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Is taste the key driver for consumer preference? A conjoint analysis study

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1 *Is taste the key driver for consumer preference? A*  
2 *conjoint analysis study*

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11

12 ***Abstract***

13 A conjoint design was applied to examine the effects of three conjoint factors (based on the  
14 results of two focus groups): one intrinsic attribute (sweetener, with levels of sugar and  
15 Stevia) and two extrinsic attributes (brand and package size) on preference and purchase  
16 probability for chocolate and sugar substitute chocolate. Tasting and ingredient information  
17 were linked to the intrinsic factor.

18 The first objective of this research was to study the influence of using tasting vs. ingredient  
19 information as a stimulus on consumers' preference for chocolate using adaptive conjoint  
20 analysis. A second objective was to examine whether completing a behavioural questionnaire  
21 might influence consumer's preference. A third objective was to investigate whether  
22 participants could be clustered based on their chocolate preference and if these clusters would  
23 be influenced by the stimulus (tasting vs. ingredient information). Given the objectives, a 2 x  
24 2 factorial design was used with tasting vs. ingredient information as a first factor and  
25 completing a behavioural questionnaire vs. not completing a behavioural questionnaire before  
26 the conjoint task as the second factor.

27 Respondents were divided into four groups according to the experimental design. A total of  
28 2096 respondents completed the study, resulting in useful data from 1570 respondents.  
29 Consumer data were deleted based on consistency checks in the questionnaire.

30 The results indicated that actual tasting led to greater consistency in respondents' answers.  
31 Moreover, tasting had an influence on the importance ratings and the utilities for the overall  
32 population sample. Furthermore completing a behavioural questionnaire did not impact the

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