

# WATER LENTILS: CATCH THE NUTRITIOUS WAVE, DUCK-APPROVED!



How much influence does information about water lentils have?

## Purpose

To determine how effectively Conjoint Analysis can assess the influence of information on water lentil acceptance and understand how product attribute information impacts acceptance and behavioral choice.

## Novelty Scale

The novelty scale is a scale created to rate how new a product is.

Process:

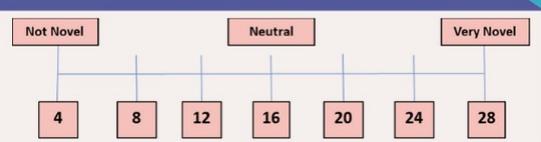
- Brainstorming
- Thinking up products
- Coming up with attributes



The novelty scale, developed to assess product novelty, is divided into three categories: product appearance, consumer knowledge level, and product information given.

To determine the respondent's level of neophobia, the total scores are added together. The higher the score, the higher the level of neophobia. This indicates that a person is less willing to try new foods.

## The Scale:



## Novel Foods

Novel foods are “new” foods and ingredients not previously sold as food within the European Union because of EU regulations.

A new research focuses on water lentils (duckweed), which are rich in protein and vitamins but currently contain too much manganese for consumption.

### Method

In the conjoint analysis, panelists were asked to indicate their preference for various product attributes, allowing the researchers to determine which attributes are most important to consumers and how these attributes contribute to the overall rating of water lentils.



In the study, we used three novel foods in the conjoint questionnaire.

These are, from left to right:

- Water lentil Spread
- Water lentil Yoghurt
- Water lentil Burger

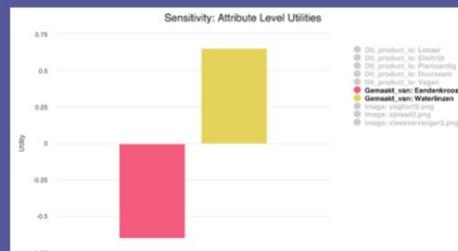
## Conjoint Analysis

EyeQuestion is an innovative software program that has a new research method called “Conjoint Analysis”.

Conjoint analysis helps to understand how different product attributes influence the choices of consumers.

During the research we used AI to make three products with water lentils.

Results are presented in tabs showing the importance of attributes, utility estimates and market performance of product concepts.

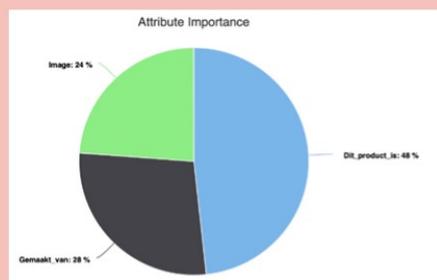


The graph above shows that water lentils are preferred to duckweed.



The study shows that the claim “this product is...” is the most important in making a choice. The image and the naming have roughly the same effect when making a choice. It also showed that the naming water lentils is perceived positively and the duckweed is perceived negatively.

The claims used are: sustainable, vegan, local, high-protein and plant-based.



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