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A VISÃO NA PERCEPÇÃO SENSORIAL DOS ALIMENTOS THE VISION IN THE SENSORY FOOD PERCEPTION

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Consumers' can have your behavior is influenced by several factors, such as food presentation, packaging, and product labeling. The choice of a product, although seems simple and involuntary, is influenced by all senses and the knowledge about the factors that influence consumers' choices may help the food industry to attract new customers and markets. A number of sensory characteristics of foods, including appearance, taste, odor and texture, influence consumer's choice. Although taste is an important factor that regulates food intake, in most cases, the first sensory contact with food is through vision. The senses are involved in consumer experiences, they add up the sensory characteristics that influence not just in our perceptions, but also in the acceptance and preference for certain foods. Thus, vision has an important function in sensory experiences, because it allows consumers to understand food shape, size and color, creating prejudgement and expectation about the product to be consumed. Container and food color may influence, for example, the intensity of perception of certain flavors. Studies have shown the importance of associating product perception and the characteristics of the package. This indicates that the visual quality of a food affects the expectations of consumers. For example, the colors red and orange are positively associated with sweet taste, while green and yellow with sour taste and white and blue with salty taste. In contrast, green, brown, black and gray are negatively associated with sweet taste and red, blue, brown, purple, black, grey and white are negatively linked to sour taste. Thus, studying the influence of the vision in the sensory perception can help assess the mechanisms involved in the need and desire to consume certain foods, besides contributing to the understanding of the psychological influences that guide the consumer to buy or not food products.

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