



EFFECT OF CATA QUESTIONS PRESENTATION ORDER ON SENSORY CHARACTERIZATION OF FRUIT SMOOTHIE BY CHILDREN AND ADOLESCENTS

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Track

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Keywords

check-all -that-apply, Sensory characterization, balancing terms Sensory product characterization by consumer using check-all-that-apply (CATA) questions is increasing. However, there are still some methodological issues to sort out, and the order of presentation of the terms seems to be one of them, when the study is carried out by

children and adolescents. This study aimed at investigating the influence of CATA questions presentation order on the sensory characterization of fruit smoothie by this public. The 20 terms, which were identified in previous studies with children and adolescents, were presented to participants in the fixed alphabetical and balanced orders. Nine smoothies formulated with different fruit (banana, orange and mango) proportions were formulated following a simplex centroid design, and they were presented to 159 consumers aged 9 to 14 years old, in neighborhoods of Rio de Janeiro with medium (n=81) and high (n=78) Human Development Index (HDI). Data were analyzed by Cochran's test and Correspondence Analysis (CA). Significant differences ($p < 0.05$) were identified among samples in the frequency consumers marked the terms included in the CATA questions, according to Cochran's test. However, more terms were significant when the samples were evaluated by high HDI consumers. The terms used by the medium HDI in the fixed alphabetic order were I loved, banana and thick. The high HDI participants marked I loved, bitter, thick and mango. Only the term orange was significant when balanced order was used by the medium HDI; and banana, sweet, different taste good and little sweet by high HDI children/adolescents. The RV coefficient was used to compare sample configurations from the two presentation orders for each HDI. Only sample configurations obtained by high HDI participants showed similarity (RV=0.64, $p=0.006$). It was possible to observed that the CATA questions presentation order doesn't has any influence on sensory characterization by high HDI.