



Sensory Characteristics and Consumers Acceptance of Food Products

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Message from the Guest Editors

Sensory and consumer science play a key role in product optimization, new product development, and the identification of sensory quality critical control points, and make it possible to determine the trends in food production, processing and consumption. Research in new methodologies for sensory characterization in consumer research, multidisciplinary approaches with psychological and physiological measurements, as well as the influence of contextual effects within the physical environment will enable us to better understand the perception of products by consumers, as well as consumer expectations, beliefs and attitudes.

This Special Issue invites researchers to submit original research articles or reviews related to:

- Sensory and instrumental analysis (e.g., electronic nose, electronic tongue) in food product development and optimization;
- Sensory and non-sensory factors affecting consumer choice and consumption of food products;
- Classic methods and novel techniques of profiling in consumer studies;
- Psychological and physiological measurements in consumer research;
- Emotions and their role in the acceptance of food products;
- Consumer perception and purchase behavior.





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Message from the Editor-in-Chief

As the world of science becomes ever more specialized, researchers may lose themselves in the deep forest of the ever increasing number of subfields being created. This open access journal Applied Sciences has been started to link these subfields, so researchers can cut through the forest and see the surrounding, or quite distant fields and subfields to help develop his/her own research even further with the aid of this multi-dimensional network.

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