The Effects of Color on Taste Perception of Drinks
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INTRODUCTION AND HYPOTHESIS
Walsh, Toma, Tuveson, and Sondhi, (1990) investigated the effect of color on food choices. They had children choose one candy out of three choices. The candies were sorted into four colors; red, orange, green and yellow. Researchers found that type of candy chosen was not significantly different, but the color of the candy chosen was significantly different. Children chose the red candy significantly more than the other colors. This means that the red foods are preferred and chosen more often than other colored foods. The purpose of the present study was to extend these findings by examining if taste perception of drinks could be influenced by color.

METHOD
Participants (N = 46, 37 females) who volunteered to participate in the study indicated their preference between three samples of the same drink, that were differently colored (red, green, and blue). After each subsequent taste testing, participants rated the degree to which they enjoyed the drink on a scale from 1 (lowest preference) to 10 (highest preference).

RESULTS
To assess whether color influenced participants’ taste perception, a One-Way ANOVA test was conducted on participants’ average taste preference ratings, showing that participants preferred the red colored drink over the green and blue colored drinks despite the flavor staying constant, $F(2.90) = 10.84, p < .001$ (see Figure 1).

CONCLUSIONS
This data suggests that color has an influence on taste perception. Thus, it is important to recognize that perceptual stimuli collectively influences decision making. Additionally, this data is applicable in numerous real world situations, including marketing strategies or advertising.

REFERENCES
2. Piqueras-Fiszman, B., Alcaide, J., Roura, E., Spence, C. (2012). Is it the plate or is it the food? Assessing the influence of the color (black or white) and shape of the plate on the perception of the food placed on it. Food Quality and Preference, 24, 205–208. doi:10.1016/j.foodqual.2011.08.011