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Sensory Nudges: The Influences of Environmental Contexts on Consumers' Sensory Perception, Emotional Responses, and Behaviors toward Food and Beverages

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Message from the Guest Editor

Dear Colleagues,

There has been an increasing demand for research that reveals an understanding of consumer preferences and behaviors with food and beverage products in real-life situations. It has been found that consumers' sensory responses and reactions to food and beverage products vary with external sensory cues of eating/drinking environment, such as visual (interior, lighting, and table setting of eating/drinking location), auditory (ambient music, background music, and social communication), touch (surface materials of tableware items), and olfactory (ambient scent) cues.

This Special Issue aims to introduce both original research and systematic reviews contributing to a deeper understanding of how sensory cues of environmental contexts modulate consumers' sensory and emotional responses, food choice, and reactions to food and beverage products.

Assoc. Prof. Dr. Han-Seok Seo
Guest Editor



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Special Issue



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Message from the Editor-in-Chief

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