The Sensory Features of Packaging and Its Effects on Product Perception: An Abstract

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Abstract The present study shows the influence of tactile contacts with packaging on product taste. A within-subject experiment 1 (product: grenadine syrup)×3 (packaging's material: plastic, aluminium, glass) was conducted. Moreover, we examine the role of the Need for Touch (NFT) as a moderator. We confirmed that the same product tasted three times by each participant is judged differently depending on the packaging. Furthermore, participants with a high NFT seem to be more influenced by sensory features of packaging than those with a low NFT. These results support previous researches about tactile effects on taste.

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