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NATIONAL STANDARD OF THE PEOPLE'S REPUBLIC OF CHINA

GB/T 41408-2022

Sensory analysis - Methodology - General guidance for conducting hedonic tests with consumers in a controlled area

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foreword

This document is in accordance with the provisions of GB/T 1.1-2020 "Guidelines for Standardization Work Part 1.Structure and Drafting Rules of Standardization Documents"

drafted.

This document was drafted with reference to ISO 11136.2014 "General Guidelines for Consumer Preference Testing in Controlled Areas of Sensory Analysis Methodology", consistent with

The degree of sexuality is not equivalent.

Please note that some content of this document may be patented. The issuing agency of this document assumes no responsibility for identifying patents.

1 Scope

This document presents methods for measuring consumer preference or relative preference for a product within a controlled area. The method is based on asking

Consumer data collection and analysis methods for questionnaires (including paper and electronic questionnaires).

This document does not apply to tests related to consumption behavior, such as recording the quantity of products freely consumed by consumers.

The liking testing methods (including acceptability testing and preference testing) in this document can be applied to.

---Comparing product preferences with competing products;

---Optimize products in order to obtain higher preference levels or more consumer favorites;

--- Determine the product series suitable for a specific target consumer group;

--- Determine the best consumption period of the product;

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--- assess the impact of formulation changes on product preferences;

--- Study the influence of sensory characteristics of products (non-external characteristics, such as brand, price, advertisement, etc.) on the degree of product preference;

--- Study the influence of commercial behavior or display form (such as packaging) on the degree of product preference;

--- Determine whether there is a perceptible difference in preference between different products (test of difference in preference degree) or there is no perceptible difference in preference (increase

check for similarity).

2 Normative references

The contents of the following documents constitute essential provisions of this document through normative references in the text. Among them, dated citations

documents, only the version corresponding to that date applies to this document; for undated references, the latest edition (including all amendments) applies to

this document.

GB/T 10221-2021 Sensory Analysis Terminology (ISO 5492.2008, IDT)

GB/T 12315-2008 Sensory Analysis Methodology Ranking Method (ISO 8587.2006, IDT)

GB/T 13868-2009 Sensory Analysis General Guidelines for Establishing Sensory Analysis Laboratories (ISO 8589.2007, IDT)

GB/T 39501-2020 Guidelines for the use of quantitative response scales for sensory analysis (ISO 4121.2003, IDT)

GB/T 39992-2021 Sensory Analysis Methodological Balance Incomplete Block Design (ISO 29842.2011, IDT)

3 Terms and Definitions

The terms and definitions defined in GB/T 10221-2021 and the following apply to this document.

3.1

controlled area controledarea

An area that provides the following functions.

--- controllable areas for preparing and delivering products;

--- a comfortable environment for consumers to test products and receive questions;

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---Avoid verbal and non-verbal communication between consumers and ensure that each consumer has an independent feedback area.

[Source. GB/T 10221-2021, 6.56, with modifications]

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