

"A man is
great by
deeds, not by
birth"
-Chanakya

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**Biophilic Seasoning¹: Can biophilic servicescape
influence taste perceptions of consumers?**

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Biophilic Seasoning”: Can biophilic servicescape influence taste perceptions of consumers?

Abstract:

While numerous studies have explored the impact of visual biophilia on consumer responses such as attention restoration, stress recovery, preference, and liking, its effect on taste perceptions has not yet been investigated in marketing. This study examines the impact of biophilia (visual representations of nature) during consumption on the consumers' taste perceptions. When biophilic stimuli is paired with food – the (biophilic) emotions can get transferred to the taste experience, which we refer to as “biophilic seasoning”. Based on the theoretical backing of sensation transference - affective ventriloquism - the study sheds light on the fact that incorporating natural elements in servicescapes can create a positive emotional backdrop that enhances how people perceive and appreciate the taste of food and beverages.



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