Linking temporal sensory and affective responses over multiple sips to identify consumer drivers of product acceptance and rejection

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Aim and methodology

$n=104$ consumers

15 mL x 8 sips

$\rightarrow$ 3 x milkshakes
Key findings

TCATA emotions ↔ TCATA sensory ↔ Temporal liking
Example – Milkshake 2

![Graph showing the citation proportions over time with two lines representing pleasant and astringency, along with labeled time points from 1 to 8.](image)
Conclusions

TCATA
sensory

TCATA emotions

Temporal liking

✔️ ✔️ ✔️
Thank you ...

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