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# Modified Food *Kansei* Model to Integrate Differences in Personal Attributes between In-house Expert Sensory Assessors and Consumer Panels

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The food *kansei* model (Ikeda *et al.*, 2004) has been modified to integrate differences in personal attributes between in-house expert sensory assessors and consumer panels for sensory evaluation in the food industry. Three selection tests for expert sensory assessors revealed that the percentage of questions answered correctly on the tests had not significantly changed over the last three decades. Several characteristics of the expert sensory assessors as a surrogate consumer panel have been identified through four sensory tests for comparing the assessors. Applying correspondence analysis to the results of a questionnaire survey on the level of understanding sensory descriptors was found effective to investigate the differences and similarities in personal attributes between the expert sensory assessors and consumer panel. The modified food *kansei* model provides a practical path diagram to further investigate the effects of cognitive factors on sensory scores using structural equation modeling.

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