

TAL 797 – Seminário

12/11/2025

The Impact of Emotional Responses on Coffee Consumer Acceptance**Pós-graduando:** Sarah Cristina Pereira de Araújo

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Coffee is one of the most widely consumed beverages globally and has been the focus of intense research in the field of Sensory Science. Its consumption is based on two core motivations: the pursuit of sensory pleasure and the need for stimulation. Furthermore, coffee has a direct impact on the consumer's emotions. The perceived quality of a product is profoundly shaped by its sensory attributes and, crucially, by the emotional responses it evokes in the consumer. Coffee consumption is also modified by internal factors of individuals, such as mood and emotional state, extending beyond merely physiological needs. Thus, emotions function as key variables that modulate the motivation for consumption, frequency of choice, and sensory evaluation. These variables can significantly affect product acceptance, directly influencing choices, which, in turn, alter the consumer's mood and emotions. The identification and measurement of these emotions are critical. Therefore, sensory science has been actively seeking improved methods to understand consumer perception. These efforts aim, for example, to understand acceptance by exploring how different sensory characteristics, such as aroma, flavor, and roast, influence emotions and impact acceptance. Additionally, they enable the segmentation of consumer groups based on distinct emotional motivations related to coffee consumption. Although challenges exist for the accurate identification of emotions, understanding those that occur during consumption is fundamental to deciphering consumer behavior and ensuring the success of products in the coffee market. Consequently, the combination of emotional responses and acceptance holds greater predictive power in consumer choice, making emotion a vital factor for acceptance and consumption.

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Referências bibliográficas:

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