THE SENSOMETRIC SOCIETY

« **Bayesian Networks**:
an alternative method to understand
the link between fragrances and emotions »

- On a study on fine fragrances, **Sense'n Feel™ method** is used to measure emotions and personality features. Traditional statistical analyses give perceptive information on the products.

- **Bayesian Networks** method is recently used in the sensory domain:

  - What would be the benefit of applying Bayesian Networks?

  - Could it be an alternative method to understand the link between fragrances and emotions?

Case study

- - Description of the fieldwork
- - Use of Sense'n Feel boards

Method

- - Bayesian Networks: principle, use and advantages

Results

- - Interpretation of the network
- - Drivers of liking

✦ More than being an alternative, Bayesian Networks give complementary results:

   - Link between all variables,

   - Relative importance of the factors on overall liking,

   - Balance of emotions, personality features, sensory items on the overall liking

✦ Results of influence of emotions and sensory items were not expected:
   - How to explain it?
   - Which Perspectives?

THE SENSOMETRIC SOCIETY

Thank you
for your attention!

SILLIKER
Food Safety & Quality Solutions