TCATA: temporal evaluation of products to determine what is perceived and what drives consumer liking during product consumption

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What is TCATA?

- Recent temporal sensory/consumer method
- Captures the sensory characteristics perceived during consumption
- Assessors are given a list of attributes and select those that describe the samples
- In-depth briefing and detailed instructions required
- Other types of data also captured







Why TCATA?

- Consumption is a 'dynamic' process
- More reflective of consumers' experiences
- Additional insights:
 - \checkmark When specific sensations are perceived?
 - ✓ For how long?
 - ✓ In what sequence?
 - ✓ With what other sensations?
- To support product development activities





Main outputs – 2 case studies







TCATA curves & difference plots (vegan hams)

Proportion of assessors selecting each attribute during the assessment period





TCATA curves & difference plots (plant-based nuggets)





Sensory trajectories (vegan hams)





Temporal drivers of liking (vegan hams)







Temporal drivers of liking to compare consumer groups



15% frequency cut-off for calculating the mean impact at 5% significance.

Note, there were more respondents in the Meat Reducer group, so in this group the drivers of liking are estimated with greater precision.

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Benefits and possible applications

- For foods and beverages, incl. complex ones
- Focus on flavour and/or texture/mouthfeel
- Sensations before, during and/or after swallowing
- Obtain feedback early or late in the NPD process
- Assess the impact of recipe/process change
- (Dis)prove similarity
- Understand consumer liking
- Inform product specs, on-pack descriptions, advertising materials
- Help development/marketing teams understand their products





To find out more ...

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