Literature Analysis concerning different Test Environments in Food Acceptance Ratings (Martina Schöniger)

Language: German/English

Different test environments tend to influence product and food evaluations. For example, for food acceptance ratings, testing in a sensory lab or conducting a field experiment is widely common – conducting a study in a sensory lab offers a higher degree of experimental control than conducting a study as field experiment. Due to these facts, current research investigates several test environments.

This master thesis’ objective is to find relevant literature concerning the comparison of different test environments, e.g. immersive environment, home-used-test, central-location-test, sensory lab, field experiment, etc. A special focus should be set on “immersive environments”.

Besides presenting literature as well as giving short and concise summaries of the papers’ findings, the thesis pursues the aim to show similarities in the studies as well as to structure them according to different criteria. In the end, the thesis shall summarize the findings and show potential further research.

Introductory Literature:

