Galmarini, M. V.; Symoneaux, R.; Visalli, M.; Zamora, M. C.; Schlich, P.

Static vs. Dynamic liking in chewing gum: a new approach using a background task and a natural setting

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1. Introduction

Conventional sensory methods, such as quantitative descriptive analysis or other forms of profiling, implicitly regard the sensory properties under investigation as a static phenomenon (Dijksterhuis & Piggott, 2000). Nonetheless, it is well-known that the perception of flavor is not a single event but a dynamic process (Piggott, 1994) where every step must be considered to fully understand it. For this purpose, many sensory techniques have been developed attempting to describe the sensations generated by food taking into consideration its dynamic aspect. Time-Intensity (T-I) technique (Lee Ill & Pangborn, 1986; Neilson, 1957), Dual Attribute Time-Intensity (Duizer, Bloom, & Findlay, 1997), Progressive Profiling (Jack, Piggott, & Paterson, 1994), Temporal Dominance of Sensations (TDS) (Pineau et al., 2009) and Sequential Profile (Methven et al., 2010) showed the importance of the temporal dimension in sensory evaluation.

Therefore, if perception changes as a function of time, it might also be expected that hedonic responses would change during consumption. The first work to investigate temporal liking was done by Lee and Pangborn (1986): they proved that liking changed along time, and that these changes could be measured using the T-I methodology. Later, Taylor and Pangborn (1990) measured the degree of liking of chocolate milk continuously along a consumption period of 80 s, finding that hedonic responses showed systematic changes during tasting, and that these changes were product dependent. At this point, it was suspected that changes in the hedonic response could be a mere reflection of the variation of the intensity of different attributes. Veldhuizen, Wuister, and Kroeze (2006) worked with orange juice lemonades and found that intensity and pleasantness responses did not occur simultaneously; the intensity response happened before the pleasantness response and also had a different duration time. Therefore, time-hedonic curves were different from the time-intensity curves.