

荷蘭和美國參與者對冰淇淋偏好的差異

黃嘉玉

2024/09/21

大綱

一、前言

二、荷蘭與美國對冰淇淋多樣性與複雜性的飲食偏好影響

三、冰淇淋份量多寡與多樣性飲食偏好影響

四、冰淇淋的偏好相關性

五、結論

摘要

冰淇淋是一種普遍受歡迎的甜品，且容易引起消費者的偏好和選擇的行為。此外，冰淇淋具有多樣化的風味、配料和分量選擇。因此，本篇研究中探討了「冰淇淋的多樣性、複雜性和份量」如何影響消費者的選擇和消費行為，研究設計包括兩個部份的選擇性問卷調查，自荷蘭和美國的參與者來選擇不同冰淇淋選項。研究共招募 1,000 名參與者，其中荷蘭的參與者有 498 位（50.8%為女性），而美國的參與者有 502 位（52.6%為女性），參與者的年齡介於 18 至 65 歲之間。

問卷分為兩個部分第一部分，測試了複雜性和多樣性在參與者偏好中的相對重要性。參與者會看到不同的冰淇淋選項，有的冰淇淋球口味和質地各不相同，有的球內還混合了不同的成分，並被要求選擇他們最喜歡的選項。第二部分：測試了多樣性和份量對偏好的影響。參與者選擇的是份量和口味多樣化不同的冰淇淋。結果顯示，在荷蘭和美國多樣性比複雜性更能吸引消費者。雖然如此，參與者最喜歡的選項還是既有多樣性又有複雜性的冰淇淋。此外，口味多樣化比份量大小更重要，消費者會優先選擇有多種口味的冰淇淋。不過，美國參與者明顯比荷蘭參與者更喜歡較大的份量。在這項研究的情境下，對於荷蘭和美國的消費者來說，多樣性是食物偏好的關鍵決定因素。

關鍵字：Food variety Food complexity Portion size

参考文献

- Giacalone, D., Duerlund, M., Bøegh-Petersen, J., Bredie, W. L. P., & Frøst, M. B. (2014). Stimulus collative properties and consumers' flavor preferences. *Appetite*, 77, 20–30. <https://doi.org/10.1016/j.appet.2014.02.007>
- Haws, K. L., & Winterich, K. P. (2013). When value trumps health in a supersized world. *Journal of Marketing*, 77(3), 48–64. <https://doi.org/10.1509/jm.11.0261>
- Hendriks-Hartensveld, A. E. M., Brodock, J. L., Hayes, J. E., Rolls, B. J., Keller, K. L., & Havermans, R. C. (2022). The relative importance of complexity, variety, and portion size in ice cream preference in Dutch and American participants.**<https://doi.org/10.1016/j.foodqual.2021.104523>
- Hyde, R. J., & Witherly, S. A. (1993). Dynamic contrast: A sensory contribution to palatability. *Appetite*, 21(1), 1–16. <https://doi.org/10.1006/appe.1993.1032>
- Mielby, L. H., Kildegaard, H., Gabrielsen, G., Edelenbos, M., & Thybo, A. K. (2012). Adolescent and adult visual preferences for pictures of fruit and vegetable mixes – effect of complexity. *Food Quality and Preference*, 26(2), 188–195. <https://doi.org/10.1016/j.foodqual.2012.04.014>
- Palczak, J., Blumenthal, D., Rogeaux, M., & Delarue, J. (2019). Sensory complexity and its influence on hedonic responses: A systematic review of applications in food and beverages. *Food Quality and Preference*, 71, 66–75. <https://doi.org/10.1016/j.foodqual.2018.06.002>
- Palczak, J., Giboreau, A., Rogeaux, M., & Delarue, J. (2020). How do pastry and culinary chefs design sensory complexity? *International Journal of Gastronomy and Food Science*, 19, Article 100182. <https://doi.org/10.1016/j.ijgfs.2019.100182>
- Parizel, O., Labour'e, H., Marsset-Baglieri, A., Fromentin, G., & Sulmont-Ross'e, C. (2017). Providing choice and/or variety during a meal: Impact on vegetable liking and intake. *Appetite*, 108, 391–398. <https://doi.org/10.1016/j.appet.2016.10.027>
- Porcherot, C., & Issanchou, S. (1998). Dynamics of liking for flavoured crackers: Test of predictive value of a boredom test. *Food Quality and Preference*, 9(1–2), 21–29. [https://doi.org/10.1016/S0950-3293\(97\)00023-2](https://doi.org/10.1016/S0950-3293(97)00023-2)
- Soerensen, J. G., Waehrens, S. S., & Byrne, D. V. (2015). Predicting and understanding long-term consumer liking of standard versus novel chocolate: A repeated exposure study. *Journal of Sensory Studies*, 30(5), 370–380. <https://doi.org/10.1111/joss.1216>
- Spence, C. (2018). Complexity on the menu and in the meal. *Foods*, 7(10), 158. <https://doi.org/10.3390/foods7100158>
- Steenhuis, I., & Poelman, M. (2017). Portion size: Latest developments and interventions. *Current Obesity Reports*, 6(1), 10–17. <https://doi.org/10.1007/s13679-017-0239-x>

- 1 van Strien, T., Frijters, J. E. R., Bergers, G. P. A., & Defares, P. B. (1986). The Dutch
2 eating behavior questionnaire (DEBQ) for assessment of restrained, emotional,
3 and external eating behavior. *International Journal of Eating Disorders*, 5(2), 295–
4 315. [https://doi.org/10.1002/1098-108X\(198602\)5:2<1.0.CO;2-J10.1002/1098-108X\(198602\)5:23.0.CO;2-T](https://doi.org/10.1002/1098-108X(198602)5:2<1.0.CO;2-J10.1002/1098-108X(198602)5:23.0.CO;2-T)
- 6 Vermeer, W. M., Steenhuis, I. H. M., & Seidell, J. C. (2010). Portion size: A qualitative
7 study of consumers' attitudes toward point-of-purchase interventions aimed at
8 portion size. *Health Education Research*, 25(1), 109–120. <https://doi.org/10.1093/her/cyp051>
- 10 Zuraikat, F. M., Smethers, A. D., & Rolls, B. J. (2019). The influence of portion size on
11 eating and drinking. In H. L. Meiselman (Ed.), *Handbook of Eating and Drinking*
12 (pp. 2–28). Cham: Springer. https://doi.org/10.1007/978-3-319-75388-1_129-1.