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Data Article

Q1 Consumer perception data and scientific arguments about food packaging functionalities for fresh strawberries

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ABSTRACT

This data article contains data characterizing consumer perception and scientific arguments about food packaging functionalities for fresh strawberries. These data are associated with the article “Choice of environment-friendly food packagings through argumentation systems and preferences” (see Yun et al., 2018). These data are stored in a public repository structured by an ontology. These data could be retrieved through the @Web tool, user-friendly interface to capitalize and query data (Buche et al., 2013; Guillard et al., 2017). The @Web tool is accessible online at <http://pfl.grignon.inra.fr/atWeb/>.

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Specifications table

Subject area	Consumer perception
More specific subject area	Food packaging functionalities
Type of data	Table
How data was acquired	A survey upon a sample of 845 people, representative of the French population in terms of age and socio-professional categories. Arguments expressed by a food packaging scientific expert.
Data format	Raw and analyzed.
Experimental factors	Transformation of consumers' answers to poll into arguments is defined in the related research article
Experimental features	Transformation of consumers' answers to poll into arguments is based on a majority vote.
Data source location	University of Montpellier, FR-34060, France
Data accessibility	Data are accessible in a public repository
Related research article	Ranking semantics for the choice of environment-friendly food packagings (submitted to Environmental Informatics)

Value of the data

- A unique set of consumer perception data and scientific expert arguments indispensable in food engineering to design relevant food packaging for fresh foods.
- These data could be used to rank food packaging solutions according to consumer perception and expert knowledge.
- These data could serve as benchmark for other researchers coping with research on argumentation and multi-criteria decision support system.

1. Data

Consumer perception data are extracted from a survey upon a sample of 845 people representative of the French population in terms of age and socio-professional categories. Food packaging expert arguments have been registered during meetings of the INRA-CIRAD GloFood Pack4Fresh project. These data are stored in a data warehouse called @Web (<https://www6.inra.fr/cati-icat-atweb/>) in which the data management is guided by ontology (<http://pfl.grignon.inra.fr/atWeb/> and [2,3]).

Data type	Table DOI ^a	Amount of data
Consumers' answers to poll		
Consumers' answers to poll for Wood packaging	http://doi.org/10.15454/GNBUFH	72
Consumers' answers to poll for Plastic with plastic film	http://doi.org/10.15454/UBPOQG	90
Consumers' answers to poll for Plastic rigid lid	http://doi.org/10.15454/HKIQFJ	72
Consumers' answers to poll for Plastic not closed	http://doi.org/10.15454/IHVM9P	72

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