

# 杯子顏色對於消費者飲用咖啡的影響

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- 一、前言
- 二、材料與方法
- 三、結果與討論
- 四、結論
- 五、參考文獻

## 摘要

食物或飲品容器的外觀在視覺上的特徵對感知的影響越顯重要。本研究目的是探討在杯子的顏色對感官的影響以及消費者對咖啡的喜好程度。總共有 457 名受測者參加了三個實驗之一，杯子的顏色（外在影響）和所測試的精品咖啡的味道特徵（即內容物）之間的跨感官對應關係，通過使用四種杯子顏色（白色、粉色、黃色和綠色）和兩種不同品種/風味咖啡（巴西和肯亞）來設計顏色 × 味道的配對，以評估是否會影響飲用前/飲用後的評分。受測者首先評估他們對不同顏色杯子的甜度和酸度的期望，然後飲用不同顏色杯子裡的咖啡，並針對甜度、酸度和喜好度評分。本研究結果顯示，杯子的顏色對飲用前和飲用後喜好度與風味評分都有顯著影響。實驗一與實驗二粉色杯子比白色杯子更甜酸度更低，實驗三在不一致配對的測試下，增加了肯亞咖啡在粉色杯子品嚐時意想不到的酸度，喜好度也顯著下降。杯子的顏色會顯著影響咖啡的感知和判斷。

關鍵字:精品咖啡、味道、杯子顏色、品嚐、期望

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