



The Communication of Product Sensory Attributes and Innovation through Labeling

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Résumé en anglais	<p>This article explores the influence of food product packaging on consumers' sensory expectations and perceived newness of the product. Two experiments examine to what extent consumers use product typicality, graphical representations, and package typicality in evaluating new food products. Study 1 finds that (1) a typical flavor induces more positive expectations of pleasantness, taste, color, and smell, and (2) the presence of graphic representation on product labels increases perceived pleasantness but does not affect sensory expectations. Study 2 indicates that the product seems newer in the absence of a package (label-only condition), but when the product packaging is presented, an atypical package conveys more newness than a typical package. These results provide practical guidelines for the design and introduction of innovative food products.</p>
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