

P5

Segmenting consumers according to both consumer perception and preferences using 2-step clustering approach

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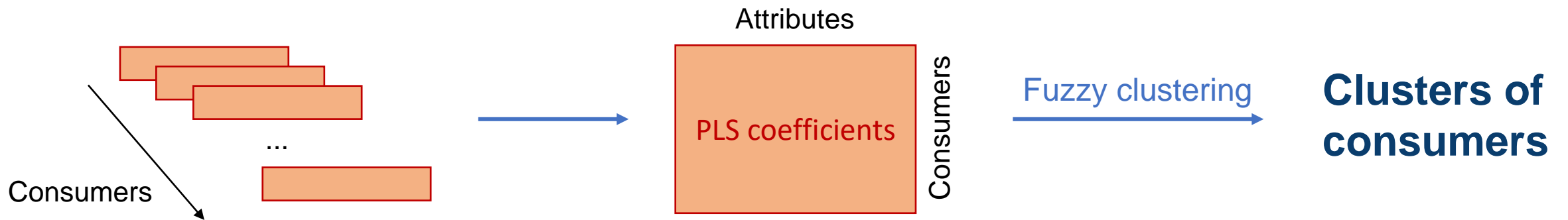
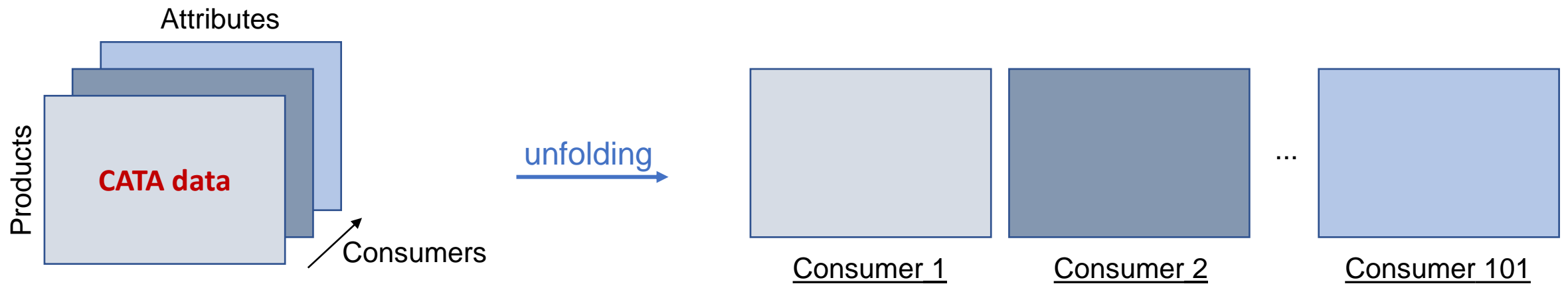
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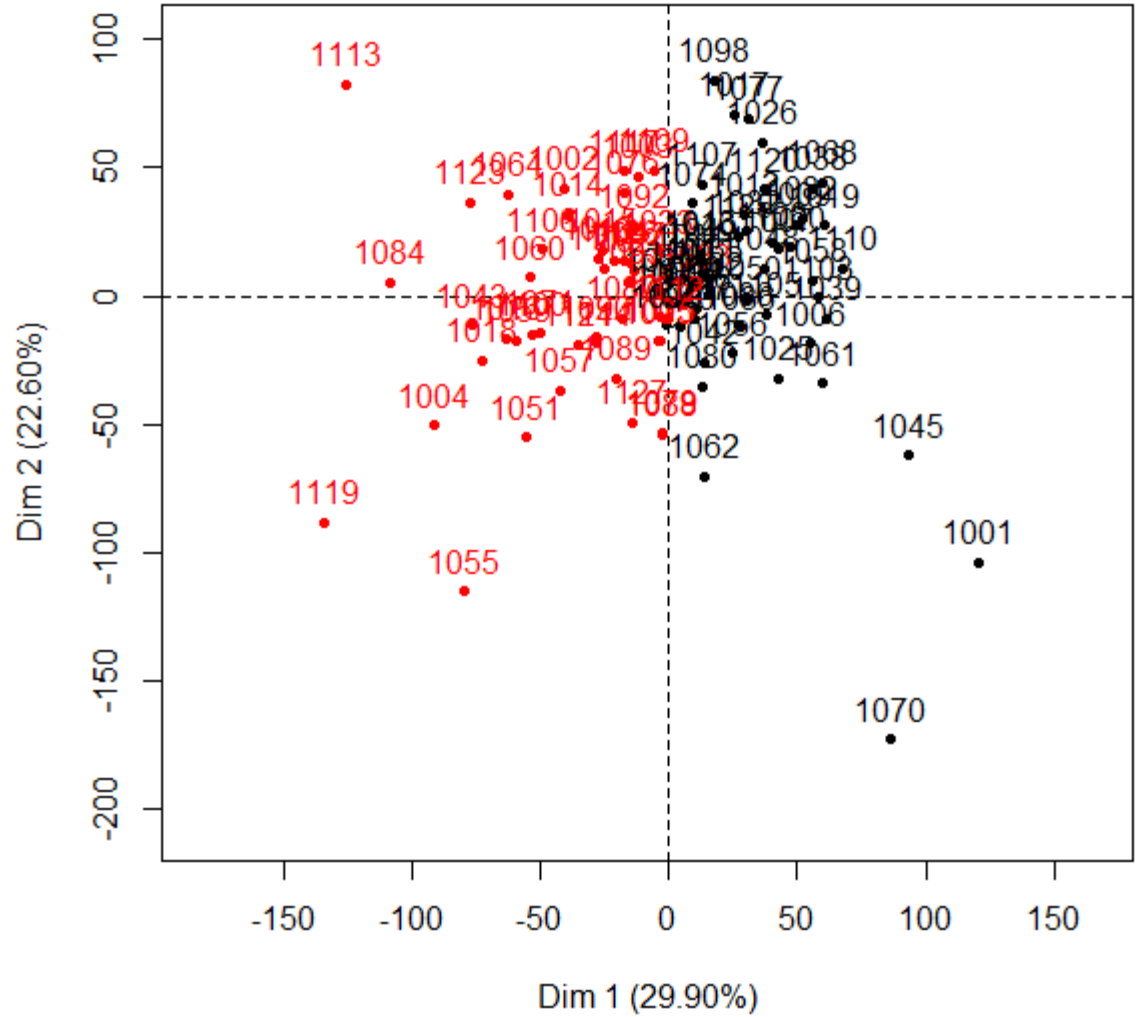
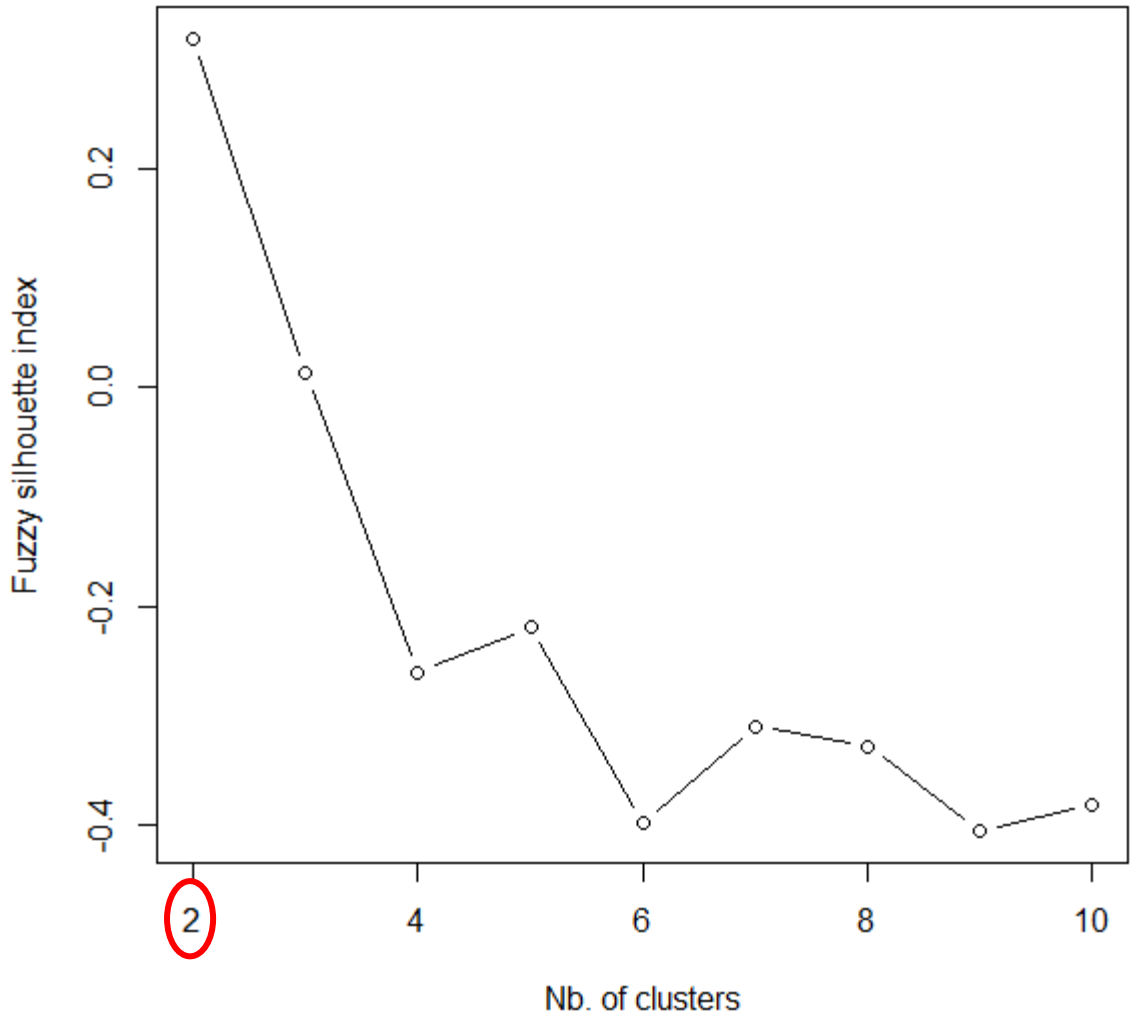
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Approach

- **Consumer segmentation** based on *consumer perception vs consumer preference*
 - Clustering *consumer perception* (i.e. *CATA data*): **CLUSCATA**
 - Clustering *consumer preference* (i.e. *liking data*): **fuzzy clustering**
- **2-step clustering approach**: conjoint clustering for *CATA – liking data*



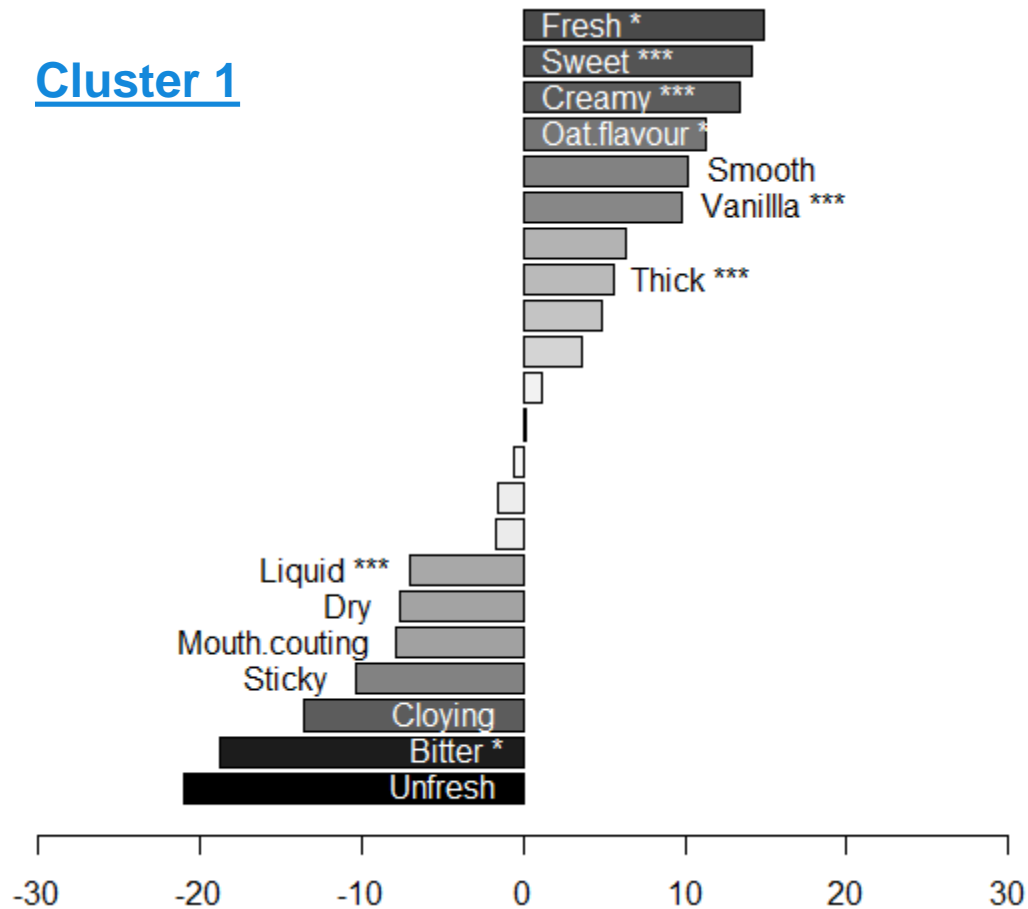
PLSR + Fuzzy clustering on regression coefficients



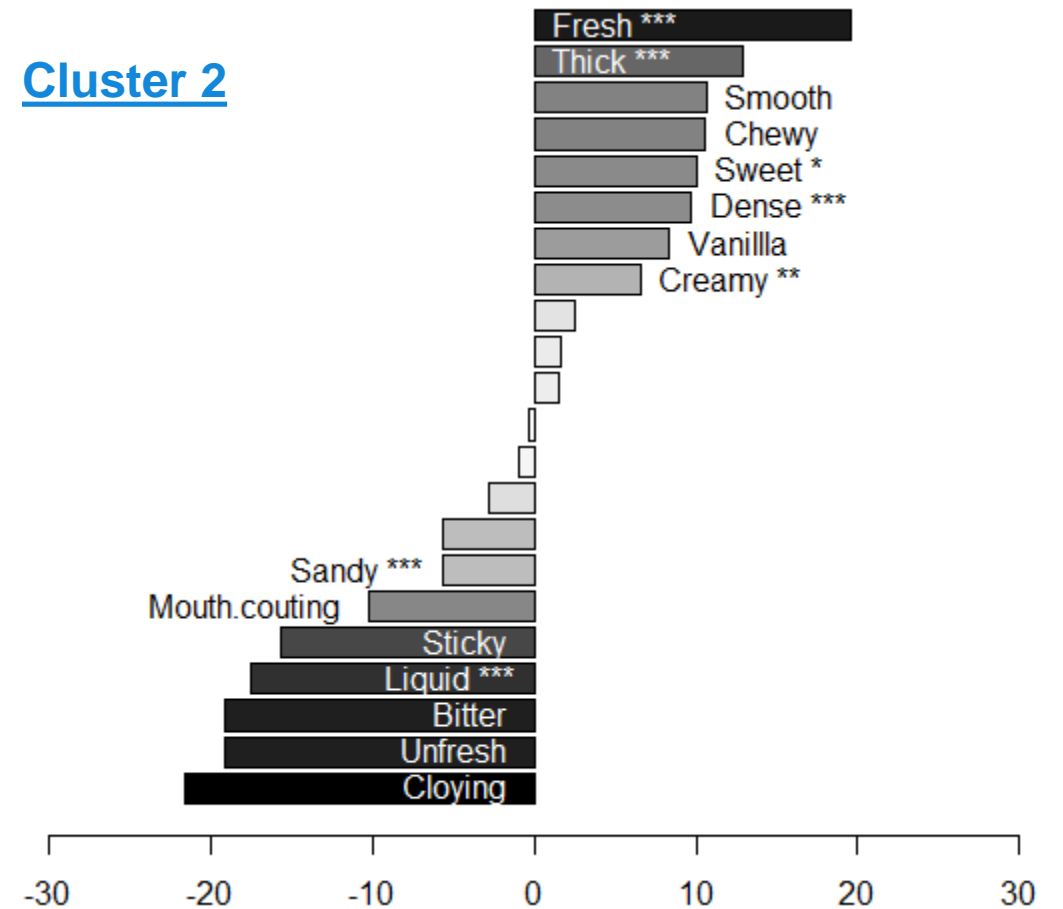
Based on *fuzzy silhouette index* → **Cluster 1** (n = 54); **Cluster 2** (n = 47)

– Cluster inspection using penalty-lift analysis

Cluster 1



Cluster 2



- **Cluster 1:** Flavour (*Sweet, Oat flavour, Vanilla*) as positive driver > the influence of texture
- **Cluster 2:** Texture (*Thick, Smooth, Dense*) as positive driver > flavour (*Sweet, Vanilla*)

Conclusion: 2-step clustering approach is useful way to cluster consumers based on both *liking and CATA data*