

Explicit, non-verbal emotional and implicit cognitive appraisal in response to food products

Published: 13-09-2011

Last updated: 28-04-2024

The primary objective of this study is to test the predictive validity of different measurement tools for food-related emotions and cognitive associations against actual food choice in a particular use context. We will test whether or not the...

Ethical review	Approved WMO
Status	Recruitment stopped
Health condition type	Other condition
Study type	Interventional

Summary

ID

NL-OMON36020

Source

ToetsingOnline

Brief title

EmoStudy

Condition

- Other condition

Synonym

eating behaviour

Health condition

eetgedrag

Research involving

Human

Sponsors and support

Primary sponsor: Wageningen Universiteit

Source(s) of monetary or material Support: Campina, Danone Vitapole, TI Food and Nutrition

Intervention

Keyword: cognitive associations, emotions, food choice, liking

Outcome measures

Primary outcome

The primary outcomes are preference ranking scores (sensory evaluation), mean reaction time and error rate (SPF task), scores on the emotion-specific food questionnaire, emotional product profiles (PrEmo) and behavioural parameters (product choice and intake) in the semi-real life breakfast study.

Secondary outcome

NA

Study description

Background summary

Consumer acceptance and liking ratings of food products often fail to predict market success. To improve the predictive validity of product performance on the market we need to move beyond sensory testing. There is a need for new insights on food choice which is not captured by sensory tests alone. It has been shown that emotions and cognitive associations evoked by food products provide a sensitive measure to differentiate products and that emotions and cognitive associations are only partly related to liking. We hypothesize that measuring the emotional and cognitive appraisal in response to intrinsic food properties will result in increased predictive validity for actual food choice and eating behaviour, as compared to sensory evaluation alone.

Study objective

The primary objective of this study is to test the predictive validity of

different measurement tools for food-related emotions and cognitive associations against actual food choice in a particular use context. We will test whether or not the different tools have additional predictive validity for food choice and ad libitum intake, compared to sensory liking per se. The following tools will be used: the EsSence Profile method (a food-specific emotion questionnaire), the Product Emotion Measurement Instrument (PrEmo®; a non-verbal emotion measurement tool) and a Sorting Paired Features (SPF) task.

Study design

It is an observational study consisting of two test sessions. In the first session seven non-labelled products from a specific food category (in this case a selection of seven commercially available breakfast drinks) will be evaluated by participants. Several methodologies are used to assess emotions and cognitive associations evoked by the products. Session two: After a sensory taste test, actual food choice and ad libitum intake will be measured in a *semi-real life* breakfast study at the Restaurant of the Future (RotF).

Intervention

Participants taste twice 15 ml of seven different breakfast drinks (session 1). They are asked to consume a mouthful of each breakfast drink. During session 2 participants receive an ad libitum breakfast. Participants choose one of the seven breakfast drinks for this ad libitum breakfast. Commercially available breakfast drinks will be used as the test product.

Study burden and risks

The study is non-therapeutic to the participants. The risk associated with participation is negligible and compared to other studies the burden can be considered as low.

Contacts

Public

Wageningen Universiteit

P.O. Box 8129
6700 EV Wageningen
NL

Scientific

Wageningen Universiteit

P.O. Box 8129

6700 EV Wageningen
NL

Trial sites

Listed location countries

Netherlands

Eligibility criteria

Age

Adults (18-64 years)

Elderly (65 years and older)

Inclusion criteria

- Age: 18-55 years
- BMI: 18.5 - 27.0 kg/m²
- Healthy (as judged by the participants)
- Subjects who are classified as consumers of the particular product category (breakfast drinks)

Exclusion criteria

- Weight loss or weight gain of 5 kg or more during the last two months
- For women: pregnant or lactating
- Being allergic/intolerant for products under study

Study design

Design

Study type: Interventional

Masking:

Open (masking not used)

Control:

Uncontrolled

Primary purpose: Other

Recruitment

NL
Recruitment status: Recruitment stopped
Start date (anticipated): 24-10-2011
Enrollment: 150
Type: Actual

Ethics review

Approved WMO
Date: 13-09-2011
Application type: First submission
Review commission: METC Wageningen Universiteit (Wageningen)

Study registrations

Followed up by the following (possibly more current) registration

No registrations found.

Other (possibly less up-to-date) registrations in this register

No registrations found.

In other registers

Register	ID
CCMO	NL37234.081.11