

Positioning effect of the overall liking question in a central location test: The unconscious truth and the rational bias

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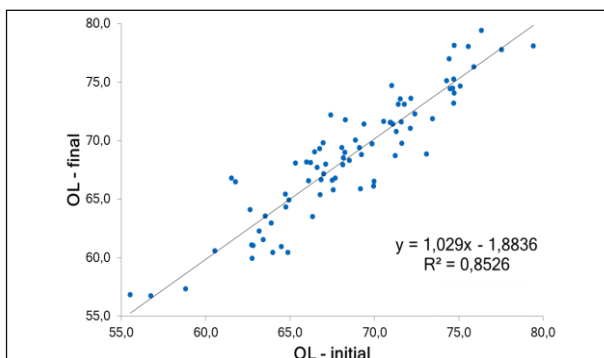
Background and Objectives

For more than 5 years we have conducted CLT-studies for Fine Bakery products, in which we ask the consumers to evaluate the Overall Liking for each product twice: As the very first question and as the very last question. This data we analyzed in order to answer the following questions:

1. Is the result of a CLT different, if we consider the Overall Liking in initial or in final position?
2. Does the acceptance level of the product influence the results?
3. Do we have a significant different product discrimination, if the Overall Liking is asked either in the initial or in the final position – or is it the same?
4. Which role does the product position play in product evaluation in this context?

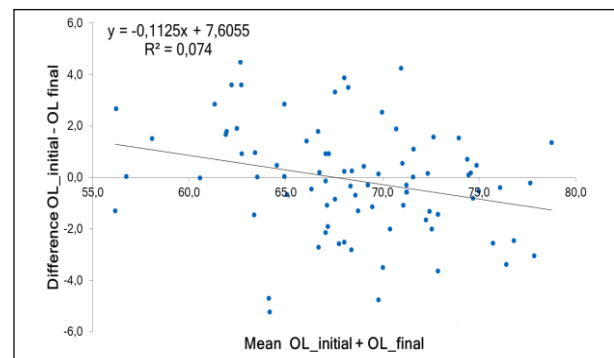
Results

Fig. 1: Scatterplot with regression line between initial and final Overall Liking
Result of linear regression



- High correlation between Overall Liking in first and last position!
- No significant differences between Overall Liking in first and last position found

Fig. 2: Scatterplot with regression line for the alteration between initial and final Overall Liking dependent on the acceptance level



- Good scored products are evaluated slightly better in Overall Liking final
- Bad products are evaluated slightly worse in Overall Liking final
- Benchmark must be above 67 points

Conclusions

- Results are based on unstructured line scale and fine bakery-products
- No significant differences between an initial and a final position of the Overall Liking evaluation of fine bakery products.
- Effect of the acceptance level:
 - Good products get better by trend
 - Bad products get worse by trend
- No difference in discrimination
- Clear effect of first position
 - always the better score
 - highest difference between initial & final OL
 - final OL score > initial OL score
- The right position of the Overall Liking-question depends on product category and situation