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**An emotional approach to beef evaluation**

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## ABSTRACT

The emotions associated with beef consumption, the influence of breeding system information on emotions ("Conventional"- C vs "Only from the Italian Simmental" – OIS label) and their relationship with liking were evaluated by 93 meat consumers. Respondents were asked to evaluate the same samples of Italian Simmental meat provided with the two different labels. Liking scores were obtained using a 9-point scale and the emotions from the EsSense25 list were scored on 5-point scale (1= "not at all", 5="extremely"). A positive and significant effect of OIS information was highlighted on liking scores. Moreover, the breeding system information significantly affected 22 out of the 25 emotions. OIS label elicited higher positive and lower negative feelings about the meat than did the C label. Providing the same beef with different breeding information led to different emotions being evoked in consumers, and these differences in emotions were associated with different levels of liking for beef.

Key words - beef, emotion, liking, information effect.

## 1. INTRODUCTION

In the past, liking has been the primary measure used to distinguish among foods using consumers. Now, industry produces many products with similar liking ratings, and it has become clear there is much more to food choice than sensory liking alone (Thomson, 2007). Rather, it is necessary to take a broader perspective on how consumers experience a food product, taking into account all associations that consumers have to a product based on their past experiences and learning. One important set of these associations are the emotions that consumers experience when encountering a product (Cardello et al., 2012; King & Meiselman, 2010; Thomson, Crocker, & Marketo, 2010). In the past few years, a number of new methods have been developed to evaluate emotions associated with foods (Desmet & Schifferstein, 2008; King & Meiselman, 2010). These methods involve different forms of questionnaires, i.e. EsSense Profile® or *EmoSemio*, which consist of emotion

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