Acai is a widely consumed food in the Amazon region. However, outbreaks of Acute Chagas’ Disease (ACD) involving acai have been confirmed in Brazil. In this study, the authors’ objective was to identify and analyze the affect and its relationship to consumer perception of the risks and benefits related to acai. Data collection was performed in the city of Coari, Amazonas State, Brazil, through interviews with 250 adult consumers of acai in the month of May 2011. For the data collection instrument, we administered a questionnaire containing questions about affect, perceptions of risk and benefit related to the consumption of acai, questions of socioeconomic and demographic characterization of the individuals, and questions about the point of purchase, form and frequency of acai consumption. We performed exploratory data analysis with the help of XLSTAT 2011 software. The affect identified among consumers was positive (mean: 4.1 ± 0.6). In the correlation between affect and perception of risk and benefit, the results indicated significant positive correlation only for the affect in relation to the perceived benefit (Spearman correlation coefficient 0.207). When feelings measured in relation to the object of risk are positive, there is a tendency to underestimate the risk and to overestimate the benefit, which may influence the perception of the consumer. Preventive measures should be taken in order to inform about the possible risks, particularly to ACD, as well as about the health benefits related to the consumption of acai.

Keywords: perception, consumers, affect, acai, Amazonas.