

THE ROLE OF SMOKER-PRODUCT INTERACTION  
IN SUBJECTIVE ASSESSMENT

C. McBRIDE

SUMMARY

Smoker-Product interaction has been defined, for the purposes of this study, as the decision making process a smoker undergoes to arrive at an opinion concerning the subjective character of a product. This process involves the smokers' expectation/anticipation of the product prior to smoking and during smoking, their behaviour, subjective assessment and the delivery of the cigarette. The presentation describes preliminary work linking the different aspects of smoker-product interaction in the context of a Delta panel assessment of a cohort of Canadian market brands.

The methodology and data analysis used are outlined in the presentation. The statistical analysis uses a procedure known as Canonical Correlation Analysis which is briefly explained during the presentation.

The results indicate that a complex relationship exists among the perceptions of product attributes, behaviour and delivery. However, some perceptions, eg. mechanics, appear to be most influential in determining behaviour of the smoker and the delivery of the product. The work described keypoints of the most influential variables in the relationship. Also described is the manner in which these relationships change as the cigarette is smoked. It would appear that in the first part of the cigarette perceptions of mechanics play a key role, while in the second part, delivery is most important and in the last part of the cigarette, perceptions of irritation are the most influential.

0W-W2-02677

503100232

As this is preliminary work, further studies are planned and briefly described. These include further investigation of the validity of the proposed model using data from a larger external study, incorporation of an expectation/preference trade off term into the model and comparison of differences between pairs of cigarettes to determine if the strength of the relationships within a cigarette may influence preference.

00-02-026711

503100233