

1 **Segmentation of potato consumers based on sensory and attitudinal aspects**

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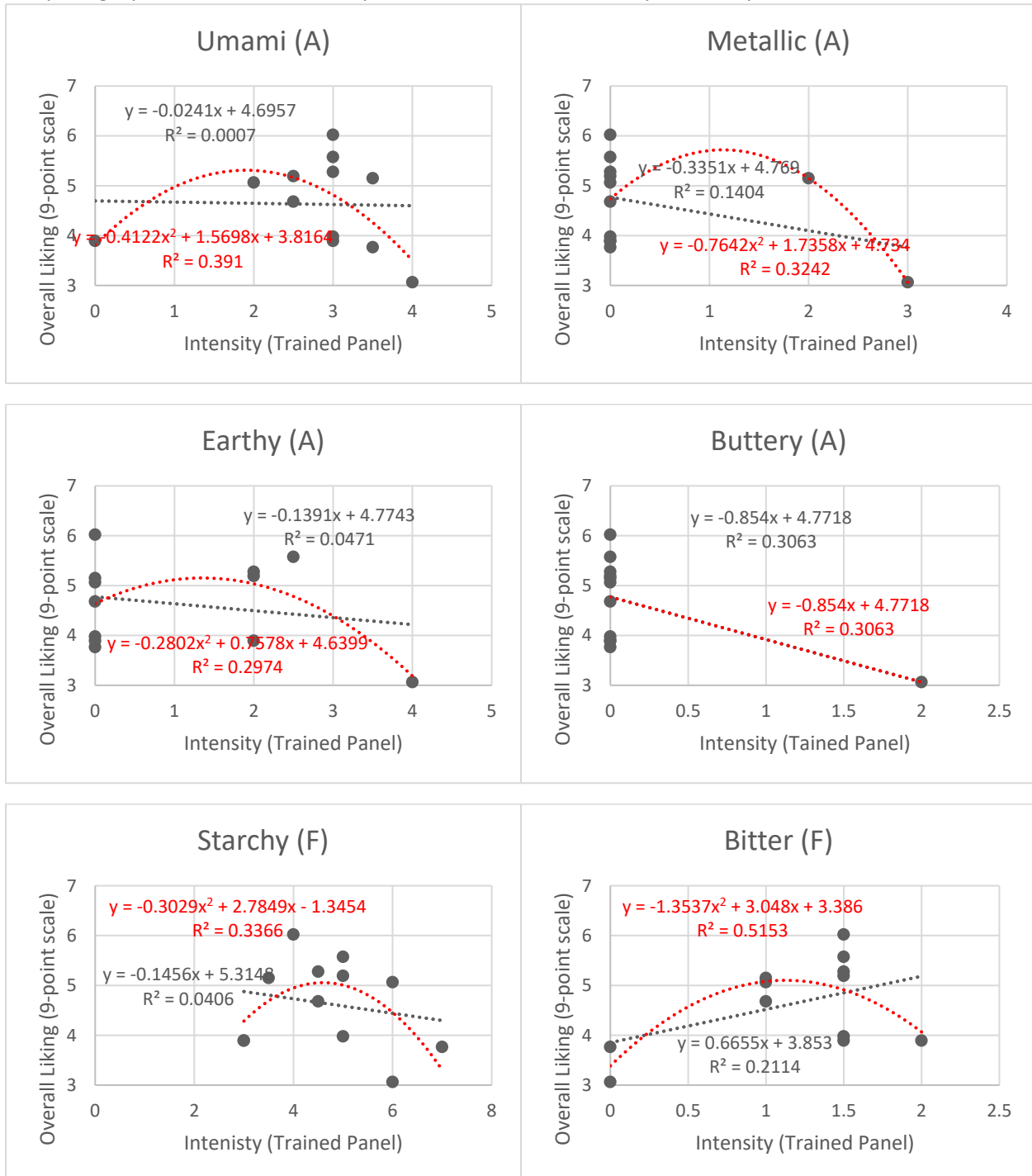
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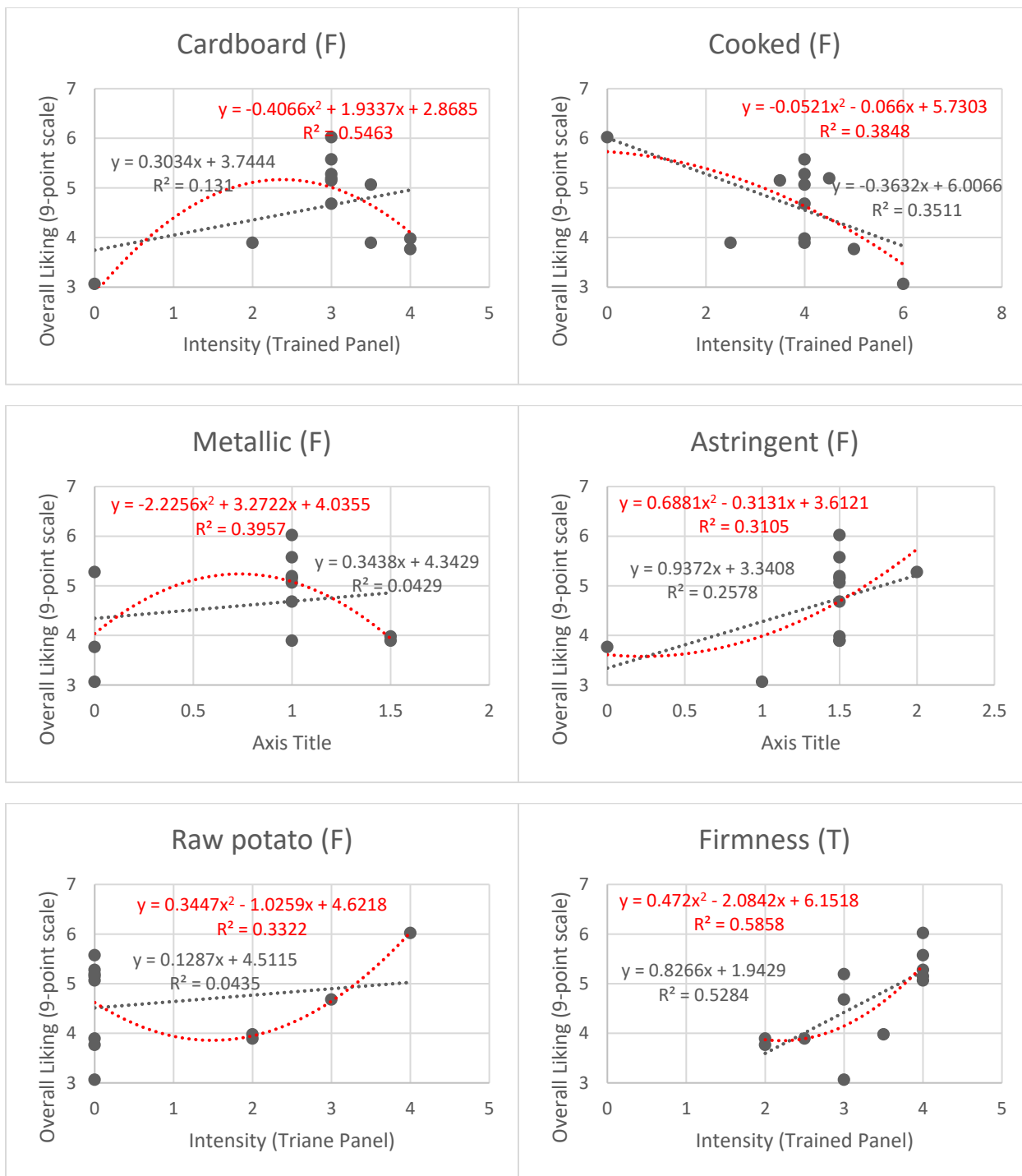
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Supplementary data files –

Fig. 1 IPM trace plots of each attribute with respect to consumers in cluster 1 OVERALL LIKING for potato samples; grey dotted line – Linear equation, red dotted line – Polynomial equation





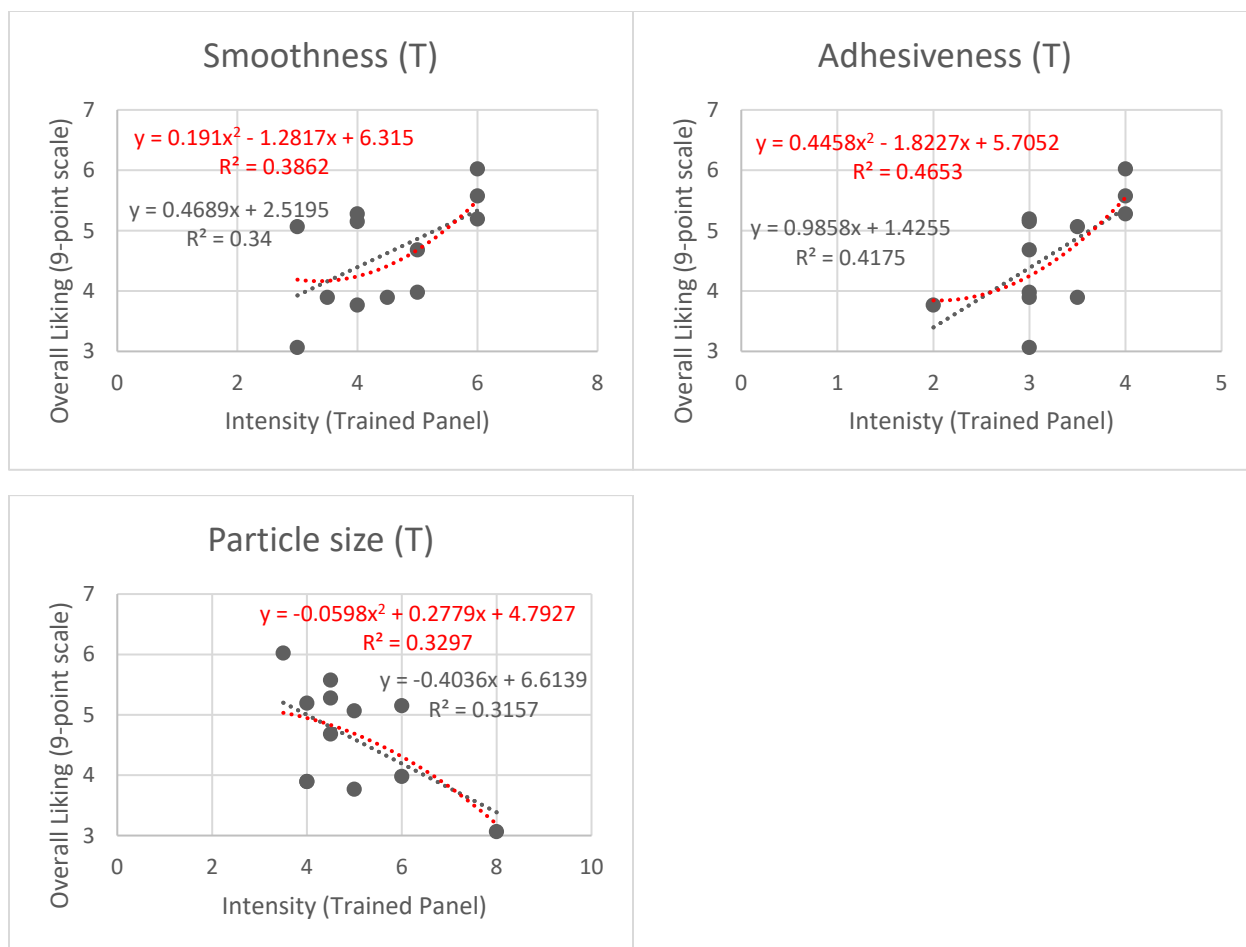


Fig. 2 IPM trace plots of each attribute with respect to consumers in cluster 3 OVERALL LIKING for potato samples; grey dotted line – Linear equation, red dotted line – Polynomial equation

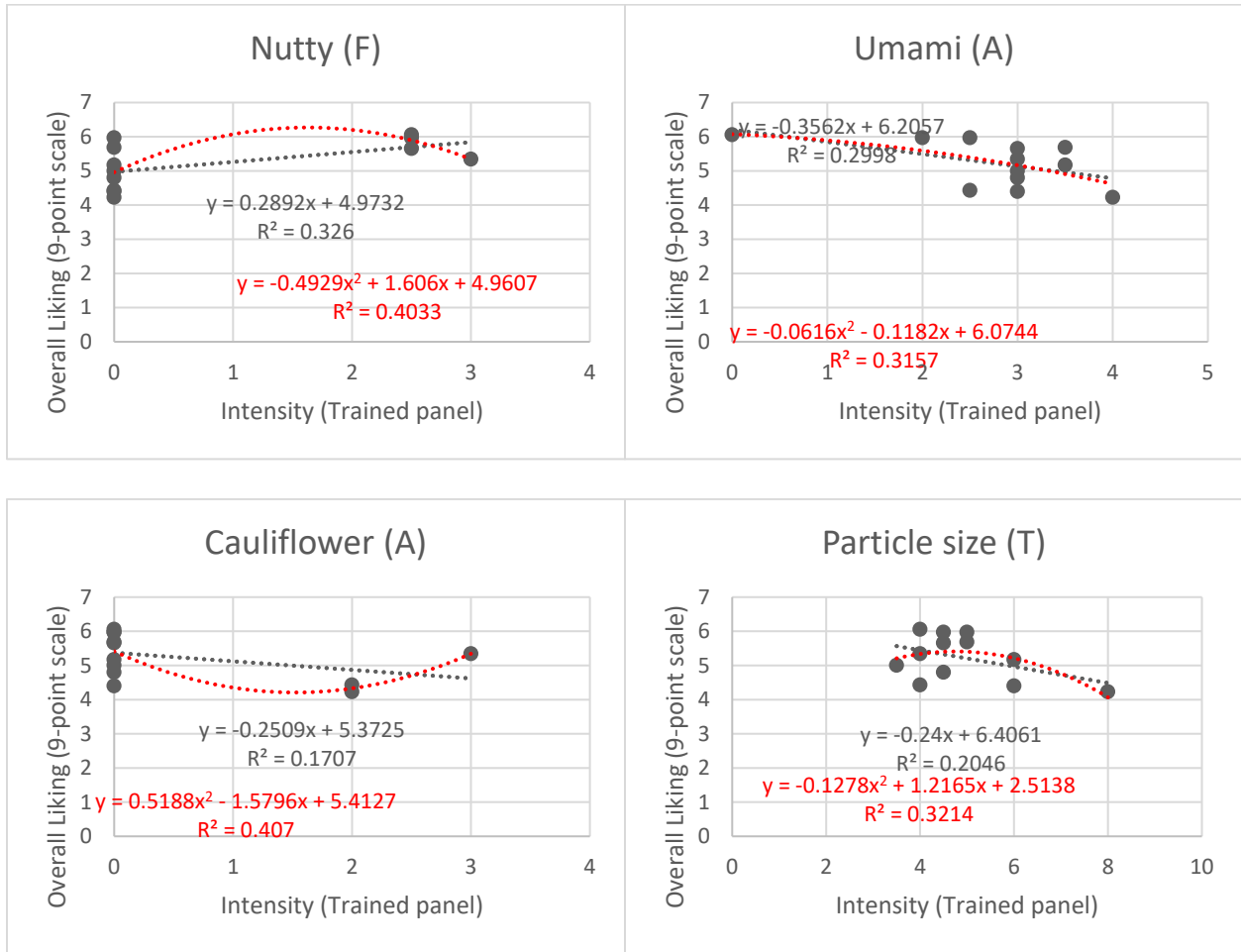
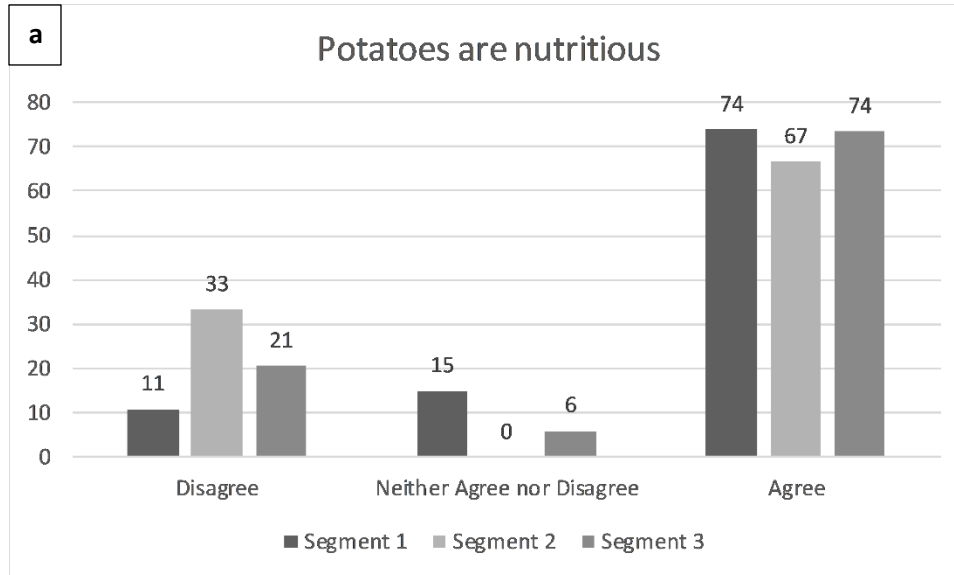
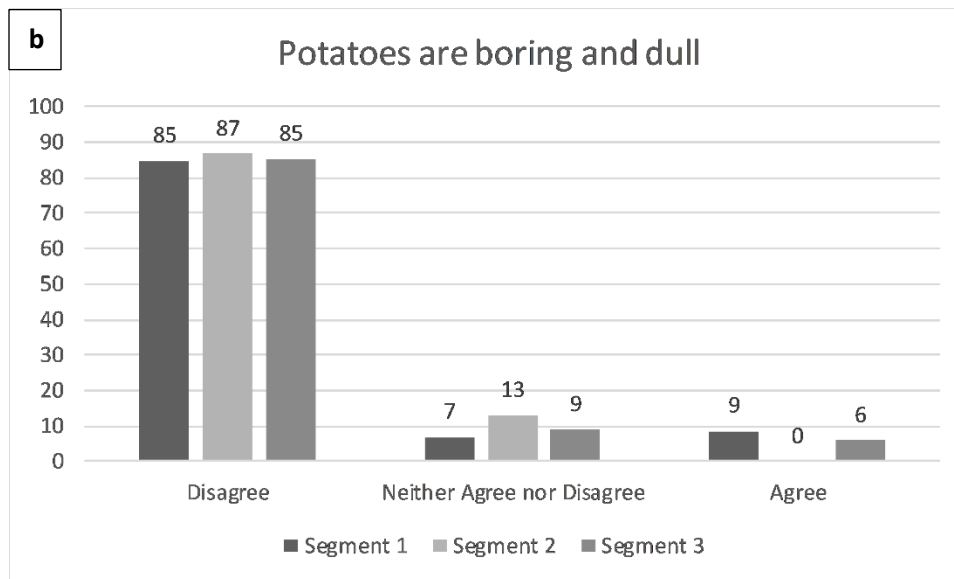


Fig. 3 Relation of opinion to obtained segments⁴



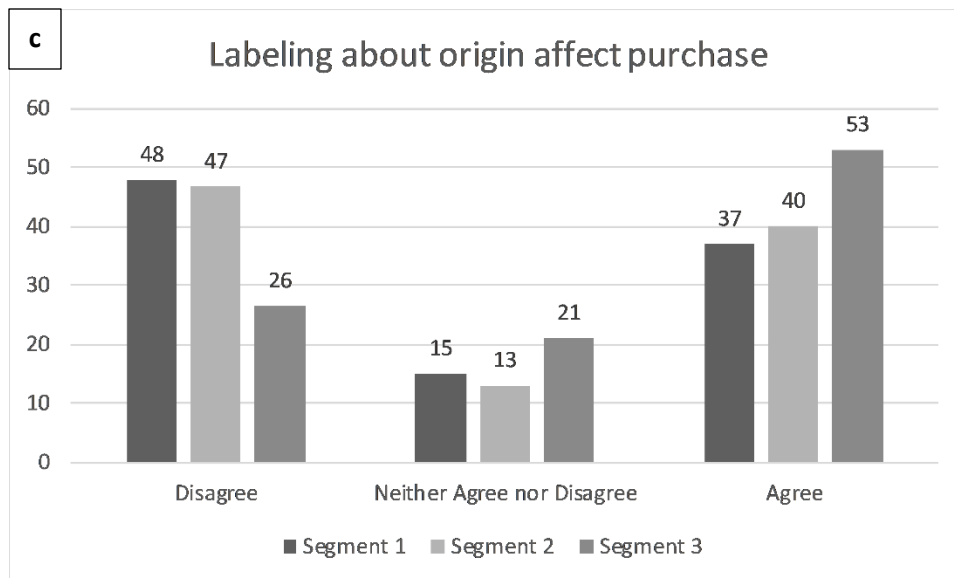
Opinion – Potatoes are nutritious[♦] (N = 95)



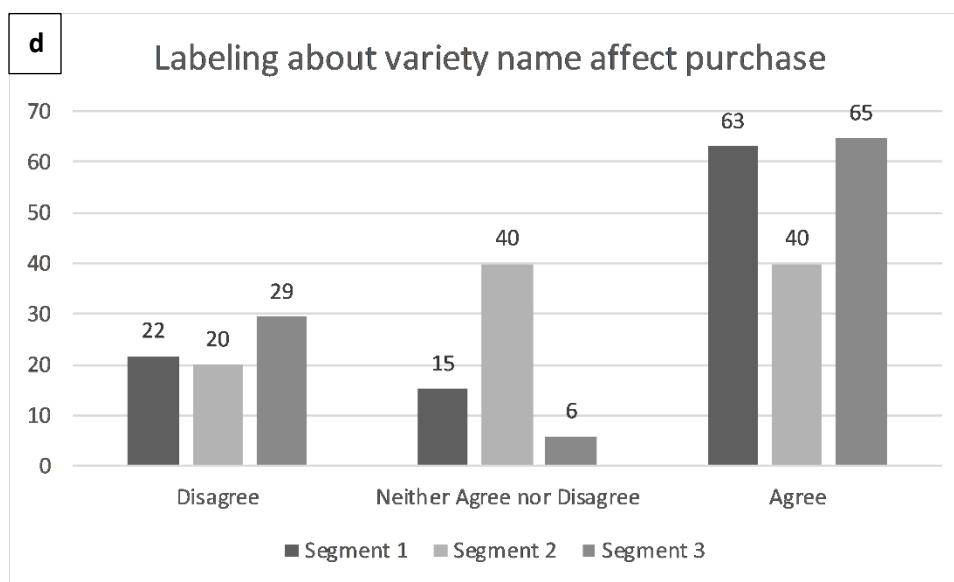
Opinion – Potatoes are boring and dull[♦] (N = 95)

⁴ Under the null hypothesis of no association between the held by a sample of people with their segments opinion (a to j, respectively). χ^2 test of association was used to test the hypothesis.

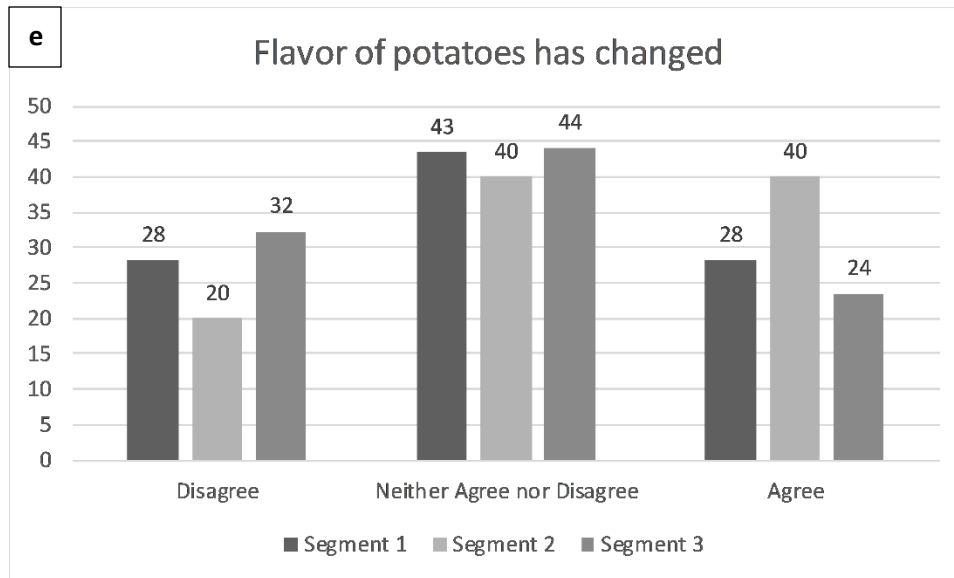
[♦] not significant



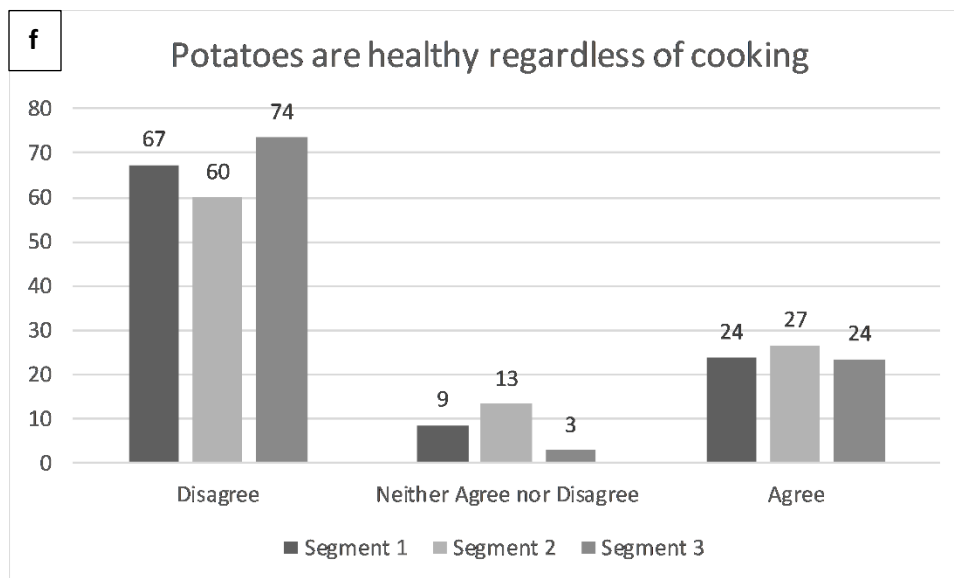
Opinion – Labeling about origin (like Idaho, Colorado, etc.) of potatoes influence my purchase decision[♦]
(N = 95)



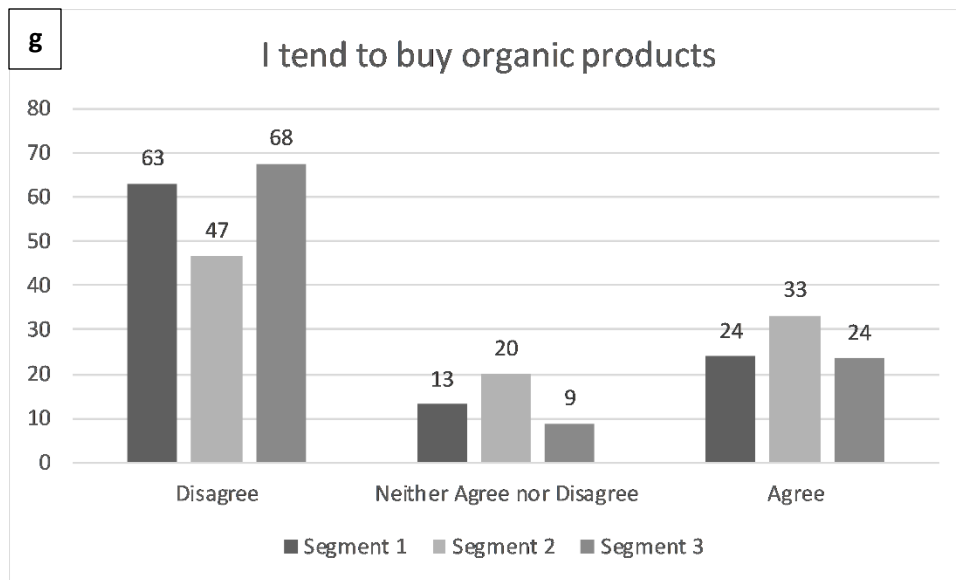
Opinion – Labeling about variety name (like Russet Norkotah, Snowden, etc.) on the package influences my purchase decision (N = 95)



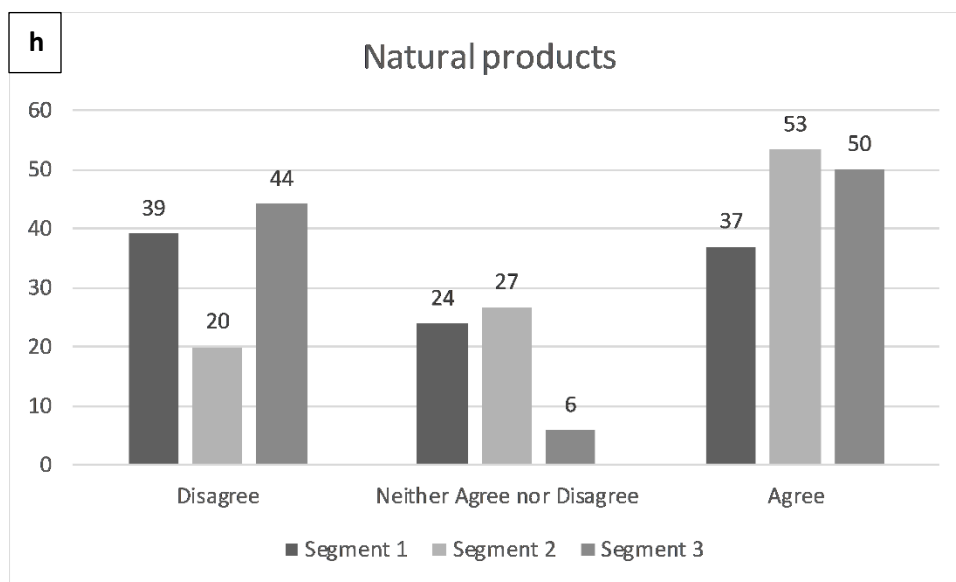
Opinion – I believe that the flavor of potatoes has changed historically[♦] (*N* = 95)



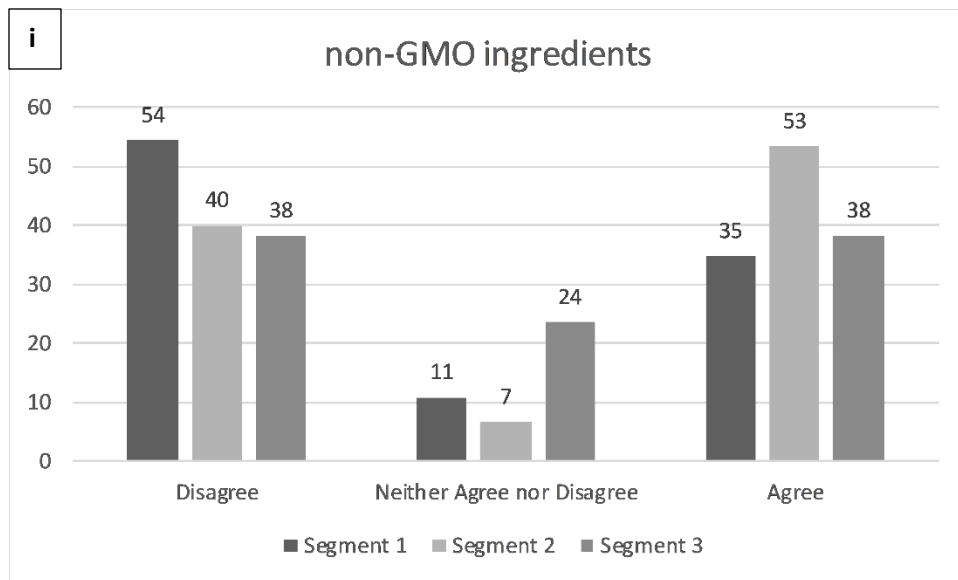
Opinion – Potatoes are healthy regardless of the cooking method[♦] (*N* = 95)



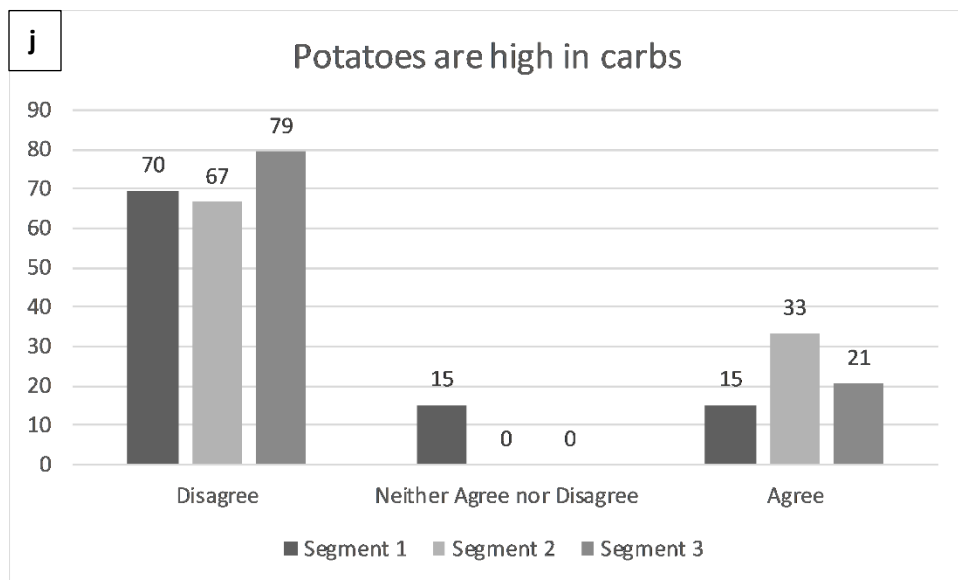
Opinion – I tend to buy organic products/ingredients[♦] (N = 95)



Opinion – I tend to natural products or ingredients[♦] (N = 95)



Opinion – I look for non-GMO (Genetically modified organisms) ingredients in the food I eat* ($N = 95$)



Opinion – I avoid potatoes because they are high in carbohydrates ($N = 95$)