


# Experience Design for Product and Service

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## Seafood Flavor Perception, Liking, Emotion, and Purchase Intent of Coated Peanuts as Affected by Coating Color and Hydrolyzed Squid Peptide Powder

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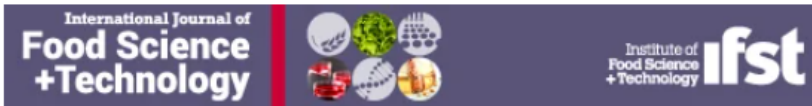
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## Abstract

### Abstract

This study evaluated effects of green compared with brown coating colors and varying levels of hydrolyzed squid peptide powder (HSP) on seafood flavor perception, sensory liking, emotions, and purchase intent (PI) of coated peanuts. Dried squid head was enzymatically hydrolyzed to produce HSP, which was then incorporated into peanut coating material at 0%, 0.89%, 1.78%, and 2.66% levels. Green-coated peanuts (GCP) and brown-coated peanuts (BCP) were produced and tested with U.S. consumers. A 2-AC test ( $N = 100$  consumers) was used to determine effects of coating colors on expected/perceived seafood flavor intensity of GCP compared with BCP at an equal HSP level based separately on looking, smelling, and tasting. Only tasting produced perceptual differences, at 1.78% and 2.66% HSP, with stronger seafood flavor intensity observed for GCP. Consumer testing ( $N = 160$ ) yielded low mean seafood aroma liking scores for BCP (4.04) and GCP (4.13) at 2.66% HSP. The emotion “disgusted” was most affected by HSP addition for GCP. Presenting consumers with health benefit information (HBI) increased positive PI from 62.5% to 81.25% for BCP at 1.78% HSP, which had higher mean overall liking scores (6.05 before HBI, 6.24 after HBI) than 2.66% HSP samples. Overall liking was a significant predictor for positive PI with odds ratios of 1.52 to 2.20. Overall, green color and HSP addition levels of the coating inserted negative effects on liking, emotion, and PI of coated peanuts. This study demonstrated that HSP made from byproduct of squid processing could be successfully incorporated into coated peanuts, supporting the concept of sustainability of food supply.

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## Consumer perception of extruded snacks containing brown rice and dried mushroom

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## Summary

Effects of mushroom type, seasoning and health benefit information (HBI) on consumers' saltiness expectation, sensory liking, elicited emotions and purchase intent (PI) of extruded snacks were investigated. Five snacks were evaluated: straw mushroom (*Volvariella volvacea*) extrudates without (SME) or with seasoning (SMES), phoenix mushroom (*Pleurotus pulmonarius*) extrudates without (PME) or with seasoning (PMES), and the control without mushroom and seasoning. Hedonic scores and positive emotions were generally higher for seasoned mushroom-containing snacks (SMES and PMES) with 65% and 75.83% of consumers reporting willingness to purchase, respectively, after receiving HBI. *Bored*, *interested* and *satisfied* were identified as significant emotional predictors for PI odds. Flavour, saltiness, overall liking, *bored*, *good* and *interested* were critical attributes, differentiating snacks. This study demonstrated that sensory liking and PI of extruded brown rice-based snacks containing mushroom could be improved through savoury seasoning addition, which also allowed saltiness expectations to be met.

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