

SENSORIAL ANALYSIS - CHICKEN WOODEN BREAST

Gender () M () F

Age group

- () Under 21 years old
- () 21 to 30 years old
- () 31 to 40 years old
- () 41 to 50 years old
- () 51 to 60 years old
- () 61 to 70 years old
- () Above 70 years old

Education level

- () Higher
- () Higher (incomplete)
- () 2nd grade
- () 1^o grade
- () Non-literate student

Preferred product type

- () Packed
- () In bulk / by weight

Most frequently purchased product

- () Whole
- () Breast
- () Breast fillet
- () Thigh
- () Leg quarter with back
- () Wings
- () Other parts

When you go shopping, you decide for:

- () Price
- () Brand
- () Appearance
- () Practicality
- () Pack size
- () Nutricional Value

Purchase frequency

- () Every day
- () Every week
- () Once a month
- () Every three months
- () Every day
- () Once a week
- () 3 times a week
- () Every 15 days

Frequency of consumption

- () Once a month
- () Less than once a month

How many people will consume this product? _____

PHOTO 1

Would you buy this chicken breast? Yes () No ()
If no, why?

PHOTO 2

Would you buy this chicken breast? Yes () No ()
If no, why?

PHOTO 3

Would you buy this chicken breast? Yes () No ()
If no, why?

Any comments on the appearance of the photo samples?

Figure. Visual affective test sheet