

Title:

Identifying and interpreting drivers of liking: practical approaches using XLSTAT and R

Instructors: Fabien Llobell, SensElevation, Bordeaux, France
Thorsten Guksch, SAM, Zurich, Switzerland

Understanding the drivers of liking is a key objective in consumer and sensory science, as it directly supports product optimization and decision-making. However, choosing appropriate statistical methods and interpreting results correctly remains challenging, especially when dealing with complex sensory and consumer datasets.

This tutorial provides a practical overview of the main approaches used to identify drivers of liking, combining user-friendly workflows in XLSTAT with more flexible and advanced analyses in R. Participants will learn how to link liking data with sensory information (conventional profiling, CATA, JAR) using statistical tools.

Through real-life examples and hands-on demonstrations, attendees will learn how to efficiently conduct driver of liking analyses. Best practices for visualization and communication of results will also be discussed.

By the end of the tutorial, participants will be able to select appropriate drivers of liking methodologies, perform analyses in XLSTAT and R, and translate statistical outputs into actionable sensory and consumer insights.

Audience Sensory and consumer scientists interested in understanding and applying drivers of liking methodologies using XLSTAT or R.

Background Basic understanding of statistics is helpful but not required

Laptop Required