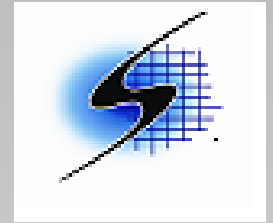
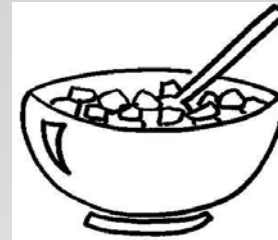




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# Contrast Effects in Food Acceptance



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# Background

- Often, there is a need to test the acceptance of multiple flavour variants by the same respondents.
- Previous work on Plain and Vanilla soy beverages tested in one session, showed that fully balanced designs do not prevent a contrast effect from occurring and causing a significant bias in acceptability judgments (Pangborn, 2009).

# Query

- Does contrast effect occur for evaluation of multi-flavoured CEREAL products, when PLAIN and ATTRACTIVE (Honey Nut) flavours are presented in the same session following balanced design?

# Method

## Consumers

- Central Location Test, N=200
- Users of both HONEY NUT and PLAIN cereal

## Product presentation

- Blind sequential, monadic
- Single session (one day).
- Presentation of products was FULLY BALANCED

# Plain Flavour Takes a Big HIT



Plain BEFORE Honey/Nut

Plain AFTER Honey/Nut



**Contrast effect:  
- 1.86**



**6.58**

**Overall mean:  
5.65**

**4.72**

The overall mean score is 0.93 lower than the actual acceptance (6.56)

# Honey Nut Flavour Gets a LIFT



**Honey/Nut BEFORE Plain**



**7.40**

**Contrast effect:  
+ 0.20**

**Overall mean:  
7.50**

**Honey/Nut AFTER Plain**



**7.60**

The overall mean score is 0.10 higher than the actual acceptance (7.40)

# Conclusions

- Multiple product evaluation, which includes plain and attractive flavours, causes a significant contrast effect.

- Balanced designs do not prevent the contrast effect from occurring. The PLAIN variety is destined to receive a substantial SET BACK while the ATTRACTIVE variety gets a SMALL LIFT.

- A practical implication:
  - Use a monadic presentation
  - Present plain first
  - Use a dummy sample to reduce first position effect

# Our suggestion....

Eat the plain first, the flavoured later....  
And your meal will taste better ...