



Consumer Sensory Testing For Product Development (Chapman & Hall Food Science Book)

Anna V.A. Resurreccion

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This book provides comprehensive information on all aspects of consumer affective testing, including principles, application and implementation of consumer affective tests, data collection, statistical analysis, and interpretation of results. New approaches not previously covered in the literature include: 1) methodologies for testing of young children and the elderly and issues related to testing with individuals in these age groups, 2) an in-depth discussion of the development and maintenance of a consumer database, 3) qualitative consumer research methods, 4) simulated supermarket setting tests, and 5) use of mobile laboratory in consumer tests.



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