



CONSUMERS' AFFECTIVE AND EMOTIONAL RESPONSES TO YOGURT ACROSS DIFFERENT SOCIO-ECONOMIC STATUS

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Keywords

Consumer, emotion, income The use of hedonic measures is not enough to characterize consumers' affective responses to food products and to discriminate among samples. Thus, understanding emotional responses to products can be useful in the product development process. Individual characteristics, such as socio-economic status SES, are expected to modulate emotional responses to food. The aim of the study was to investigate the influence of socio-economic status on consumers' liking and emotional responses to yogurts. A total of 240

consumers from low socio-economic status (LSES, n=120) and middle/high socio-economic status (MSES, n=120) evaluated eight yogurt samples, formulated following a full factorial design with three variables (fruit, sugar and starch). Liking was evaluated using a 9-point hedonic scales and emotional responses were evaluated using a check-all-that-apply (CATA) questions composed of 23 emotion terms, selected based on results from previous qualitative studies with Brazilian consumers. Liking data were analyzed using analysis of variance (ANOVA) and Tukey's test ($p < 0.05$), whereas data from the CATA question were analyzed Cochran's Q test. Liking and emotional responses differed between the two groups of different socio-economic status. Consumers from LSES liked strawberry yoghurt, without added starch and with sucralose (mean 7.1) and associated with nostalgia, accomplished and comfort, whereas the same sample showed a mean of 4.6 for MSES participants, who associated it with the emotion terms discouraged, disappointed and indifferent. On the other hand, the pineapple yogurt, with starch and sucralose showed a similar liking score for both groups but elicited different emotional responses. LSES participants associated the sample with enthusiasm and satisfaction, MSES associated it with the terms desire, comfort, satisfaction, happiness, accomplished, grateful, joyful and calm. Emotional responses to yogurts differed with SES, suggesting that emotion measurement added additional insights compared to hedonic measurement.