

Title:

How do consumers visually process CATA questions? Implications for question design

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Abstract: (Your abstract must use **Normal style** and must fit in this box. Your abstract should be no longer than 300 words. The box will 'expand' over 2 pages as you add text/diagrams into it.)

The use of simple response strategies when consumers answer check-all-that-apply questions for sensory characterization cannot be eliminated. However, ways to motivate consumers to engage in a deeper processing of CATA questions and provide their full attention to the task may be welcome. In this context, the aim of the present work was to get an insight into how consumers process CATA questions for sensory characterization.

Two consumers studies were carried out in which consumers were asked to try a set of 5 samples (potato chips or plain crackers) and to answer a check-all-that-apply question composed of sensory terms, which was presented on a computer screen. Half of the consumers received the CATA question with a fixed presentation order for the terms, whereas for the other half the order was different for each sample. While consumers completed the task their eye movements were recorded using a remote eye-tracker.

Results showed that the first time that consumers read the CATA question, they processed the terms from left to right and from top to bottom. In general, they first went through the whole list of terms and then selected those that applied to the sample. As the task progressed consumers changed their strategy to answer the CATA question, making fewer and shorter fixations to complete the task. Presenting the terms in different order for each sample significantly increased the total number and duration of the fixations needed to complete the task, which suggests a higher cognitive effort. Implications for the design of CATA questions are suggestions for further research will be discussed.

