

- **Gazing behavior reactions of Vietnamese and Austrian consumers to Austrian wafers and their relations to wanting, expected and tasted liking**

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Abstract:

Predictability of consumers' food choice based on their gazing behaviour using eye-tracking was shown and discussed in recent research. By applying this observational technique and conventional methods on a concrete food product, this study aims at investigating consumers' reactions from gazing behavior, over wanting to tasting. Tested food products were wafers from Austria with hazelnut, whole wheat, lemon and vanilla flavour. 142 Vietnamese and 136 Austrian participants took part in three experimental sections: 1) Product pictures were shown on a screen, test persons had to choose the product that they wanted to try the most, during this process gazing behavior was recorded with an eye-tracker. 2) Hardcopies of product pictures were given and test persons had to estimate their expectations about their liking of the products; 3) Product samples were given, had to be tasted and the perceived liking to be quantified on a nine-point hedonic scale. For data analysis, participants were divided in different groups according their preference: hazelnut likers/dislikers, whole wheat likers/dislikers, lemon likers/dislikers, and vanilla likers/dislikers. Results show that: i) gazing behaviour parameters are highly correlated in a positive way with the "want to try"-choice; ii) "wanting to try" is in compliance with "expected liking"; iii) "perceived liking" is an under-expectation if participants are product likers, and is an over-expectation if participants are product dislikers or new consumers; iv) differences between reactions of Vietnamese and Austrian consumers are discussed in detail. Results show the complexity of consumer behaviour in food choice processing from gazing for "wanting to try" to tasting for "perceived liking". They are discussed in the context of cognitive theory and food choice habit of consumers.

Link:

[https://www.researchgate.net/publication/281459096\\_Gazing\\_behavior\\_reactions\\_of\\_Vietnamese\\_and\\_Austrian\\_consumers\\_to\\_wafers\\_and\\_their\\_relations\\_to\\_wanting\\_expected\\_and\\_perceived\\_liking](https://www.researchgate.net/publication/281459096_Gazing_behavior_reactions_of_Vietnamese_and_Austrian_consumers_to_wafers_and_their_relations_to_wanting_expected_and_perceived_liking)