Do personal values relate to preference for potato chips?

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This study aimed to investigate roles of sensory properties of food and consumer’s personal values on preference for plain-flavored potato chips. A consumer study (n=120) was performed to evaluate the preference for potato chips. Descriptive analysis was conducted to determine the sensory characteristics of potato chips and drivers of liking for potato chip consumers. Consumers’ personal values were measured using Portrait Value Questionnaire. L-partial least square regression method was used to uncover the effects of sensory characteristics and consumer variables, such as demographics and personal values, on liking of potato chips. Consumer preference mainly differs with regards to the processing style of potato chips. Consumers who preferred baked potato chips, which were sweet, starchy, less potato flavor and less oil residuals, were young females, ages between 18-25 years old. On the other hand, male consumers preferred kettle-cooked and original fried potato chips that had toasted and oily aroma, harder, crispier and crunchier texture. Personal values were not shown to play an important role in relation to sensory preference of potato chips.