

a SISS Intensive Course



UNDERSTANDING CONSUMERS

Preference, Expectations and Emotions

June 8-10th , 2016

Grand Hotel Mediterraneo, Florence

Understanding consumers: preference, expectations and emotions

THE ITALIAN SENSORY SCIENCE SOCIETY ARE PLEASED TO PRESENT A 3-DAY NEW COURSE IN SENSORY AND CONSUMER SCIENCE

The course will feature recent advances in cognitive psychology applied to sensory and consumer studies. You will also get an overview of some of the most important methods and statistical tools that can be used for collecting and extracting useful information from sensory and consumer data.

The course will give you an updated basis for planning an experimental design respondent to the aims utilising and understanding your data better as basis for decisions in a commercial setting.

Level: Intermediate-Advanced



UNIVERSITÀ
DEGLI STUDI
FIRENZE
GESAAF
DIPARTIMENTO DI GESTIONE
DEI SISTEMI AGRARI,
ALIMENTARI E FORESTALI



The presentations will cover both theoretical background, a large number of relevant examples and case studies, computer demonstrations and also some hands on activities.

**THE COURSE IS BASED
ON A MULTIDIMENSIONAL APPROACH,
WITH THREE MODULES, EACH FOCUSED
ON A HOT TOPIC:
CONSUMER PREFERENCES, EXPECTATIONS
AND EMOTIONS.**



THE INSTRUCTORS

Prof. John Prescott

TasteMatters Research & Consulting
University of Florence

Prof. Tormod Naes

Nofima/University of Copenhagen

Prof. Erminio Monteleone

University of Florence

Dr. Sara Spinelli

SemioSensory | Research & Consulting
University of Bologna



Program

8TH JUNE 2016 - PREFERENCE AND ACCEPTABILITY

9.30-11 - John Prescott

EXPLAINING PREFERENCES

- ◆ Psychology of consumer preferences
- ◆ Individual differences, preferences and cross cultural studies
- ◆ Influences: exposure, familiarity, attention, learning mechanisms
- ◆ Preferences and contexts

11-11.30 Break

11.30-13 - John Prescott

MEASURING PREFERENCE: METHODS AND CASE STUDIES

Explicit and implicit measures of preferences

- ◆ Rating scales: applications and limitations
- ◆ Implicit methods: Implicit association task (IAT), priming

13-15 Lunch

15-16.30 - Tormod Naes

ANALYSING PREFERENCES: METHODS AND PRACTICAL APPLICATIONS I

- ◆ Introduction to PCA and multivariate regression (PLS), scores, loadings, explained variance, correlation loadings.
- ◆ Preference mapping by examples, individual differences, external and internal mapping.

16.30-17 Break

17-18.30 - Tormod Naes

APPLICATIONS: DEMONSTRATIONS AND HANDS-ON

Using ConsumerCheck for visualizing preference data, PCA, preference mapping

9TH JUNE 2016 - CONSUMER EXPECTATIONS

9.30-11 - John Prescott

EXPLAINING EXPECTATIONS:

- ◆ Expectations as a psychological construct
- ◆ Sources of expectations: memory, associations
- ◆ Types of expectations: sensory-based, hedonic or affect-based, credence-based expectations

11-11.30 Break

11.30-13 - Erminio Monteleone

MEASURING EXPECTATIONS: METHODS AND CASE STUDIES

- ◆ Assimilation and contrast effects
- ◆ The role of expectations in consumer-driven product development
- ◆ Measuring expectations to gain an insight into product performance

13-15 Lunch

15-16.30 - Tormod Naes

ANALYSING PREFERENCES: METHODS AND PRACTICAL APPLICATIONS II

- ◆ Simple ANOVA, two-way and ideas related to extensions to more complex situations.
- ◆ Conjoint analysis by the use of ANOVA, population effects and individual differences in liking.
- ◆ Understanding individual differences in liking in light of consumer attributes (preference mapping and conjoint analysis).

16.30-17 Break

17-18.30 - Tormod Naes

APPLICATIONS: DEMONSTRATIONS AND HANDS-ON

Using ConsumerCheck for conjoint analysis



Preference, expectations and emotions

10TH JUNE 2016 - PLEASURE AND EMOTIONS

9.30-11- John Prescott

EXPLAINING EMOTIONS:

- ◆ What are emotions
- ◆ Emotions and decision-making
- ◆ Emotions and cross-cultural studies

11-11.30 Break

11.30-13 - Sara Spinelli

MEASURING EMOTIONS:

Emotion measurement methods in sensory and consumer studies and applied consumer neuroscience

- ◆ What emotions are we measuring
- ◆ Explicit measurements: verbal and visual self-reports
 - ◆ Standardised and product specific questionnaires; Questionnaires using words and/or images. Examples: EsSense Profile, GEOS, EmoSemio, PrEmo
- ◆ Implicit measurements: Implicit Association and Emotive Projection Test
- ◆ Measuring emotions through physiological measures (ANS)
- ◆ Measuring emotions from the brain: applied consumer neuroscience

13-15 Lunch

15-16.30 - Erminio Monteleone & Sara Spinelli

ANALYSING EMOTIONS: CASE STUDIES

- ◆ Emotions in the product experience: from the product to the packaging (and back)
- ◆ Sensory and branding: the impact of expectations on emotions
- ◆ Context and emotions

16.30-17 Break

17-18.30 - Erminio Monteleone & Sara Spinelli

APPLICATIONS: DEMONSTRATIONS AND HANDS-ON

Using ConsumerCheck for applications on specific case studies on emotions

FEELING MIX

REGISTRATION

Deadline for Early-bird Registration: 6th May 2016

Apply now: <http://goo.gl/forms/wVEyhV23T>

Registration fee (by the 6th of May, 2016):

900 euro (SISS/E3S members)

1000 (non SISS/E3S members)

After the 6th of May:

1000 euro (SISS/E3S members)

1100 (non SISS/E3S members)

Registration includes coffee break, lunch, course material, certificate of attendance.

10% discount applied to each additional registrant **from the same company/ institution** when registered at the same time.

5% discount is reserved to **students** and **young professional (under 35 years old)**.

Attendees may bring along their own PC/Mac laptops and install ConsumerCheck software from www.consumercheck.co before the course (available for Windows and Mac). In case of need, assistance for the installation of the software will be provided. Data for applications will be provided.

VENUE

Located just minutes from the historical centre of the city of **Florence** close to Piazza Santa Croce, the **Grand Hotel Mediterraneo** has 331 guest rooms and is the city's largest hotel.

Grand Hotel Mediterraneo - Lungarno del Tempio, 44, 50121, Florence - Italy
info@hotelmediterraneo.com | Tel: +39 055 660241



EXPLAINING, MEASURING AND ANALYSING CONSUMER PREFERENCES, EXPECTATIONS AND EMOTIONS

This course will feature **recent advances in cognitive psychology, sensory and consumer science** and **statistics** to measuring and interpreting consumer experience and product performances.

The course is based on a multidimensional approach, with **three modules**, each focused on a hot topic: **consumer preferences, expectations and emotions**.

Each module is organised in three sessions:

1. **EXPLAINING:** a psychological overview of the issue of the day (preferences, expectations and emotions)

YOU WILL LEARN THE FUNDAMENTALS IN CONSUMER COGNITIVE PSYCHOLOGY AND APPLIED CONSUMER NEUROSCIENCE

2. **MEASURING:** a review of the methodologies available to measure the topic of the day in consumer behaviour

YOU WILL LEARN FUNDAMENTAL AND THE LATEST METHODS APPLIED IN SENSORY AND CONSUMER STUDIES

3. **ANALYSING:** a comprehensive overview of the most important statistical methods for handling consumer data and case studies

YOU WILL LEARN HOW TO ANALYSE DATA USING STATISTICAL TOOLS, HOW TO INTERPRET AND DISCUSS THE RESULTS WITH PRACTICAL APPLICATIONS

This section will focus on the statistical analysis of consumer data and on the relationship between sensory and liking data.

The aim is presenting the most important methodologies for:

- ◆ interpreting **consumer liking** and **emotion** data
- ◆ linking consumer **liking** data to intrinsic and extrinsic **product attributes**
- ◆ studying **individual differences** and segmentation in consumer liking data

CONSUMERCHECK SOFTWARE

For the analysis and the hands on activities we will focus on the open source package “ConsumerCheck” developed by Nofima (Norway) and DTU (Denmark).



ConsumerCheck is an open source software package for analysis of consumer liking data. The program is developed for the purpose of providing a simple to use tool for consumer scientists and product developers in industry. There are four modules implemented: **preference mapping, visualization of raw liking data, PCA and conjoint analysis**. In other words, the program contains both multivariate tools as well as ANOVA methodology.

What we offer
and what you will learn

Contacts

Società Italiana di Scienze Sensoriali

via Donizetti 6

50144, Firenze - Italy

CF. 94097300480

Info:

www.scienzeensoriali.it

segreteria@scienzeensoriali.it

Tel: +39 340 5462245



CERTIFICATION

This program qualifies for the **Certification of Quality and Professional Qualification of Sensory Project Manager (SPM and SPMJ)** provided by the Italian Sensory science Society (SISS).

SPM and SPMJ may claim 18 credit hours for their participation in this course.

For more information, please visit www.scienzeensoriali.it or email segreteria@scienzeensoriali.it.