

外觀特性對於食物感知影響之探討

40942012 陳泰宇

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大綱

一、前言

二、啤酒顏色的改變對於消費者飲用的影響

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摘要

本研究目的是探討在改變飲品/食物的外觀特性，人們對飲品/食物的預期和品評是否會造成差異性，在視覺上是否能夠對人們的感知產生影響。根據消費量最大的酒精飲料及無酒精飲料，啤酒和果汁作為研究視覺外觀及測試飲品，並採用盲測與預期調查讓受測者飲用啤酒和果汁，評估受測者的口味、風味、喜好度等測量項目，驗證試驗是否有顯著性差異。最後，第一篇結果發現只有盲測中酒體項目評分與正常杯測相比有顯著性差異，但與深淺顏色條件比較相同測量項目無顯著性差異，而啤酒兩種顏色預期評分調查有顯著性差異，品評後評分調查則無顯著性差異，第二篇改變啤酒味道、顏色、標籤，盲測發現苦味受味道的影響有顯著差異，深色顏色會讓苦味更明顯，深色顏色及標籤對苦味的預期評分有顯著影響，啤酒顏色和標籤描述的改變會影響期望及感知，第三篇使用 VR(虛擬實境)改變食物顏色，測試能否辨識食物風味，改變食物原始顏色會阻礙人們識別風味，在 VR(虛擬實境)及 RL(現實環境)中測試，兩邊環境條件之間沒有顯著差異。

關鍵字:啤酒、味道、顏色、感官描述、感官期望、風味識別

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