INFLUENCE OF EXPECTATION ON THE SENSORY ACCEPTANCE OF AN INSTANT COFFEE ENRICHED WITH NATURAL ANTIOXIDANTS FROM GREEN COFFEE

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The information and the experiences concerning to a product lead the consumer to have a prior expectation that can affect the perception of sensory attributes. Consumers are not willing to compromise sensory quality even for functional foods. So in the marketing of an instant coffee enriched with antioxidants of green coffee it is important to verify whether the expectation generated by the information about the product differential and the appearance of the product/packaging affects its sensory acceptance. Three instant coffees of same brand: A (enriched with antioxidants, conventional package design), B (enriched with antioxidants, modern design) and C (without enrichment, conventional design) were evaluated by 54 consumers regarding to acceptance. In the first session were evaluated the coffee beverages (blind evaluation-BL). In the second session, the packages were evaluated (evaluation of the expectation-EX). In the third session, every beverage was evaluated with its own package (informed evaluation-IN). A 10-point hedonic scale was used. The packages were well accepted (p>0.05, average EX of 8.0), generating a high expectation. No differences (p>0.05) were observed for the acceptance of beverages alone (average BL of 6.9) or with their packages (average IN of 7.4). Although there was a negative disconfirmation (EX>BL), the consumer assimilated the high expectations generated by the packages/information and increased the product acceptance (IN). Thus, product acceptance was positively influenced by both sensory intrinsic characteristics and package design (extrinsic characteristic). In conclusion, the idea of a coffee enriched with natural antioxidants formulated with green coffee was accepted by the consumers.