Introduction

Relationship between food involvement and sensory evaluation of home-made versus commercially available products is not clear.

Home-made products are less standardised regarding flavour and textual properties. It is likely that such products are more preferred by high-food involved people who enjoy cooking and experimenting with different flavours and textures.

AIM:

To find out to which sensory attributes high-food involved consumers respond more sensibly than low-involved consumers.

Materials & methods

RESPONDENTS: 76 consumers in Flanders

PRODUCTS:

• A home-made tomato soup with banana
• A commercially available tomato soup

RESEARCH STEPS:

- Segmentation
  - 12-item Food Involvement Scale, measured on 5-point scales (Bell & Marshall, 2001)
- Sensory liking and sensory descriptors
  - 9-point hedonic scale: overall liking for colour, smell and taste
  - 5-point just-about-right (JAR) scales for 6 sensory attributes: thickness, sweetness, creamy mouth feeling, intensity of banana smell, intensity of banana taste, fatty aftertaste
- Socio-economic profiles of segments
  - gender, age, income, education, BMI

ANALYSIS:

- Factor, cluster, discriminant analyses
- t-test

Results

1. Food-Involvement Segments

1.1. Factor analysis

<table>
<thead>
<tr>
<th>FOOD INVOLVEMENT SCALE</th>
<th>Factor 1 Like to cook food</th>
<th>Factor 2 Want all things to be clean</th>
<th>Factor 3 Suspicious and want to decide</th>
<th>Factor 4 Like to mix food</th>
<th>Factor 5 Like talking about food</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Marshall &amp; Bell, 2001)</td>
<td>0,867</td>
<td>0,823</td>
<td>0,245</td>
<td>0,402</td>
<td>0,637</td>
</tr>
</tbody>
</table>

2. Sensory liking and sensory descriptors of tomato soups

3. Profile of high-involved consumers

- 60% of females
- No relation to age, income, education or BMI
- Preferred 4P's: commercial soup (75%), tetrapack box (60%), €1.5 for 500ml (74%), consumption in home (60%) or restaurant (25%)

Conclusions

- Research indicates that highly-involved consumers like to cook and talk about food. They decide over a meal and keep kitchen clean. A specific characteristic of such consumers is dislike to mix food.
- Commercial soup is preferred over the home-made soup for overall colour, smell and taste. It has better creamy mouth feeling but it could be slightly sweeter.
- Home-made tomato soup contains banana, therefore it has better sweetness level with just-right banana smell and taste.
- Both soups are similar for thickness and fatty aftertaste.
- High-involved segment perceives sensory descriptors sharper and gives slightly higher liking and JAR scores than low-involved segment.

References: