

The first thing in the morning a  
nice shot of breathable caffeine  
powder?



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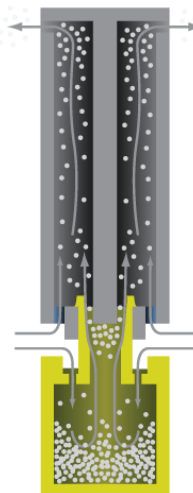
# The first thing in the morning a nice shot of breathable coffee powder?

*“It is half past seven, your alarm snoozes for the 10th time. You wake up way too late and need to rush your morning rituals. There is no time to wait for a cup of coffee. That would take way too long. So instead of that you take your puff of breathable Caffeine.”*

## Introduction

Everyday our life becomes more busy and therefore the products we use change with that. We went from drinking coffee to drinking energy drinks (Edlund, 2010). Since 2012 there is even a faster way to fulfill these changing needs, it is called breathable foods. The way to use these products is by drawing air through the lips, small parts of the ingredients that are in the tube will enter your mouth. Where they will mix with your saliva and ready to be swallowed. These breathable foods are available for three different occasions. The first one provides you with “energy” in the form of caffeine and B vitamins. The second one lets you “sleep smart” this one is filled with melatonin, 5Htp and magnesium citrate. The last one improves your immunity and is filled with zinc, vitamin a and vitamin D (Aerolife, 2015). This paper will discuss the one filled with caffeine, because this one has the most comparisons with a functional food.

Why should someone choose for this type of product use? The company that sells these products gives following reasons: (1) It just works. Simple and effective. (2) Quick to use. Quick to take effect. (3) Anytime, anyplace. (4) Zero calories. Zero liquids. Zero sugars. (5) Only the smart nutrition you want, none of the stuff you do not need (Aerolife, 2015). Are these the reasons that the consumer would give when they are asked why they use breathable foods? Will the product receive the same controversy as for example the red bull shot (Foodwatch, 2014). Breathable foods are a very new topic, and there are no articles about its market positioning or acceptance yet. It is however at the moment not clear why a consumer would use this product and in what situations. Therefore the aim of the current study will be for what reasons the consumer would use quickly administered functional foods and to what extent do they accept alternative breathable foods.



## Theory:

What would be the reason for consumers to buy breathable foods? People can buy breathable food for several reasons and for different purposes. A way that consumers make their choice when they buy goods is that they differentiate products by hedonic and utilitarian choices (Batra, Ahtola, 1990). It is important to take in account in which way consumers make the tradeoffs between hedonic reasons and utilitarian reasons when they choose a product. People see some products as almost pure hedonic products and other products almost as pure utilitarian products (Hirschman, Holbrook, 1982). Hedonic reasoning is led by the will of people to consume for affective gratification. Affective gratification is the motivation to buy products out of sensual and emotional satisfaction (Babin, William, Mitch, 1994). This means that people buy a product because a person's pleasure or pain is driving them and their motivation is to change this mood. The second reason is concerned with what people can expect and what utility they will receive from the product, this reason is called utilitarian (Batra, Ahtola, 1990). A way to describe utilitarian is as mission critical, decision effective, rational and goal oriented (Hirschman, Holbrook, 1982; Batra, Ahtola, 1991; Engel et al., 1993). When people shop with utilitarian reasons they shop with a mission that they want to fulfill (Sherry, McGrath, Levy, 1993). In our case this would mean that when people would shop for the breathable foods containing caffeine that people think that they should feel awake or energized again, which are goal oriented reasons, therefore their reasoning is utilitarian. They could also buy it because they like the taste or the way they can ingest breathable foods, which are sensual and emotional reasons, then their reasoning is hedonic.

There are no articles available about breathable foods that describe if they were bought for hedonic or utilitarian reasons, but there are a lot of papers about other products that contain caffeine who use hedonic and utilitarian measures to see for what reasons this product is used. In these papers it shows that people sometimes drink coffee for hedonic reasons for example in a coffee store with friends, even though coffee is normally seen as a utilitarian product (Labbe, Ferrage, Ryt, Pace and Martin, 2015). People probably will not go to a breathable food store to inhale breathable foods with friends for fun. Breathable foods will probably not be used for hedonic reasons, like pleasure, happiness, fantasy, sensuality and enjoyment. For this product its use will fall under the utilitarian reasoning, because not only does the company promote it with utilitarian phrases like "quick to use, quick to take effect" (Aerolife, 2015). It also compares the product with utilitarian aspects from other products, like the attributes of caffeine in coffee (Aerolife, 2015). It would be the most logical reason to buy breathable foods, because it only gives the consumer functional utility. The inhalers are filled with caffeine and vitamins and no enjoyable enrichments. If breathable foods can be compared with other caffeine holding products like energy drinks people buy it for the perceived energy boost an expectancy people associate with the substance. (O'Dea, 2003).

This breathable food is a product that can be categorized under the functional foods because it is “a modified food or food ingredient that provides a health benefit beyond satisfying traditional nutrient requirements” (Sanders, 1998). Functional foods are used all over the world (Menrad, 2003). For example in Croatia 17% of the people uses it at least once a week and 5% uses it more than once week (Brecic, Gorton, Barjolle, 2014). There are two types of functional foods, the nutritionally rich functional foods, those are proven to provide health benefits and there are the nutritionally poor functional foods those are not proven to provide health benefits. The breathable foods belong in the first group, because they give the consumer a functional health benefit, in this case energy. Only these breathable foods are different from the rest of the functional foods. They provide the nutrition as an enrichment that the user wants at that specific moment like a normal functional food, but they do not have a carrier like a traditional product. Will it be a problem that the breathable foods do not have a carrier or will people see breathable foods as a supplement, because for people there is no difference between functional foods and supplements (Cox, Koster, Russell, 2004).

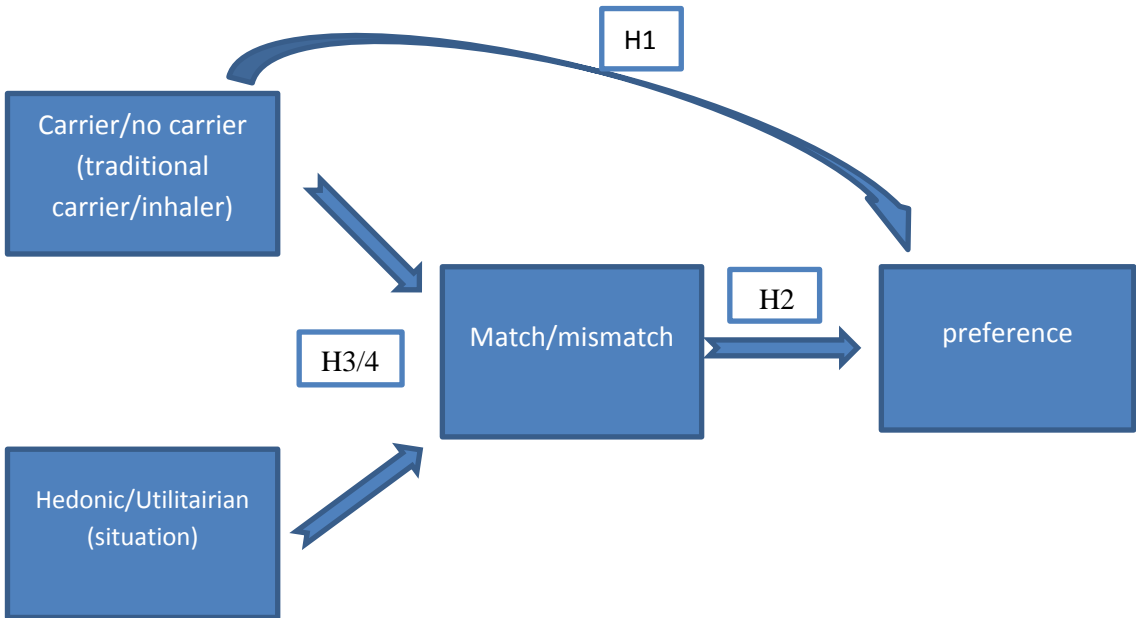
Most of the people will probably consume this functional food as a quick fix. A quick fix means that people are interested in a simple benefit. The main reason that people buy quick fixes is because it does what they want. People are not interested in why or how it works (Ashman, Rabino, Minkus-McKenna, Moskowitz, 2007). The relationship between functional foods and quick fixes may be negative, because the quick fixes sometimes are consumed in an act of an unhealthy lifestyle (Brecic, Gorton, Barjolle, 2014). Therefore some people would consume functional foods even if they are a mismatch or not that tasteful. People could dislike the taste of the breathable foods, but still enjoy the utility they receive from this functional product. As an example for the breathable foods this would mean that people do not like the hedonic feature taste, but do like the utilitarian feature of getting energy real quick.

In a paper written by Ares and Gambaro (2007) it is said that the main effects of the carrier on the perceived healthiness and willingness to try are larger than the ones of the enrichments. The breathable foods of this paper do not have a carrier besides its casing (and that is not a real carrier at all). Therefore it is important that the casing looks appealing for its users and works as some sort of carrier. Regular foods will probably be preferred over the inhaler, because they have a carrier that is associated with its enrichment. Another important point when we look at functional foods is that the attitude towards a special kind of functional food depends on the type of enrichment (Ares, Gambaro, 2007). For example, milk with the enrichment of caffeine would be strange, but coffee with extra caffeine in it would be perceived as totally normal, because this product is already associated with caffeine (Poulsen, 1999). In the case of breathable foods we will have to look at the acceptance of an inhaler with the enrichment caffeine. Will people perceive the combination as a match or mismatch. As said earlier the acceptance of functional foods depends on the carrier that is holding the enrichment (Jonas, Beckmann, 1998; Poulsen, 1999) also people's perceptions about healthiness of functional foods are rather based on preliminary beliefs of the original carrier than on the health claims a company tells it has (Levy et al., 1997). As for the breathable foods it is non, because the product has no original carrier.

The theory of planned behavior (TPB) ( Ajzen, 1991) has factors that are very comparable to the factors of this paper’s theoretical model. People’s intention to buy breathable foods is because they think it is a match or mismatch. To be a match people have to like the product, their attitude towards the inhaler has to be positive, this is comparable with the factor carrier/no carrier in this paper’s theory model and their attitude can be different for the hedonic and utilitarian product values . Next to that is it important how other people who are important to the consumer see this product. As last people have to be dedicated to try this product for a first time and not fall back on an old caffeine holding product they used before (these last two reasons won’t be tested in the paper). If these three factors conclude that people see an inhaler as a match, people will have the intention to maybe prefer the inhaler over the normal carrier. This would lead to buying an inhaler.

Concluding from the theory, It is important to look at a few things concerning a new functional product. Firstly, do people buy the product for hedonic or utilitarian reasons. Secondly , what type of carrier is used. The carrier has more influence on the willingness to try the new product than the enrichment. As last, the enrichment you add to the carrier should fit, For example milk and caffeine is not a good mix. People want a enrichment that fits the carrier. Those three factors should lead to a preference for a specific functional food. Figure 1 shows this theory in a model.

- H1:** People prefer a traditional carrier over an inhaler.
- H2:** People prefer a match over a mismatch.
- H3:** People will prefer an utilitarian inhaler over a hedonic inhaler.
- H4:** People will prefer a traditional carrier over an inhaler for hedonic and utilitarian use.



**figure 1:** Theoretical model

## **Method:**

### ***Design+ participants***

The study followed a 2 x 2 mixed design with a within factor for the carrier and a between factor for the situation.  $2_{\text{within}}(\text{carrier:traditional-inhaler}) * 2_{\text{between}}(\text{situation:functional-hedonic})$

We had test the carrier through a “within” method and the situation in a “between” method. The participants were randomly selected from the University of Wageningen. They had an age from 19 till 24 years, were from both sexes and particular from Dutch nationality. The participants were online administered through Facebook posts, which directed them to the Qualtrics survey. By using this social network society the participants were randomly selected volunteers. They were not offered any money or gifts. The students were not a representative of the general public. All the participants got the same questions but with different products.

### ***Measures***

Match/mismatch was measured with 2 items. We could not find matching papers with questions about this item so the questions were developed by our self, in such a way that they would fit the paper the most. The first question was” How much does this enrichment fits into an inhaler/drink? The last question was almost the same “is this a combination of caffeine and inhaler/liquid that is appealing to you ” These items were tested by a 7 point Likert scale that went from not at all till completely . However due to a programming error the questions were dropped from the experiment.

Hedonic and functional situations, were tested by the factors conducted through Batra & Ahtola’s paper (1990). These questions will be asked in almost the same way as in the paper of Batra & Ahtola. Not all factors of the paper could be used. Some of them were not representable for this type of research, because they were used for different kind of products and in a slightly different paper. The factors that were used for hedonic were :pleasant-unpleasant and comfortable-uncomfortable. The specific factors were chosen from the paper ,because they were the most fitting for our research. The utilitarian factors that were used were: useful/useless, beneficial/harmful and wish/foolish. The utilitarian and hedonic factors helped by solving if the utilitarian aspects of the inhaler were preferred over the hedonic aspects. These questions were tested through a 7 point Likert scale that went from unpleasant till pleasant, etc. Through these questions for match/mismatch and hedonic and utilitarian we have answered hypotheses 2 and 3.

Preference was operationalized as intention following Ajzen(1991), it showed us if the participants were willing to buy this new kind of breathable foods. This was done by two simple questions. “ are you willing to buy this product” and “I attend to buy this product when it is available on the market” By asking these question we would see if they had the intention to buy the product, By Asking this question we have our answer for hypothesis 1.

To exclude possible dominant character traits in this paper. We tested if the participants were always afraid of new products (neophobia). They were asked a standardized questionnaire about neophobia ( Landelijk Kenniscentrum Kinder- en Jeugdpsychiatrie,2014).

### ***Materials/manipulation***

We used Black and white pictures of the products that were tested ,because we wanted to keep the influence of the picture as low as possible. We used the picture of a tube for the breathable inhaler, an energy shot (liquid) for the traditional carrier with utilitarian aspects and a can of cola for a traditional carrier with hedonic aspects. The traditional products were chosen through a pre-survey we ran with ten items asked under ten participants with the question “if they would use it for the stimulants or the taste”. This resulted in a red bull shot for the utilitarian traditional product and a can of cola as the hedonic traditional product . The text with information under the pictures was almost the same besides that the traditional carrier is a liquid and the tube was a powder. The rest of the questions were the same for both the products.

### ***Procedure***

The participants were told that the study investigates a new product called “breathable foods, They got a little explanation about what it is and how it works. Then they got two out of four products showed and asked to answer the questions. After that they were asked if they had the intention to buy the product at all. Then a question if they like the taste of the product that was mentioned at all. And as last we asked them eight standard questions about neophobia. ( Landelijk Kenniscentrum Kinder- en Jeugdpsychiatrie,2014) . The last questions we asked the participants were: what is your age? What is your gender? Which education are you currently following?

## **Results:**

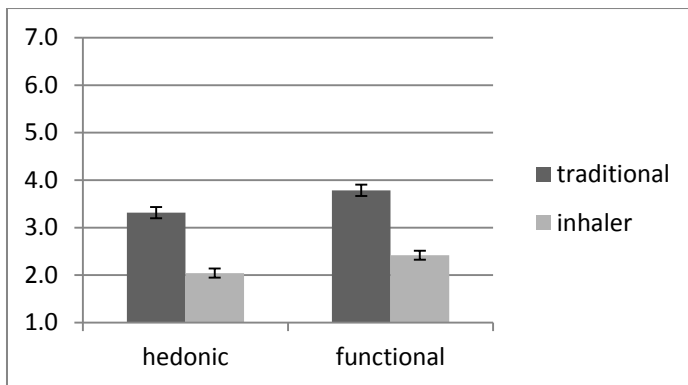
The total participants that completed in the survey was 108, with a total of 63% of women and 37% of men. They had an average age of 23 years. The factor attitude was reliable with a Cronbach’s alpha of 0.865, therefore the five questions about attitude are merged to one variable for attitude, split in one for the traditional carrier and one for the inhaler. The factor intention was reliable with a Cronbach’s alpha of 0.891, therefore the two questions about intention are merged to one variable for attitude. Neophobia was reliable with a Cronbach’s alpha of 0.752, but did not have a significant correlation with the other variables.

the first and second hypothesis had one outcome variable that was continues with more than two predictor variables continues predictors so it is been analyzed through a multiple regression. The third and fourth hypotheses had one continuous outcome with more than one predictor variable the predictors were categorical with different entities so therefore it was analyzed through a multiple regression.



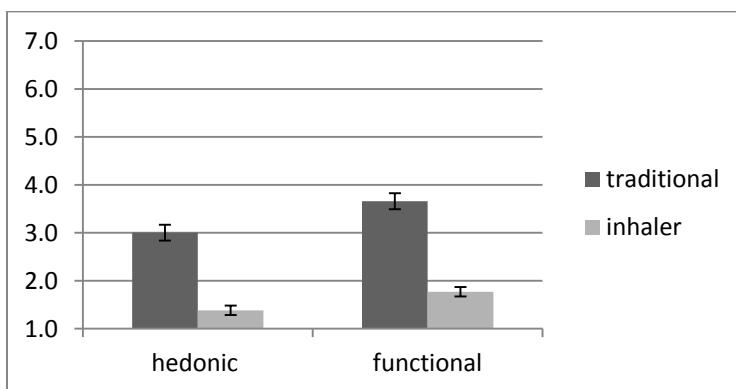
A mixed Anova with hedonic or functional product as between factor carrier as the within factor on attitude showed a significant effect of carrier on attitude.  $F(1,110)=128.93$   $P<0.01$ . A mixed Anova with hedonic or functional product as between factor carrier as the within factor on attitude showed a significant effect of carrier in combination with hedonic and functional had a interaction with the attitude.  $F(1,110)=9.971$   $P<0.01$ .

Through a Mixed Anova we also saw that within the variable carrier that there was a significant result of  $F(1,110)=5,155$   $p<0,05$ . The figure below shows a view of the four means of attitude in combination with the carrier. It shows that the traditional carrier is preferred in both situations



**figure 2:** Means of attitude for different carriers and use (error bars indicate standard error )

A mixed Anova with hedonic or functional product as between factor and traditional versus inhaler carrier as the within factor on intention showed a significant effect of carrier on intention .  $F(1,110)=126.308$   $P<0.01$ . In addition the effect of hedonic versus functional in combination with the carrier on intention was also significant  $F(1,110)=22.253$   $p<0.01$ . As last we tested within the Carrier and also here was an significant effect visible  $F(1,110)=9.572$   $p<0.01$ . The figure below shows a view of the four means of Intention in combination with the carrier. It shows that the traditional carrier is preferred in both situations



**Figure 3:**Means of intention for different carriers and use(error bars indicate standard error )

## Conclusion/discussion

The survey shows that people prefer the traditional way instead of using the inhaler. It also shows that people prefer functional use over hedonic use of the products we used that contain caffeine. That is strange, even the traditional product that was liked for its taste in the hedonic part was more preferred for its utilitarian use.

The research shows that people prefer traditional utilitarian products over the rest when it comes to a beverage that contains caffeine, but the research makes not clear why people prefer this kind of product above the other. It could be possible that people are not ready for a functional food without a real carrier. Even though some products on the market already use inhalers for medical reasons and these asthma inhalers are pure for utilitarian needs. In further in depth research this could be brought up through personal interviews why people do not like enrichments without carrier for both hedonic and utilitarian purposes. Through this interview people's norms and perceived behavioral control towards enrichments without a real carrier could be researched and give us the answer why people do not have the intention to buy or prefer functional inhalers. There also could be a research to the really destination of enrichments with inhalers as their carrier, maybe supplements are more practical for this type of product to focus on. Supplements are already enrichments without a real carrier .

A possible limitation could be that the first sentence of the survey was confusing. It said that if you were not a caffeine consumer you should stop the test. Some people that started the test online told me when I saw them in person that they stopped the test, because they did not know that there was caffeine in cola. That could be a reason that we lost some hedonic users. This could have changed the results of preferring utilitarian over hedonic use.

Also by forgetting to ask the questions about match or mismatch the paper could have delivered different results and more explanation about the inhaler and why it was not liked. It is possible that the analyze of the products has gone wrong and that the results were different than the papers shows, this can be checked by running the test again and adding the questions about match/mismatch to the survey.

The comparison between cola and red bull may have been wrong, because a lot of participants saw next to cola ,red bull as a hedonic product too. In future research it is important to look very carefully which product to use for which reason, maybe choosing for products that have more distance between hedonic and utilitarian use could be a solution like for example asthma inhalers and cola. Asthma inhalers are only used for a utilitarian reason, to breath better, and therefore can't be seen as a hedonic product like the red bull shot.

We noticed a basement effect in most of the questions about the inhaler. This suggest that the anchoring of the scale maybe also was relevant for the results of this current research. This research had very little variance because the floor of our test was too high. For further research we recommend to lower the floor of the scales .

The conclusion is that people prefer traditional carriers above inhalers, their attitude and intention on hedonic and also utilitarian use for the inhaler was far below those of the traditional products. This means that a carrier for utilitarian products is still an important issue for the consumers who want their quick fix as said by Jonas & Beckmann (1998) and Poulsen (1999). bringing this product on the market could be a wrong move. This was already showed by a company that stopped selling this product and is now proven by this paper .The product is missing one important ingredient to be a successful product and that is a carrier. People probably do not see how this products would enhance their performance or free them from effort, so the perceived usefulness and perceived ease-of-use of this product is not higher than the traditional functional foods. As described in the technology acceptance model (tam) of Fred Davis and Richard Bagozzi (1989,1992), if two products offering the same features, in this case a fast way ingest caffeine, people will choose the one that is easier to use and the one that is more useful. Therefore drinking caffeine is still seen as more useful than inhaling caffeine for the use of functional foods. A more in depth research about what is wrong about products without carriers. Would give a better view why missing a carrier is an important point for accepting inhalers for functional use .

Or is it the way we and the company presented the Items. In a research of Heasman & Mellentin (2001) was said that one of the reasons for poor market performance by companies of functional foods was that the marketing plan fundamentally differs from traditional foods and these companies didn't react on that. This could be one of the reasons that the product never was a success in both the market and this research. Instead of telling what the product contains, It was maybe better to tell what the product would deliver "energy". Enhanced function claims are preferred for products that promote energy levels ( van Kleef, van Trijp & Luning ,2005). Then maybe also the diffusion of this innovation had go different. The way it was presented now only got the product till the innovators and maybe a small part of the early adopters but not enough , because it missed the positive voice of the opinion leaders of the early adopters (Rogers, 2010). where the product could have get better and more social status. The lack of awareness may have be a result of the wrong marketing strategy. For further research it could be interesting to frame the breathable foods in different ways. To see if people's attitude and intention differs toward breathable foods if the products are framed in a different way.

future research should focus more on why functional inhalers are not accepted. This paper found out that inhalers are not preferred over traditional carriers but did not give us the full explanation why. Through different theories given in the conclusion: TPB, Diffusion of innovations and farming, there could become more information on the question "why do people prefer traditional carriers over inhalers"?

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## Appendix

welcome, This survey will take about 5 minutes. Your answers will be anonymous and will only be used for my thesis and will not be used commercially in any way.

PLEASE NOTE: This survey is about products that contain caffeine, When you are not a caffeine user, please close this survey.

This tube is used for inhaling caffeine powder .



using this product for me would be ...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)
unpleasant:pleasant (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
uncomfortable:comfortable (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
useless:useful (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
harmful:beneficial (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
foolish:wise (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Are you willing to buy this product?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)
definitely not: definitely (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I intend to buy this product when it is available on the market

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)
definitely not: definitely (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

This is an energy shot containing caffeine



Using this product for me would be...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)
unpleasant:pleasant (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
uncomfortable:comfortable (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
useless:useful (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
harmful:beneficial (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
foolish:wise (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Are you willing to buy this product?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)
definitely not:definitely (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q27 I intend to buy this product when it is available on the market

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)
definitely not:definitely (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

This tube is used for inhaling a powder with a taste of Coca cola



Using this product for me would be ...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)
unpleasant:pleasant (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
uncomfortable:comfortable (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
useless:useful (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
harmful:beneficial (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
foolish:wise (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Are you willing to buy this product?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)
definitely not:definitely (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I intend to buy this product when it is available on the market

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)
definitely not:definitely (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

This product is a can of coca cola



Using this product for me would be ...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)
unpleasant:pleasant (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
uncomfortable:comfortable (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
useless:useful (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
harmful:beneficial (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
foolish:wise (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Are you willing to buy this product?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)
definitely not:definitely (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q31 I intend to buy this product when it is available on the market

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)
definitely not: definitely (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Answer If This tube is used for inhaling caffeine powder .&nbsp;The tube contains 100 mg of caffeine this is comparable with a cup of instant&nbsp;coffee of 200ml Is Displayed

Which of the two products would you choose?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)
definitely inhalable shot: definitely energy shot (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Answer If This tube is used for inhaling a powder with a taste of Coca cola Is Displayed

Which of tthe two products would you choose?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)
definitely inhalable foods: definitely a can of coca cola (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Now you will receive a few questions about your food preferences, you will be asked how much you agree with these questions.

I do not trust new food

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)
totally disagree: totally agree (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If I do not know from which food a meal is made of, i will not try it

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)
totally disagree:totally agree (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I love food from different countries

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)
totally disagree:totally agree (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Foreign food looks too strange to eat

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)
totally disagree:totally agree (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

During meals I try new foods

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)
totally disagree:totally agree (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I'm afraid to eat food that I never had before

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)
totally disagree:totally agree (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I am very picky about the food I eat

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)
totally disagree:totally agree (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I eat almost anything

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)
totally disagree:totally agree (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I like to try new foreign restaurants

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)
totally disagree:totally agree (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

These last few questions are about your age, educations level and sex

- Male (1)
- female (2)

What is your age. (in numbers)

What education level are you currently following?

- Bachelor student on an university (1)
- master student on an university (2)
- bachelor student on a HBO (3)
- MBO student (4)
- currently none (5)

The MCB chair group does more experiments. Do you want on the mailing list? If so fill in your email address in the box below.

Thanks for participating, Max van de Riet





