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

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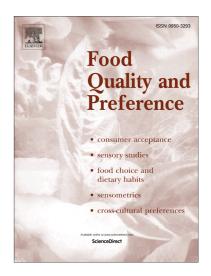
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2 conjoint analysis study

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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
- probability for chocolate and sugar substitute chocolate. Tasting and ingredient information
- 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
- 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
- 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
- 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.
- 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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