Gochujang, Korean hot pepper paste, is a condiment used in various Korean dishes to give spicy, rich, and flavorful. Gochujang is often applied as an ingredient in a complex cooking. In order to understand the sensory quality of condiments, the consumer's acceptance level of gochujang should be understood in the context of various cooking systems. The objective was to investigate the sensory drivers of liking of gochujang when it was applied to 4 different types of system. Gochujang samples were applied to 4 different systems (raw dipping sauce; spicy meat sauce for rice; spicy braised rice cake; gochujang stew). Consumers were recruited in Seoul, Korea. Considering that younger and older consumers differ in their eating habit, i.e. younger consumers rarely cook whereas the older consumers often cook at home. Thus the younger and older consumers evaluated the samples using central-location-test and home-used-test, respectively. The subjects rated the acceptance and flavor familiarity of the samples using 9-point categorical scale. And the reasons of (dis)liking the samples were evaluated using CATA. For statistical analysis, General-linear-model was applied to the numerical data and frequency analysis was carried out to the CATA data to analyze the effects of product, system and age on the acceptance. The acceptance levels of products were significantly affected by the systems to which they were applied. Also, age showed significant effect on the acceptance of gochujang sample. In all systems except for gochujang stew, sample with strong soy sauce note was rated the highest in overall liking. The samples with strong fermented soy/fish sauce characteristics were relatively unaccepted by the consumers but their unacceptable levels were affected by the system. Older consumers significantly liked gochujang added foods. The positive drivers of gochujang were appropriate level of spiciness and sweetness whereas the negative drivers were off-note and musty flavor.

Keywords: sensory drivers of liking, red pepper paste