

## Are performances from different countries comparable in a consumer profile task?

For about ten years, literature has been presenting studies including descriptive questions related to the evaluation of sensory characteristics by naïve consumers and not sensory experts. Yet this kind of procedure is not widespread because of several questionable aspects, as the consumer performances. However some authors like Husson, Le Dien and Pagès (2001) or Hersleth, Berggren and Westad (2005) prove that sensory profiles done by consumers can be considered as reliable. Furthermore the method presents several benefits: it allows directly understanding what consumers perceive with their own words and is lighter than a study with sensory experts (no long and expensive training).

The study was carried out in France, Italy, Portugal and China in order to highlight differences and similarities in perception and linguistics between these cultures. Around 60 female consumers in each country evaluated in standardized conditions 10 international face skincare creams on sensory attributes previously defined by other consumers in a focus group session.

One of the objectives of this study was to assess the admissibility of sensory profiles realized by untrained panels of consumers. For that purpose, we estimated first the global performance of the panels in terms of consensus, discriminability, reproducibility and repeatability. Then, we measured the individual performances of each consumer from each panel in terms of reproducibility, repeatability and use of the scale.

The results of the study allowed validating the methodology used. Indeed, the panels of every country were homogeneous, discriminating and relatively reproducible and repeatable. Moreover, consumers' significant number allows compensating scores variability.

### Authors & affiliations:

L. Dreyfuss and D. Brémaud

[d.bremaud@adriant.com](mailto:d.bremaud@adriant.com)

Biofortis Sensory & Consumer-  
Adriant, France