

Study on the Relationship Between Tableware Color and Consumers' Appetite*

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In order to explore the relationship between the color of tableware and appetite, random samples were selected from the network survey. The results show that the vast majority of people will pay attention to the color of tableware, and think that the color of tableware will have an impact on appetite: Most of the respondents prefer the warm color of tableware. Finally, according to the survey results, some suggestions and ideas are put forward to the catering operators: Catering operators need to improve their aesthetic artistry; pay attention to the collocation of different colors; according to the tableware function deployment tableware color; and so on.

Keywords: color of tableware, appetite, warm tones, differences, aesthetic artistry, tableware function

Introduction

Psychologists have discovered that among the human senses, the visual senses have the largest amount of information, and the color is the most likely factor to cause sensory stimulation through research. Visual senses can not only have a corresponding impact on people's psychology and physiology, but also indirectly affect people's emotions and mood. Studying the relationship between tableware color and appetite can not only promote the development of relevant domestic research, but also help catering operators choose the appropriate tableware color, and provide suggestions on how to use tableware color to improve economic benefits.

Research Theories

Color is the most sensitive form element that can arouse our common aesthetic pleasure. Zhu (1992) found that the general law of cooking color expression is roughly the same as the general law of color science such as painting, photography, and clothing that we usually study. Charles, Carmel, Maya, and Massimiliano (2010) argued that different colored plates will affect people's perception of food, such as taste, touch, etc. Cho et al. (2015) examined that blue lighting reduces the food consumption of men, but has no effect on women. Piqueras-Fiszman, Alcaide, Roura, and Spence (2012) assessed the effect of the color (black or white) and shape of the plate on the perception of food placement. Bo (2018) stated that the color of the tableware will have a physical or psychological impact on people through visual stimulation, and indirectly affect the mood of

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dining. Zhan (2018) stated that color has three main functions in cooking: The first is to arouse and increase people's appetite; the second is the visual enjoyment of the art of cooking dishes; the third is to arouse people's emotional resonance. Qu (2019) argued that if designers want to stimulate consumers' purchase motivation, they must fully consider a series of psychological activities that people may produce when facing packaging colors in the packaging design process. Ye (2010) also stated that taste is a synesthetic effect of color and taste.

Methods

This survey uses randomly sample samples by network. The survey is divided into three parts. The first part is the basic information of the surveyor, including gender and age; the second part is the survey on the relationship between the color of the tableware and the appetite of the respondents; the third part is the general expectation of the survey respondents' cutlery tones. Finally, the survey is conducted from March 14th to 25th, and 235 questionnaire were collected, and 210 are validity.

Results

The Geographic of the Sample

Table 1

The Basic Information of the Samples

Items	Categories	Number	%
Sex	Male	80	38.1
	Female	130	61.9
Age	Below 20	39	18.6
	20-35	150	71.4
	35-50	10	5
	Above 50	11	5

In the respondents profile (N = 210), 61.9% of the respondents were female. In terms of age group, 71.4% are between 20-35.

Tableware Color Preference

Table 2

Tableware Color Preference

Items	Number	%
Warm tones	79	37.6
Cool colors	50	20.8
Neutral tones	69	35.9
No difference	12	5.7

According to Table 2, more people prefer warm tones and neutral tones, accounting to 73%.

Attitude to the Color Affects Appetite

According to Table 3, the vast majority of interviewees believe that the color of tableware will affect people's appetite. Absolutely, the color of tableware can directly affect us visually, which is in accordance with Xu (1984) who showed in his research that color affects a person's appetite.

Table 3

Attitude to the Color Affects Appetite

Items	React	Number	%
Weather color affects appetite	Yes	191	91
	No	19	9

Color of Tableware Affects Perception of the Dish

Color affects people's perception of dishes (Huang, 2013).

Table 4

Color of Tableware Affects Perception of the Dish

Item	React	Number	%
White color can increase the taste of dish.	Agreement	160	76.2
Red color can increase dish temperature, blue is contrast.	Agreement	153	72.9
Light-colored dishes will reduce the hardness of the dishes.	Agreement	114	54.3

According to Table 4, most people think that the color of table ware affects the perception of the dish including the taste, temperature, and texture.

Cross Analysis**Sex and color attention.**

Table 5

Male and Color Attention

Sex	Color attention	Number	%
Male	Very concerned	45	56.2%
	Concerned	7	8.8%
	No idea	10	12.5%
	Not concerned	8	10%
	Not concerned at all	10	12.5%

Table 6

Female and Color Attention

Sex	Color attention	Number	%
Female	Very concerned	92	70.8%
	Concerned	20	15.4%
	No idea	10	7.7%
	Not concerned	6	4.6%
	Not concerned at all	2	1.5%

According to Table 5 and Table 6, we can find that people are concerned color, but there is difference between male and female. 65% male are concerned color, while more female about 86.2% are concerned. So, female are more concerned than male.

Sex and color match preference. When asked about the color match of tableware and dish, most people preference variety of colors and strong color contrast. And there is no difference between male and female (like Table 7 and Table 8).

Table 7

Male and Color Match Preference

Sex	Color match preference	Number	%
Male	Single color	20	25%
	Multiple colors but belong to the same color family	14	17.5%
	A variety of colors and strong color contrast	46	57.5%

Table 8

Female and Color Match Preference

Sex	Color match preference	Number	%
Female	Single color	30	23.1%
	Multiple colors but belong to the same color family	26	20%
	A variety of colors and strong color contrast	74	56.9%

Sex and color preference.

Table 9

Male and Color Preference

Sex	Color	Number	%
Male	Warm tones	37	46.25
	Cool tones	14	17.5
	Neutral tones	29	36.25

Table 10

Female and Color Preference

Sex	Color	Number	%
Female	Warm tones	53	40.8
	Cool tones	28	21.5
	Neutral tones	49	30.7

According to Table 9 and Table 10, most male and female prefer warm tones, like red, orange, and yellow, etc.

In all, most people are concerned the color of tableware, and like multiple color but belong to one family, and most people like warm tones. People think that color can influence appetite.

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