
Influence of the Difference between Expectation & Perception on Affective Judgment

PhD :

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Preview :

This project aims at proposing a model of affective process adapted to food consumption and at determining factors of variability impacting this process. We will identify and select the components of consumers' affective judgment by taking into account sources of variability linked to the consumer, the context and the product. This research will allow us to define an affective model applied to food consumption and a methodology of measurement of affective judgment in industry.

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