The use of liking scores, emotional response terms, and emojis to determine the best way to discriminate consumer response to beer samples

(Amy Noga, Emily Marrero, Emma Kelley and Annette Fritsch/ Boston Beer Company)

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INTRODUCTION

A product's profile evokes emotional response in consumers. When these emotional responses are collected they are shown to better discriminate products than traditional hedonic measurements. There are a variety of methods to capture emotional responses to products. With millennials becoming the target demographic, it is important to understand the best method to capture their emotional response.

OBJECTIVE

The objective of this study was to compare an emoji lexicon to a term lexicon to understand which are more effective and accurate to use when measuring consumers' emotional response to beer. Hypothesis was that emojis serve as a better measure of consumer emotion towards beer than will emotion words or a 9 point liking scale.

MATERIALS AND METHODS

Over the course of a year, 10 different tests were conducted with at least 100 consumers in each test. Each ballot was adjusted based on learnings from the previous test in search of the optimal emoji ballot. Throughout the study beer, was modified to evoke different emotions. Consumers evaluated 2 to 3 beer samples using a 9-point overall liking scale, an emotional term CATA, and an emoji CATA.

- **Test Type:** Consumer testing
- **Location:** Boston Brewery before tour
- **Ballot:** Made on Compusense and accessed by consumers on iPads.
- **Presentation:** Blind test with 3-digit blinding codes, style of beer is declared (i.e. IPA, pilsner, Marzen/seasonal beverage).
- **Screening:** Everyone can taste but then data is screened down/filtered after test is complete
- **Design:** Williams Block Design

All three questions were analyzed to determine which method offered greater discrimination amongst samples.

BALLOT

Figure 1



Figure 2

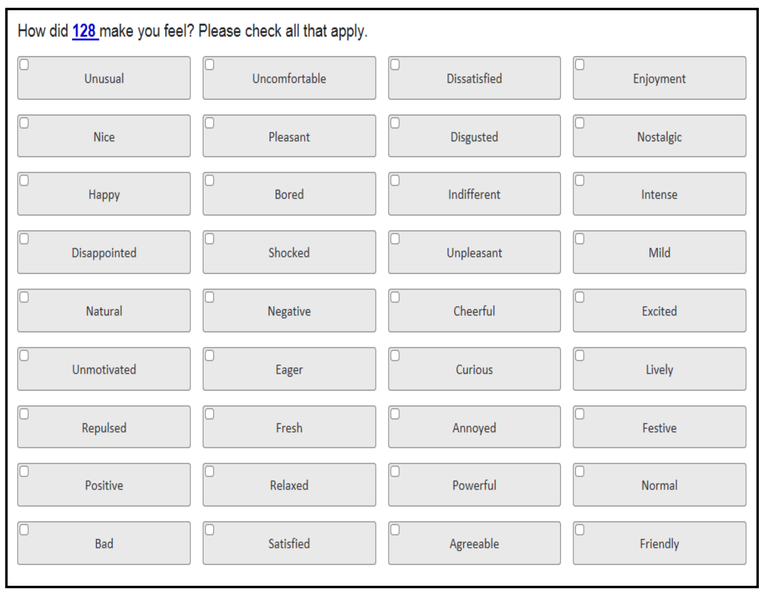

Figure 3



RESULTS AND DISCUSSIONS

New England IPA

No significant difference was found in overall liking or emoji question where the emotion words did show a difference between the samples.

Pilsners

A significantly lower overall liking score was seen in one of the three samples. The emoji test only saw one emoji being checked off significantly more for the two samples that were liked more. The emotional word CATA supported the overall liking scores, with less positive emotions being selected for the sample that scored significantly less.

Marzen

There was no significant difference in overall liking between the two samples of Marzen. However, the emotion words did find a difference. The emoji CATA only showed a significance in one emoji.

Spiced Lager: Cinnamon Spiked

Spiced Lager control was liked significantly more than the cinnamon spiked sample, but there was only one significant difference found for emojis. There were more significant differences in emotion words between the two samples than in emojis.

Spiced Lager: Bitter Spiked

No significant difference in overall liking, emotion words, or emojis.

CONCLUSION

This research agreed with previous work and showed that a word CATA had the greatest level of discrimination, followed by liking scores. Emojis were the least effective despite being used widely by the target demographic (millennials from ages 21-39) at discriminating.

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