

CREATIVE APPLICATIONS

Sensory Techniques Used in Conducting
PACKAGING RESEARCH
with Consumers

AYN GELINAS, editor

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***Creative Applications: Sensory
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Packaging Research with
Consumers***

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Foreword

This publication, *Creative Applications: Sensory Techniques Used in Conducting Packaging Research with Consumers*, contains papers presented at the symposium of the same name held in Montreal, Quebec on 17 May 1994. The symposium was sponsored by ASTM Committee E-18 on Sensory Evaluation. The symposium chairman was Ayn Gelinas, Research and Development, Avon Products, Inc., Suffern, New York.

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Overview

This new publication from ASTM discusses approaches for the use of consumers in research guidance testing. More and more frequently, the classical techniques of sensory evaluation are being called upon to help solve problems beyond the field of their customary applications. Relevant topics at the symposium upon which this book is based include the application of sensory techniques to research with consumers in such areas as ergonomics, sensory transfer, appearance, sound, or feel. Examples are: (1) consumer research on packaging contouring for ease-of-fit to the human hand; (2) packaging enclosures that avoid consumer frustration/annoyance while maintaining safety considerations; (3) geriatric issues; (4) scented packaging; (5) product/package match; (6) directions for product use on packages and other packaging perception considerations.

Some of the questions this symposium attempted to address were: (1) Which techniques have been tried in this type of research? (2) Are product/package stimuli always required? (3) What types of stimuli (i.e., two-dimensional representations; three-dimensional mock-ups; actual, full-scale prototypes) are most useful to present to the consumers? and (4) What are the effects of white label packaging versus color/graphics for use in consumer tests?

The session chairman for the first symposium session, “Labels and Directions—Does Anyone Notice?,” was R. Whalen, Karom Group, Toronto, Ontario, Canada. The first paper in this book from this session, by Corney et al., discusses the effects of food label health and nutrition claims on consumer perceptions. The second paper, by Levis et al., discusses the consumer use of package directions of varying formats for familiar and unfamiliar food products. The third paper, by Buckley, presents a novel method for the measurement of noticeability of package information.

The session chairman for the second symposium session, “Building A Better Package,” was M. Wolf, WolfSensory, Mason, Ohio. The first paper in this book from this session, by Moskowitz et al., presents multi-media approach techniques for incorporating consumer feedback into package description and presentation. The second paper, by Durgee and O’Connor, is a multisensory exploratory study using creative techniques to perceive what package designs express. The third paper, by Gunn and Cooper, says that sensory scaling provides better guidance for choosing the best package.

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