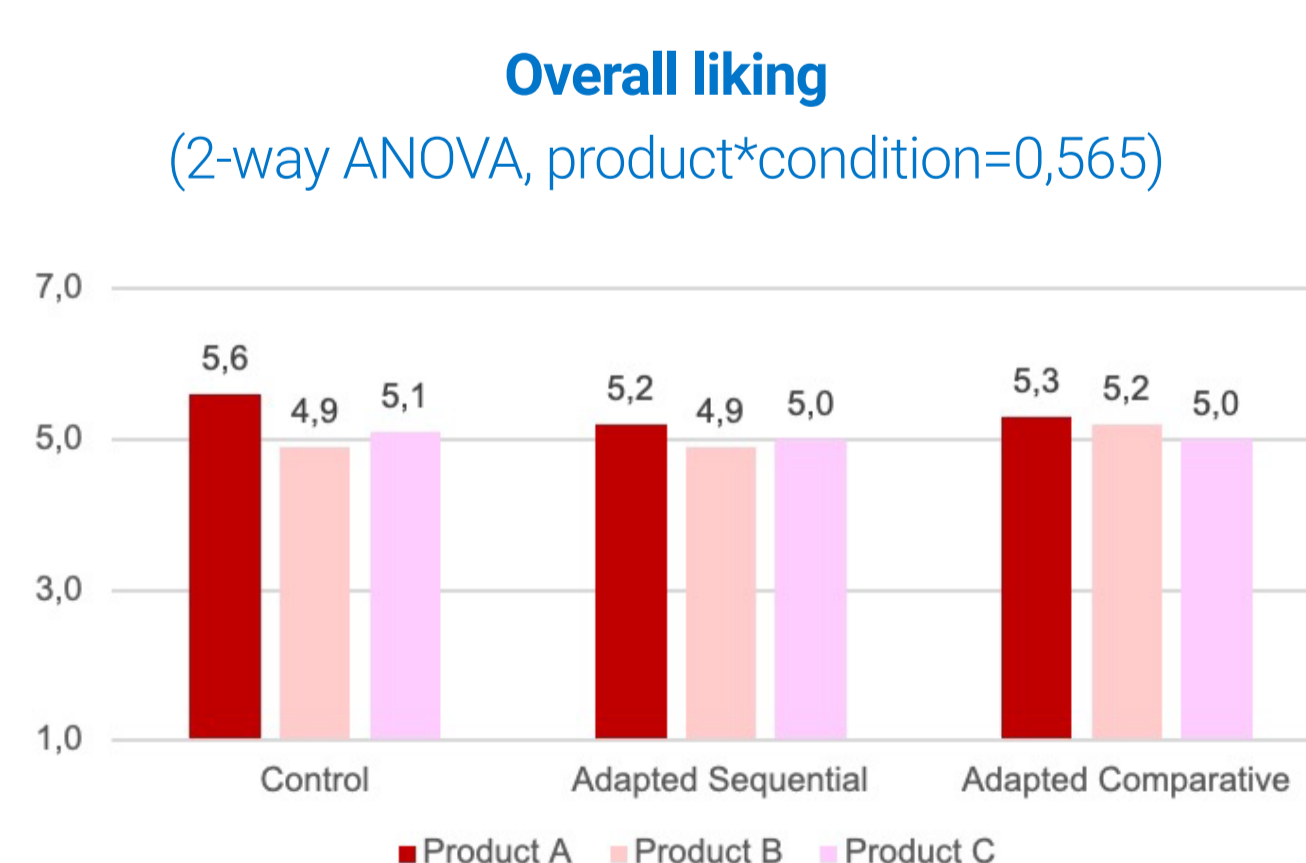
Extra-reward (taking back home the leftover brownies) was very appreciated and motivating but should not replace the voucher they are given at the end of the session.



Children in adapted context in sequential monadic required fewer interventions from the field assistants as instructions and questions were very clear.

Overall, liking and preferences of products are not impacted by context adaptation

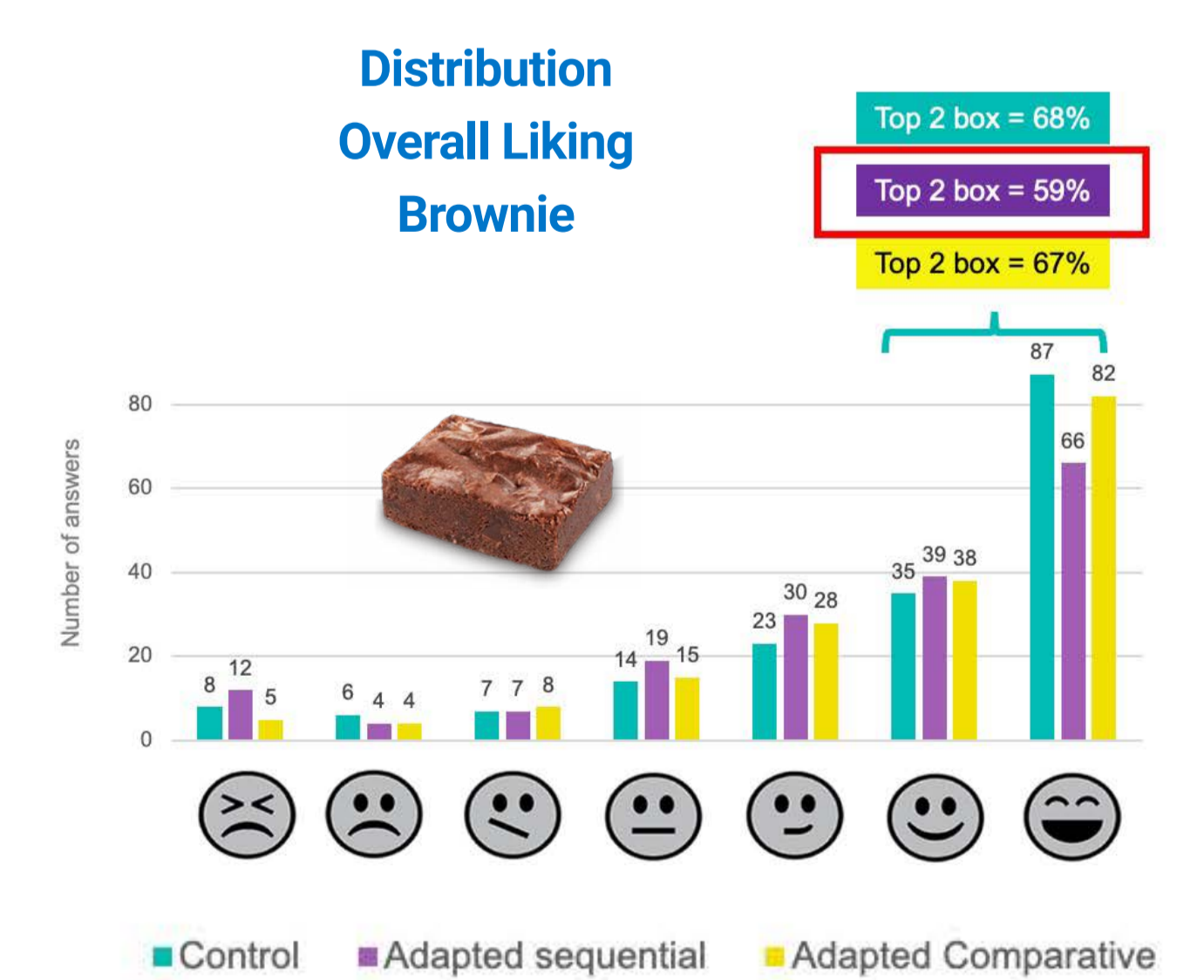
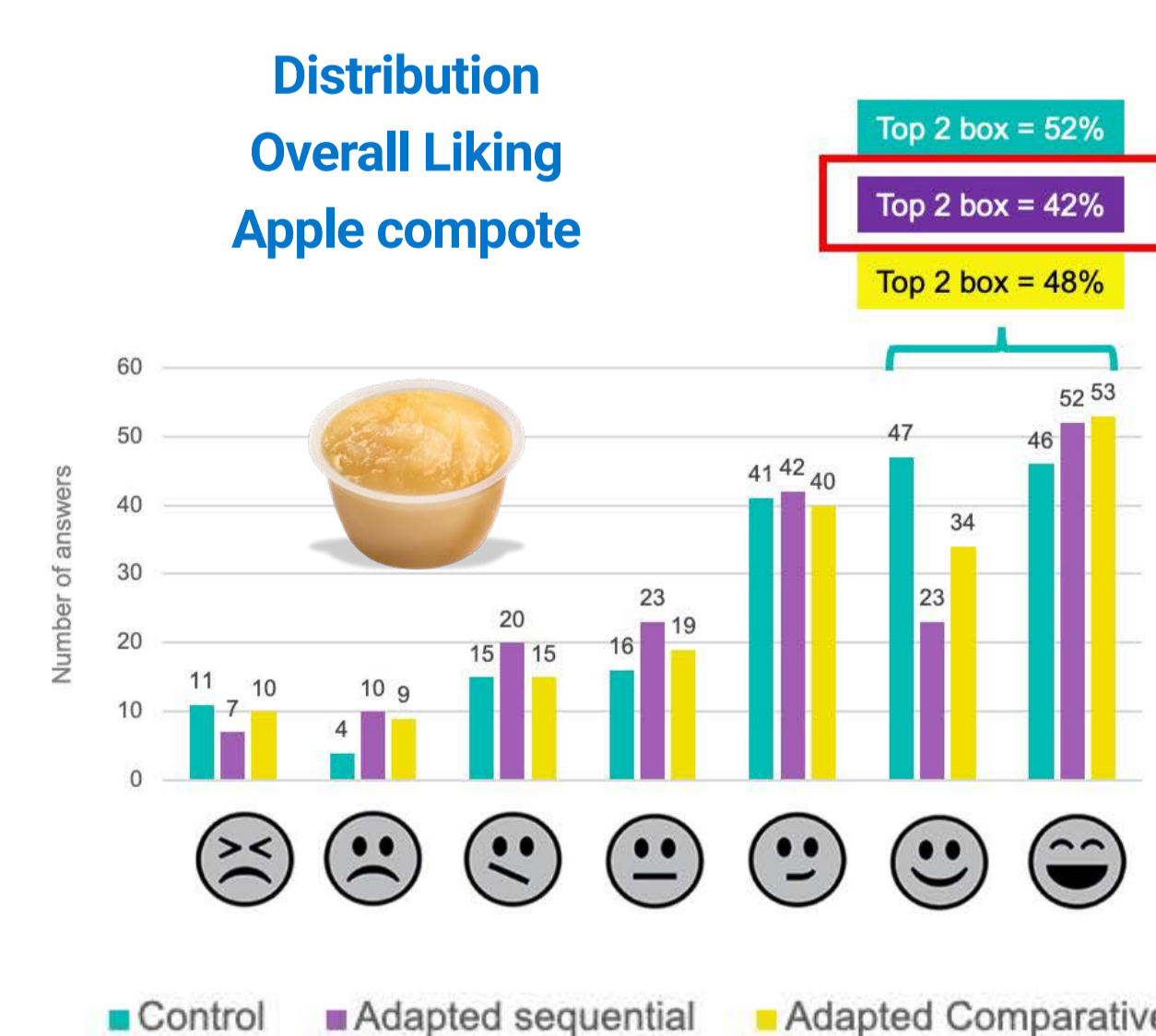
- Overall, differences observed between products are very similar from one condition to another (for overall liking, liking of appearance, odor, taste and texture and willingness to buy).
- Comparative approach a little less discriminating** than the sequential monadic ones



For JAR scales, **more dissatisfaction** towards a too strong chocolate taste for the least liked product and a higher satisfaction for the preferred product in adapted context **in sequential monadic**.

Less extreme positive scores with adapted context in sequential monadic

Children **widen their use of emoji scales** by choosing more central points and less extreme scores with adapted condition in sequential monadic.



Conclusion : Context in children research really matters!

- Engaging children in the test and motivating them is crucial to get trustful results.
- A sequential monadic approach with clear separated instructions and questions are a good way to keep them focused during all the test.
- Pictures and salient visual cues are also successful.
- Attentive and available field assistants improve children's confidence and comfort during the session.
- Leftover products to take home are an additional welcomed reward.