

**Title** Survey on consumer perception for sensory quality attributes in apple  
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### **Abstract**

Due to nationwide developments in information communication, the distribution environment for agricultural products is evolving in ways such as the increased activity in e-commerce. This change in the distribution environment is emerging as a task that needs to be preferentially solved in the agricultural product quality classification, which is becoming the standard for consumer choice and distribution. Accordingly, for the purpose of developing an objective quantification technology in apple quality, this study conducted a survey on consumer preference and awareness on quality attributes such as color, taste, flavor, and shape, targeting male and female adults ranging in age from their 20s to 50s. The results from the analysis of the questionnaire responses (total of 464 persons), were based on purchases made at a large discount store (50.0%) or conventional market (18.8%). The majority of purchases were of units in small packing (62.1 %) or on a per piece basis (20.5%). In terms of apple size, moderate (first size) (60.5%) was preferred over small (4.3%) or big (32.6%). Through the data obtained in the questionnaire, the color, shape, and species of apples were elicited as consumers' external quality attributes. Moreover, the attributes-of evaluating taste given the intake were elicited by inquiring about the proper harmony between sour taste and sweet taste, and flavors peculiar to apples.