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| **Title:** |
| **A rapid way for better understanding consumers’ drivers.** **A new affective approach to projective mapping.**  |
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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.) |
| Projective mapping (Napping®) with a descriptive step has been extensively used as an alternative tool for sensory description of products/packs with consumers. Many times overall liking data (OL) is also gathered for concluding on drivers of liking. Projective mapping is considered a holistic approach to product profiling that somehow resembles what happens in a choosing event. However, the task normally involves the perception of similarities and differences from an intrinsic or extrinsic perspective but not considering liking as main parameter for categorization. In previous works hedonic descriptions or OL have been considered as supplementary variables or consumers were asked about their ideal product to be mapped after the categorization (Varela & Ares, 2012), but there have not been other approaches to this topic from an affective perspective.The idea behind this work was to explore a new affective approach to projective mapping, based on choice or preference. Two sessions, one week apart, were performed with the same 60 consumers, using whole bread as case study. Three projective mapping tests were performed in different scenarios (blind/informed conditions; analytical /affective approaches). Overall liking ratings (OL) were gathered in blind conditions (see workflow in fig 1). Samples were also profiled by QDA, to obtain a preference map to compare with. Consumer’s categorization/description of products was explored when instructed to base their positioning on the products similarities/differences (analytical approach, “classic napping”) and when consumers were focusing on their preference or choice (affective approach, figure 2). The affective approach to projective mapping successfully appeared as a rapid and easy way to focus on consumers’ drivers of liking and choice, from a holistic perspective, where consumers summarized their main drivers for categorizing products as they would do when choosing, based on their preferences.Discussion would be around the implications, practicalities and potentialities of this new approach.H:\Documents\RAPIDCHECK\Napping + liking\figure workflow.tifFigure 1- Workflow of experimentsH:\Documents\RAPIDCHECK\Napping + liking\figure instructions.tifFigure 2- Instructions given in the projective mapping based on choice/preference |
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