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Taste is not Everything: An Empirical Investigation on the Effect of Food Packaging Weight on Perceived Quality and Taste

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SUMMARY / KURZINFORMATION

Topic	Taste is not Everything: An Empirical Investigation on the Effect of Food Packaging Weight on Perceived Quality and Taste
Content	<ul style="list-style-type: none"> • Theoretical background on haptic and taste perception and cross-modal interaction • Empirical examination of cross-modal interactions between extrinsic haptic product properties, product claims and product perception
Character	Conceptual and empirical
Authors	<ul style="list-style-type: none"> • Kristina Kampfer is research assistant and doctoral candidate at the University of Bamberg • Elisa-Johanne Buhr is M.Sc. student at the University of Bamberg
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Abstract

A product's sensory attributes such as its visual, olfactory or haptic appearance as well as the interaction between these sensory attributes can influence a consumer's product evaluation. Besides using vision, audition, taste or olfaction, the haptic sense can be used to underline a product's characteristics.

This study examines the cross-modal interaction between weight as a haptic dimension and taste as well as quality perception by manipulating a food product's packaging weight. Object of investigation is crispbread as a utilitarian food product. More precisely, a common crispbread and one with a lightness-claim were tested. General research on weight perception states that weight (heaviness) serves as a quality indicator. This weight-quality relation was shown before: the weight of yoghurt bowl or chocolate packaging had a positive effect on taste and quality perception. The results show that when a lightness claim is applied to a product, this straight-forward relation does not hold true. The findings have implications for both multisensory marketing research and marketing practice and show that products have to be studied holistically both with regard to haptic and visual cues. This knowledge is of great advantage for product and packaging design.