Subject Index

A
Age effect, 87
Analysis of variance, 34
consumer/market factors, 80–82
research guidance acceptance tests, 93–94

B
Base size of test, 13
Bivariate correlation techniques, 40–42
Bivariate graphical techniques, 40–42

C
Carriers, selection, 11
Carryover effects, 12
Chemical methodology, 15–16
Chi-square, research guidance acceptance tests, 93–94, 97–98
Cluster analysis, 34–35
Computers, 28
Construct validity, 21, 25
Consumer acceptance, see Consumer/market factors
Consumer attributes, 5, 60
relationships with laboratory data, 24
Consumer-consumer/market factors data relationships, 3
Consumer data
benefits from, 1–2
relationships, validity, 22–23
Consumer-descriptive data relationships, 3
specific product guidance through, 4–6
Consumer-employee consumer data relationships, 3
Consumer factors
interactions, 81
study, 81–86
Consumer ingredients data relationships, 3
Consumer-instrumental data relationships, 3
Consumer liking, relationships with laboratory data, 24
Consumer/market factors
consumer acceptance and, 78–91
approach, 79–80
assessment of consumer factor x product interactions, 81–84
consumer factor study, 81–86
data analysis, 80–81
interaction study, 83–84, 87–90
two-way interaction assessment, 80–82
description, 79
Consumer-process data relationships, 3

Consumer responses
interpretation and understanding, 6
prediction, 6–7
relations with analytical measurements, 62–77
correlation coefficient, 63
graphical analysis, 62–63, 65–67
multivariate regression, 64–65, 69–73
principal components regression, 71, 74–76
problem/objective, 62
recommendations, 75
summary and theoretical discussion, 62–65
tests, 62
univariate regression, 63, 67–69
Consumer segmentation, understanding, 7
Consumer testing, design, 79
Content validity, 22
Contingency coefficient, 32
Correlation analysis, 30–32
Correlation coefficient, consumer response and, 63
Cross validity, 22

D
Data
management, 17
transformation, 17
Data relationships
applications, 4–7
not specific/actionable enough, 4–5
potentially misleading, 5–6
types, 2–4, 27–28
validity of results, 24–26
Data set
basic analysis, 17–18
requirements, 8
Dependent variable, 28
Descriptive attributes, 59
Discriminant analysis, 36–37

E
Experimental design, validity and, 23
Exploratory data analysis, 30
External validity, 22

F
Face validity, 20, 24–25
Factor analysis, 36
Frequency histograms, research guidance acceptance tests, 96
CONSUMER DATA RELATIONSHIPS

G
Gender effect, 84, 87–89
Generalized Procustes Analysis, 52–55
Graphical analysis, 29–30
consumer/instrumental relationships, 65–67
consumer response and, 62–63
research guidance acceptance tests, 93, 95–97

I
Independent variable, 28
Interpretive consumer data relationships, 3–4

K
Kendall's tau, 32

M
Means separation, research guidance acceptance tests, 93–94
Multidimensional scaling methods, 35
Multivariate approaches, 39–60
bivariate graphical and correlation techniques, 40–42
comparisons among methods, 57–58
counter test, 39–40
descriptive panels, 40
Generalized Procustes Analysis, 52–55
overall liking plotted against product scores, 50–51
partial least squares regression, 55–57
principal component regression, 42–52
regression model, 50–51
rotation methods, 46, 48–50
samples, 39
Multivariate regression consumer/instrumental relationships, 69–73
consumer response and, 64–65

N
Nonparametric correlation measures, 31–32

O
Outlier, 11
Overall liking, 5

P
Panelists
source, 14
t raining, 15
Partial least squares regression, 55–57
Pearson product-moment correlation, 31
Physical/chemical methodology, 15–16
Pragmatic validity, 22, 25–26
Predictive consumer data relationships, 4
Predictive consumer response models, 24–25
Predictive validity, 20–21, 25
Principal component regression, 35–36, 42–52
biplot, 46–47
counter/instrumental relationships, 71, 74–76
counter response and, 65
loadings, 42–44
scree plot, 42, 45
t h e o r y , 4 2
Product space of interest, 9–10
validity and, 23

Q
Questionnaire/scaling, 13

R
Regression analysis, 33–34
Regression model, 50–51
Replicate validity, 22, 25
Reproducibility
physical/chemical method, 16
sensory methodology, 15
Research guidance acceptance tests, 92–99
approach, 93
data analysis, 93–94
objectives, 92–93
problem, 92
Rotation methods, 46, 48–50

S
Samples
differences, 10
number, 9
number handled at a sitting, 12
number handled at a time, 14
portion size, 11–12
preparation/presentation, 11–12
representative, 10–11
selection, 16, 23
Scaling, 15
Segmentation, 78
Sensory methodology, 12–15
base size of test, 13
experimental designs, 13
number of samples handled at a time, 14
questionnaire/scaling, 13
reproducibility, 14, 15
scaling, 15
source of panelists, 14
trained panel testing, 15
variables to be tested, 13
Sequential data relationships, 2
Simultaneous data relationships, 2
Software, 28
Spearman rank correlation, 32
Split-plot analysis of variance, research guidance acceptance tests, 94–95
Statistical analysis
capabilities, 17–18
validity and, 23–24
Statistical techniques, 1, 27–37
analysis of variance, 34
cluster analysis, 34–35
correlation analysis, 30–32
data and variable types, 27–29
discriminant analysis, 36–37
exploratory data analysis, 30
factor analysis, 36
graphical analysis, 29–30
multidimensional scaling methods, 35
principal components analysis, 35–36
regression analysis, 33–34
for relationships, 18
Statistician, need for, 17
Stepwise regression
c consumer/instrumental relationships, 71–73
c consumer response and, 64–65
Tests
methodology, validity and, 23
selection, 16
Trained panel testing, 15
Univariate regression
c consumer/instrumental relationships, 67–69
c consumer response and, 63
User group effect, 87, 90
Validation studies, 24
Validity, 19–26
consumer data relationships, 22–23
definitions, 20–22
Valid relationships, practices to ensure, 23–24
Variable types, 27–29
Varimax rotation, 46, 48–50