

CONSUMER'S PERCEPTION: A VARIANCE ANALYSIS OF TASTE PREFERENCES

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ABSTRACT

Focusing on the impact of product origin and taste are attributes of purchasing decisions. This analysis involved 150 consumers aged 18 to 46, split 50% males and females, to assess preferences for two carrot products: one perceived as sweeter and crunchier, and the other as less sweet and less crunchy. Both products were packaged in 6-ounce plastic containers designed for immediate consumption or microwave heating. Through Analysis of Variance (ANOVA), significant differences in taste perception based on geographic origin were evaluated, revealing that the sweeter and crunchier option was favored by 80% of respondents, who primarily consumed the product directly. The findings underscored the importance of origin-based differentiation in marketing strategies, suggesting that specific packaging to highlight regional characteristics could enhance consumer engagement and brand loyalty. This research provided actionable insights for agricultural businesses aiming to optimize product offerings and improve supply chain efficiency based on consumer preferences.

Keywords: Taste Perception, Consumer Preferences, Packaging.

1. INTRODUCTION

Knowledge of consumer preference is important in agricultural marketing as a source of competitive advantage. This becomes all the more critical for commodities such as ready-to-eat carrots, for which the sensory characteristics, especially taste, are a major determinant of choice. Against the backdrop of increasing consumer demand for convenience and quality, agricultural business marketing strategies should be proactive according to changing consumer preferences.

In this study, carrot (*Daucus carota*) products were perceived to differ in sweetness and crunchiness. Both were packaged in 6-ounce plastic containers for immediate consumption or heating in a microwave oven to meet the demand for convenience required by today's modern consumer. Similarly, the current study uses ANOVA as an analytical approach to test whether there are significant differences in the taste perception of carrots for their geographical origin (Delgado, 2016)

From various research, it is clear that what people expect to taste often comes from what they see, such as color or packaging, before actual tasting. Nonetheless, the taste experience will always be a consequence of the actual flavor profile at consumption. In relation to this study, for instance, sensory analysis of the two carrot varieties will demonstrate whether taste distinctions, as would be attributable to their geographic origins, can be perceived by the consumer.

The target population of the study included 150 consumers aged between 18 and 46 years (the main segment of its market) The research by gender was divided equally into male 50% and female 50%, providing inclusive analysis concerning taste preferences amongst genders (Chen, Y., & Wang, L. 2014)

These findings have serious implications for marketing strategies for the agricultural sector. Where there is a marked preference of consumers for products originating from certain places, the company can concentrate its marketing efforts along the lines that demonstrate such characteristics (Brown, 2012) For instance, carrots coming from a place considered to have the best topsoil will be positioned and marketed to attract buyers who want a quality taste (Kim, S., & Lee, J.2020)