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Using Temporal Dominance of Emotions at home. Impact of coffee advertisements on consumers' behavior and methodological perspectives.

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Abstract

During the last decade, Temporal Dominance of Sensations (TDS) has been used successfully to describe food products dynamically in a large set of studies (Schlich, 2017). Recently, Temporal Dominance of Emotions (TDE; Jager et al., 2014) was proposed as an extension of TDS, replacing sensory attributes with emotions. Until now, TDE methodology has been applied only to evaluate food products with uncontrolled underlying stimuli and intrinsic complexity.

The present paper reports a new application of TDE in which perceived emotions are evaluated during video advertisements. By working on such a controlled stimulus, the objective of this study is to provide insights about the way the subjects dynamically relate their emotions during the viewing using a TDE-like protocol. Indeed, the dominance curves can be directly related to the scenes from the video signal.

Two hundred and eighty-two naïve French subjects watched 3 video advertisements for coffees at home. They had to indicate the emotion they felt (among 9) at each moment of the advertisement and then score their brand image improvement (BII) and purchase intent (PI) of the product.

On average, 3 distinct emotions were selected for a given subject during one viewing, meaning that a sequential selection of emotional attributes was possible for untrained subjects. Based on their temporal emotional profiles, the 3 advertisements were discriminated and TDE curves highlighted specific profiles closely related to BII and PI. Different emotional profiles were observed between consumers and non-consumers for one of the advertisement. Emotional drivers of BII and PI were also identified. Finally, this innovative TDE application on a video signal suggests methodological perspectives for sensory scientists interested in TDS-like protocols.

1. Introduction

Measuring emotions has been a challenge for psychologists (Gaur, Herjanto, & Makkar, 2014) and sensory analysts (Meiselman, 2015) for many years. In 2001, Plutchik proposed

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