symrise

For our Flavor Division, Department Sensory & Consumer Insights EAME we are seeking a

Consumer research Intern/ M.Sc. student

Located in Holzminden, Germany

Project context:

Consumer liking and preference mapping studies are regularly conducted to understand consumers' product perception and how products can be optimized for targeted consumers. It is known that liking does not always predict consumers' final product choices. Implicit methods are recently developed in order to address consumer perception beyond liking however their application in food and beverage products is limited.

Length: ~6 months

Objectives:

The objective of project is to review the current status of implicit testing and the recommendations to proceed within food and beverage products. Based on the recommendations a test study will applied to understand the benefits and limitations of implicit measurement.

Profile:

Technical skills: Knowledge on Consumer research and tools, understanding of statistical concepts. Personal skills: self- initiating, enthusiastic, curious, team working attitude, good communication skills (in English).

Contact:
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