Objectives
Scientific studies involving the sensory evaluation mostly occur in a controlled laboratory environment while this is not a realistic evaluation for consumers. Given that this could impact the results, the question arises to which extent a real difference in testing location influences the sensory and emotional profiling of consumers.

The objective of this study was to examine the influence of brand information on the overall acceptance, sensory and emotional profiling of yogurts during two different context situations:

(i) Laboratory context (CLT);
(ii) Home-Use-Test (HUT).

Testing took place under three conditions (blind, expected and informed) with brand information.

Materials & methods
PRODUCTS:
• Strawberry flavoured yogurts
• 5 samples:
  • 2 premium brands
  • 3 private label brands

Methods:
EmoSensory® Wheel (RATA scaling)

CONSUMER TEST
• Between-subjects design
• 3 Sessions (one session/week):
  • 1st: blind condition (tasting)
  • 2nd: expected condition (brand logo)
  • 3rd: informed condition (brand logo + tasting)

18 emotional conceptualisations
14 sensory terms

Terms generated following Schouteten et al. 2015
EyeQuestion v3.15.10 (Logic BVB, Netherlands)
• Samples: enough for 2-3 table spoons

PARTICIPANTS
• 99 adults (45 male / 54 female)
• Mean age 22 years old
• 54.5% living in countryside / 45.5% in city
• Only product-users eligible
• CLT = 53, HUT = 46

STATISTICAL ANALYSIS
• IBM® SPSS 22 (USA)

Results
Effect of context
Emotional profiling

Sensory profiling

Effect of brand
Overall acceptance

Emotional profiling
Mean emotional ratings per product under the three conditions (blind, expected and informed) in the CLT (t = 0) and HUT (t = 0); together with differences between mean ratings for each sample.

Sensory profiling
Mean sensory scores per product under the three conditions (blind, expected and informed) at the CLT (t = 0) and HUT (t = 0). Differences of significant main effects are indicated by arrows.

Conclusions
• While emotional profiles of the products differed depending on the context, this was less the case for the sensory profiles.
• Brand information clearly affected the sensory perception of certain attributes but had less influence on the overall liking and emotional profiling.

These results suggest that both scientists and food companies should consider the impact of the chosen methodology (context and presentation of the stimuli) on the ecological validity when conducting sensory research with consumers.

Joachim J. Schouteten1, Hans De Steur1, Sofie Lagast1, Sara De Pelsmacker1, Xavier Gellynck1, Ilse De Bourdeaudhuij2

1Department of Agricultural Economics, Ghent University, Coupure Links 653, Gent, Belgium
2Department of Movement and Sport Sciences, Ghent University, Watersportlaan 2, Gent 9000, Belgium