

Sensory analysis - Methodology - General guidance for conducting hedonic tests with consumers in a controlled area (ISO 11136:2014)

## EESTI STANDARDI EESSÕNA

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English Version

**Sensory analysis - Methodology - General guidance for  
conducting hedonic tests with consumers in a controlled  
area (ISO 11136:2014)**

Analyse sensorielle - Méthodologie - Lignes directrices  
générales pour la réalisation d'épreuves hédoniques  
effectuées avec des consommateurs dans un espace  
contrôlé (ISO 11136:2014)

Sensorische Analyse - Methodologie - Allgemeiner  
Leitfaden für die Durchführung hedonischer Prüfungen  
(Verbrauchertests) in einem festgelegten Bereich (ISO  
11136:2014)

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## European foreword

The text of ISO 11136:2014 has been prepared by Technical Committee ISO/TC 34 “Food products” of the International Organization for Standardization (ISO) and has been taken over as EN ISO 11136:2017.

This European Standard shall be given the status of a national standard, either by publication of an identical text or by endorsement, at the latest by November 2017, and conflicting national standards shall be withdrawn at the latest by November 2017.

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### Endorsement notice

The text of ISO 11136:2014 has been approved by CEN as EN ISO 11136:2017 without any modification.

# Contents

Page

<b>Foreword</b>	<b>v</b>
<b>1 Scope</b>	<b>1</b>
<b>2 Normative references</b>	<b>1</b>
<b>3 Terms and definitions</b>	<b>1</b>
<b>4 Preliminary considerations</b>	<b>3</b>
4.1 Study proposal	3
4.2 Specification of the target population	4
4.3 Further specifications	4
<b>5 The consumer sample</b>	<b>5</b>
5.1 General	5
5.2 Recruiting the consumers	5
5.3 Assembling a consumer sample	7
5.4 Sample segmentation	7
<b>6 Size of the consumer sample</b>	<b>8</b>
6.1 Decisions of measurement	8
6.2 Determining the sample size	8
6.3 Working with subgroups	9
6.4 Number of product samples and experimental design	9
6.5 Safety margin in recruitment	9
<b>7 Test area</b>	<b>10</b>
<b>8 Products</b>	<b>10</b>
8.1 Anonymous presentation of the products	10
8.2 Preparation and presentation of the products	10
<b>9 Procedures</b>	<b>11</b>
9.1 Two groups of hedonic tests	11
9.2 Rating tests	12
9.3 Paired comparison tests	12
9.4 Ranking test	13
9.5 Additional questions	14
9.6 Instructions for the consumers	14
<b>10 Organization of test sessions</b>	<b>15</b>
10.1 General	15
10.2 Plans	15
10.3 Number of products evaluated in a single session	16
10.4 Nature of the products evaluated within a session	17
10.5 Time of the session	17
10.6 Repetition of a product within a test	17
10.7 Pre-test	17
<b>11 Analysis of the results</b>	<b>18</b>
11.1 General	18
11.2 Inferential analysis	18
11.3 Ratings (see 9.2)	18
11.4 Paired comparisons (9.3)	18
11.5 Ranking (9.4)	18

<b>12</b>	<b>Study report</b> .....	<b>19</b>
12.1	General.....	19
12.2	Products.....	19
12.3	Test procedure.....	20
12.4	Consumers.....	20
12.5	Results.....	21
12.6	Annexes to the report.....	21
<b>Annex A</b>	<b>(informative) Example of a recruitment questionnaire</b> .....	<b>22</b>
<b>Annex B</b>	<b>(informative) Methods for evaluating the data of segmentation subgroups</b> .....	<b>26</b>
<b>Annex C</b>	<b>(informative) Plans for assigning products to consumers</b> .....	<b>28</b>
<b>Annex D</b>	<b>(informative) Influence of the sample size on the accuracy of one mean</b> .....	<b>29</b>
<b>Annex E</b>	<b>(informative) Minimum sample size for tests using rating</b> .....	<b>30</b>
<b>Annex F</b>	<b>(informative) Minimum sample size for tests using ranking</b> .....	<b>34</b>
<b>Annex G</b>	<b>(informative) Examples of data analysis for ratings</b> .....	<b>36</b>
<b>Annex H</b>	<b>(informative) Examples of data analysis for rankings</b> .....	<b>41</b>
<b>Bibliography</b>	.....	<b>43</b>

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

## 1 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), or
- whether or not, no perceptible preference (paired similarity test) exists.

## 2 Normative references

The following documents, in whole or in part, are normatively referenced in this document and are indispensable for its application. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

ISO 4121, *Sensory analysis — Guidelines for the use of quantitative response scales*

ISO 5492, *Sensory analysis — Vocabulary*

ISO 5495, *Sensory analysis — Methodology — Paired comparison test*

ISO 8587, *Sensory analysis — Methodology — Ranking*

ISO 8589, *Sensory analysis — General guidance for the design of test rooms*

ISO 29842, *Sensory analysis — Methodology — Balanced incomplete block designs*

## 3 Terms and definitions

For the purposes of this document, the terms and definitions given in ISO 5492 and the following apply.