

Draft Tanzania Standard

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

DRAFT STANDARD FOR PUBLIC COMMENT ONLY

TANZANIA BUREAU OF STANDARDS

NATIONAL FOREWORD

1.0 INTRODUCTION

This standard was adopted by sensory evaluation technical committee, under the supervision of Food and Agriculture Standards Divisional committee (AFDC).

This draft Tanzania standard is identical to ISO 11136:2014(E)– Sensory analysis — Methodology — General guidance for conducting hedonic tests with consumers in a controlled area, which was published by International Organization for Standardization.

TERMINOLOGY AND CONVENTIONS.

This text of International standard, if found suitable, may be approved for publication as Tanzania standard without deviations.

Some terminologies and certain conventions are not identical with those used in Tanzania standards: attention is drawn especially to the following: -

1. The comma has been used as decimal marker for Metric dimensions. In Tanzania standards, it's currently practice to use "full point" on the baseline as decimal marker.
2. Where the words "International standard (s)" appear, referring to this standard they should read "Tanzania Standard(s)".

SCOPE

This International Standard describes approaches for measuring, within a controlled area, the degree to which consumers like or relatively like products.

It uses tests based on collecting consumers' responses to questions, generally on paper or via a keyboard or a touch screen. Tests of a behavioural nature (such as recording quantities consumed ad libitum by the consumers) do not fall within the scope of this International Standard.

The hedonic tests dealt with in this International Standard, can be used as a contribution to the following

- comparing a product with competitor products;
- optimizing a product so that it obtains a high hedonic rating or is liked by a large number of consumers;
- helping to define a range of products to correspond to a particular consumer target population
- helping to define a best-before date;
- assessing the impact of a product formulation change on the pleasure given by the product;
- studying the impact of sensory characteristics of a product on degree to which it is liked, independently of the product's extrinsic characteristics, Such as brand, price, or advertising;
- studying the effect of a commercial or presentation variable, such as packaging. The methods are effective for determining
- whether or not, a perceptible preference exists (difference in degree of liking