Sensory Complexity: From Sensory Measurement to Consumption Behavior

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Message from the Guest Editors

Understanding consumer preferences is key to the development of the food industry, but consumer behavior is complex because the diversity of factors influencing food choice. The attitude of the consumer results from the multiple attributes that it perceives of a product and depends on the importance it assigns to each of them. This perception has three dimensions: a cognitive (knowledge), an affective (attitude, feelings) and a conative (behavior, purchase intention, and actual purchase).

Sensory analysis is a multidisciplinary field that includes the measurement, interpretation, and understanding of human responses to the sensory properties of products. From classic descriptive profiles (Qualitative Descriptive Analysis,QDA), a myriad of new methodologies has been developed focused on consumer attitude. These methodologies can be divided into four groups: individual attribute assessment, overall difference assessment, comparison with a reference product, and free evaluation methods. Exploring the potential of each of them will help us to understand how to satisfy consumer expectations and, in the end, to design the food of the future.

Special Issue

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Message from the Editor-in-Chief

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