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AN ALTERNATIVE DRIVERS OF LIKING ANALYSIS APPROACH FOR CATEGORIES WITH VARIED FLAVOR OFFERINGS



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Background

- Curion provides leading CPG companies with product and consumer insights to support critical business decisions.
- Category appraisal studies combine consumer acceptability data and sensory descriptive data to identify which sensory attributes contribute to product liking, or disliking, in a product category (i.e., drivers of liking and disliking). They can also be used to identify if there are unique segments of consumers based on their taste preferences which may provide an opportunity for product innovation. These studies typically require between 10-15 samples for sufficient rigor in modeling, which can be a set of various brands or prototype products.
- However, in food and beverage categories with many flavor varieties it can become challenging to find enough competitive products with a shared flavor variety to run these analyses. This research showcases an alternative analysis approach for smaller product sets across multiple flavor varieties.

Methodology

Central Location Test

- 4-day CLT study with n=225
- One flavor variety per day, each with 4-5 samples following a randomized complete block design
- Recruited cookie category users who were open to all the flavor varieties

Curion QDA®

- A sensory descriptive panel of n=12 users and likers of the category were selected based on sensory acuity screening
- Descriptive lexicons were created for each flavor, and products were individually evaluated to generate profile data

Findings and Benefits of this Approach

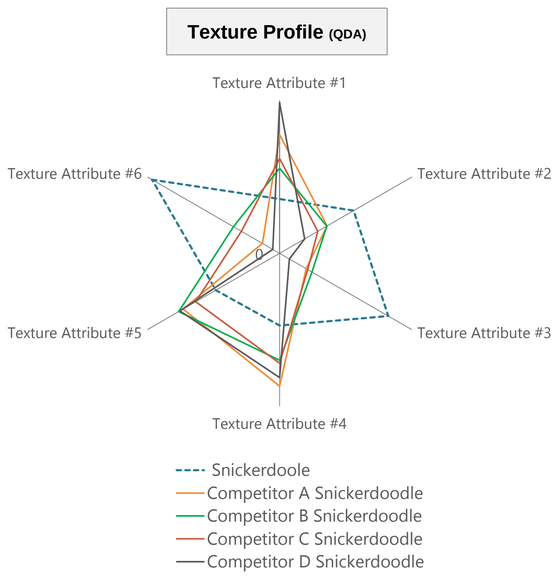
While not as robust as a full Drivers Of Liking (DOL / PROP) study...

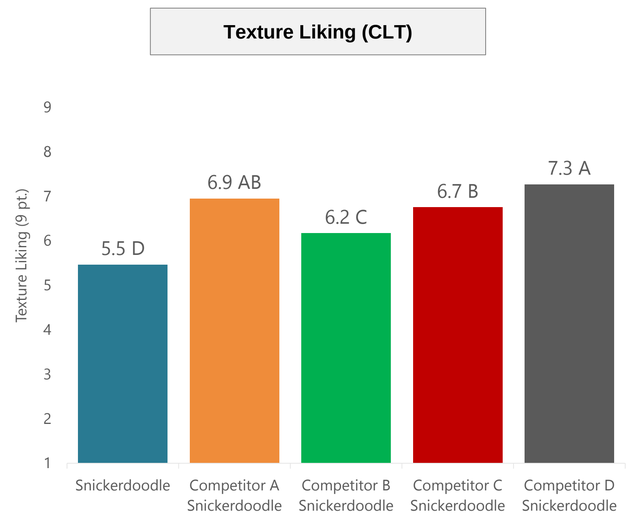
- Sensory profile data can help decode why certain products are more acceptable than others and can be used to inform product optimization.
- Identifying shared attributes across multiple flavor camps and correlating these to Overall Liking can generate higher level insights for the category.
- Comparing consumer segments built on Overall Liking can identify products showing different patterns of liking across segments and in doing so it inform opportunities for differentiation and innovation.

Comparing Overall Liking Scores across flavors gives an initial picture of portfolio strengths and weaknesses

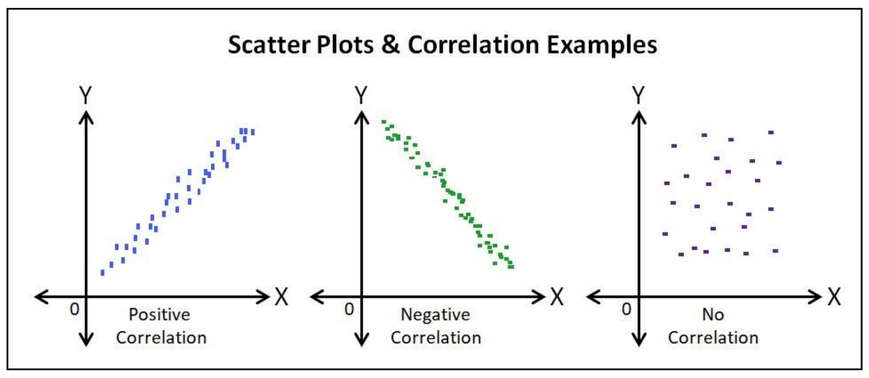


Comparing QDA Sensory Profile data alongside hedonic attribute scores can help diagnose acceptability differences.



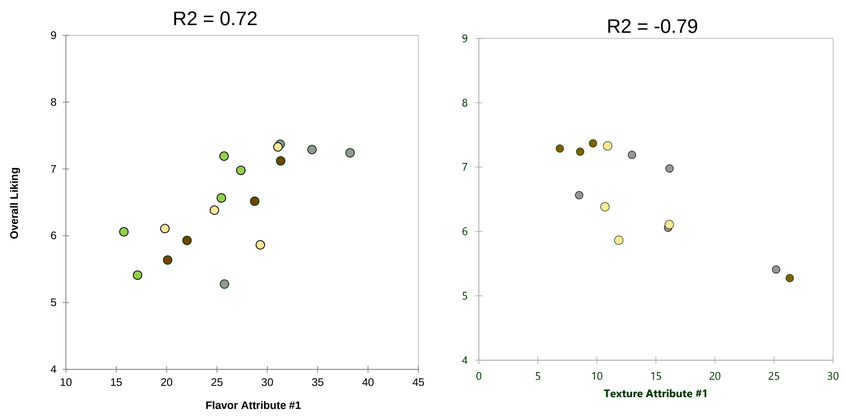


Scatterplots helped to illustrate relationships between Overall Liking and Sensory Attributes shared across multiple flavor camps



https://www.latestquality.com/interpreting-a-scatter-plot/

Key
Snickerdoodle
Oatmeal
Chocolate chip
Peanut butter



Segmenting consumers by Overall Liking score can provide insights around which products are more polarizing.

	Consumer Segment 1	Consumer Segment 2	Consumer Segment 3
	n=100 (44%	N=90 (40%)	n=35 (16%)
Competitor A	6.7	6.7	6
Competitor B	7.1	7.1	6.2
Competitor C	6.7	4.7	7.5
Competitor D	7.5	6.9	7.1
Snickerdoodle	**4.0**	**6.2**	**7.4**
Competitor A	7.2	7.5	6.6
Competitor B	7.3	7.1	7.8
Competitor C	7.4	7.6	6.7
Chocolate chip	**4.9**	**5.4**	**6**
Competitor A	6.3	6.2	7.1
Competitor B	5.8	6.1	6.8
Competitor C	7.6	6.9	7.6
Peanut butter	**5.0**	**6.6**	**6.6**

Snickerdoodle shows mixed performance vs. competitors across the three liking segments.

Chocolate chip is consistently at risk across all three segments.