

Introduction

- ❖ The smells and sight of real food can direct eating behavior or even further, enhance the desire to eat, to the point of overriding feelings of satiation (Blechert, Meule, Busch & Ohla, 2014; Cornell, Rodin & Weingarten, 1989).
- ❖ In some studies (e.g., Zellner et al., 2011), participants reported higher liking when food is presented in a neat arrangement and in a more attractive manner on a plate.
- ❖ Additionally, eating initiation can be predicted by visual presentation (Marcelino, Adam, Couronne, Köster & Sieffermann, 2001).
- ❖ Advancing research on the relationship between food presentation and appetite presents several financial and non-financial advantages such as marketing ideas and potential treatments for eating disorders.

Objective

- ❖ This study examined the different aspects of visually presented foods such as type of meal, taste profile, plate style, and quality of presentation on individual's desire for this food.

Methods

- ❖ 117 participants were recruited from introductory psychology classes and social media.
- ❖ Participants completed an online survey viewing different images of food and reported their willingness to consume and purchase, as well as their anticipated enjoyment of, specific foods.
- ❖ Desire for food is measured by averaging participants' response to a series of 9-point Likert-style items about each food picture presented.
- ❖ Procedure: Within-subjects ANOVA, 2 (Food flavor) x 2 (Type of Food) x 2 (Presentation style) x 2 (Plate).

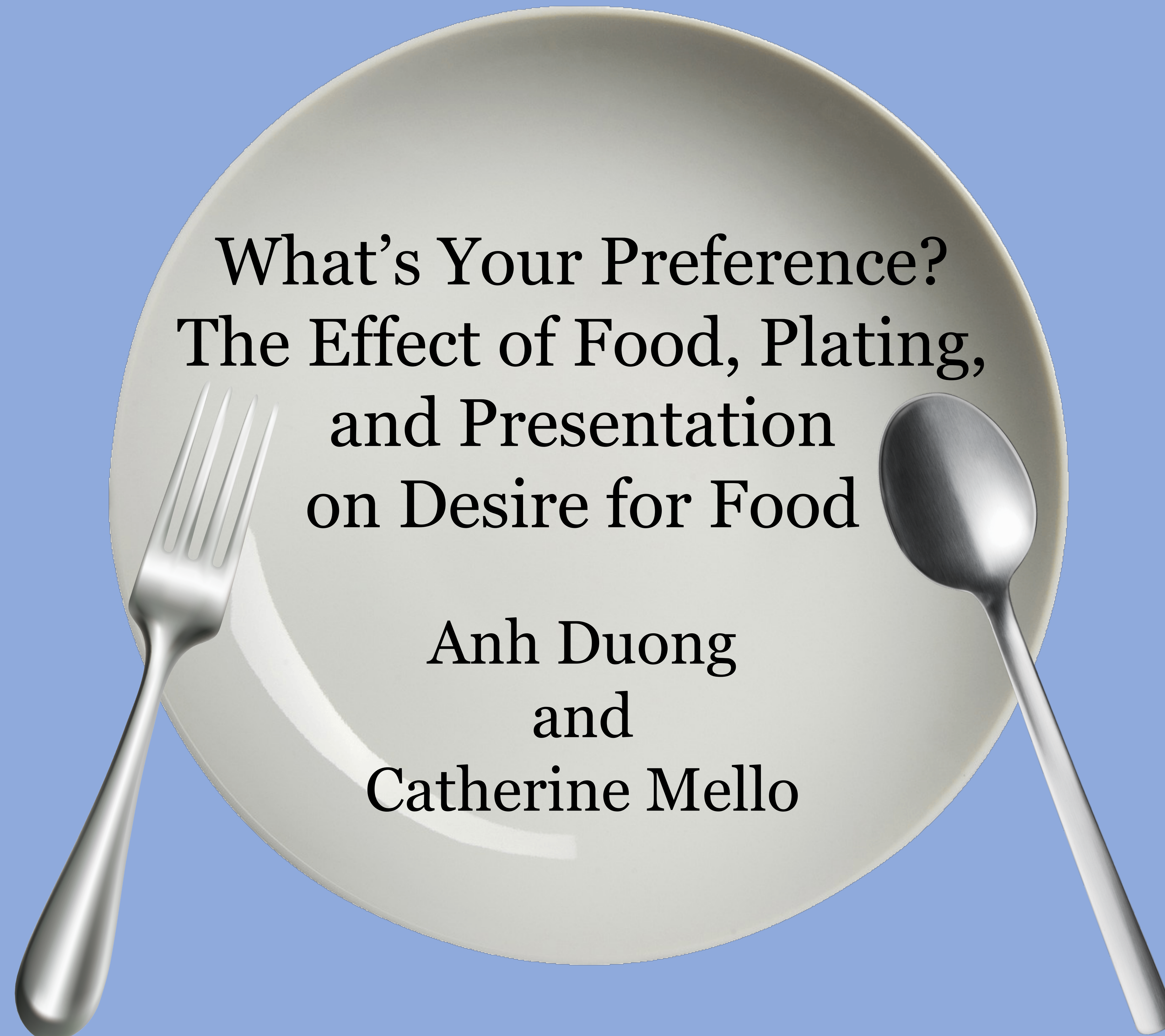
Results

Factor	M	SD	M	SD	F (1,91)	p	η^2_p
Taste: Sweet - Savory	4.9	1.4	4.3	1.2	35.45	<.001	.28
Type: Refined - Casual	4.9	1.3	4.3	1.4	21.83	<.001	.193
Plate: Ceramic - Paper	4.3	1.4	4.5	1.2	6.56	=.012	.067
Presentation: Artistic - Messy	5.2	1.3	4.0	1.3	29.24	<.001	.243

Mean Ratings for Each Type of Food



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What's Your Preference? The Effect of Food, Plating, and Presentation on Desire for Food

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Strawberry Choux

Sweet, Refined Dish, Ceramic Plate, Nice Presentation



Hamburger and Fries

Savory, Casual Dish, Paper Plate, Messy Presentation



Sautéed Chicken

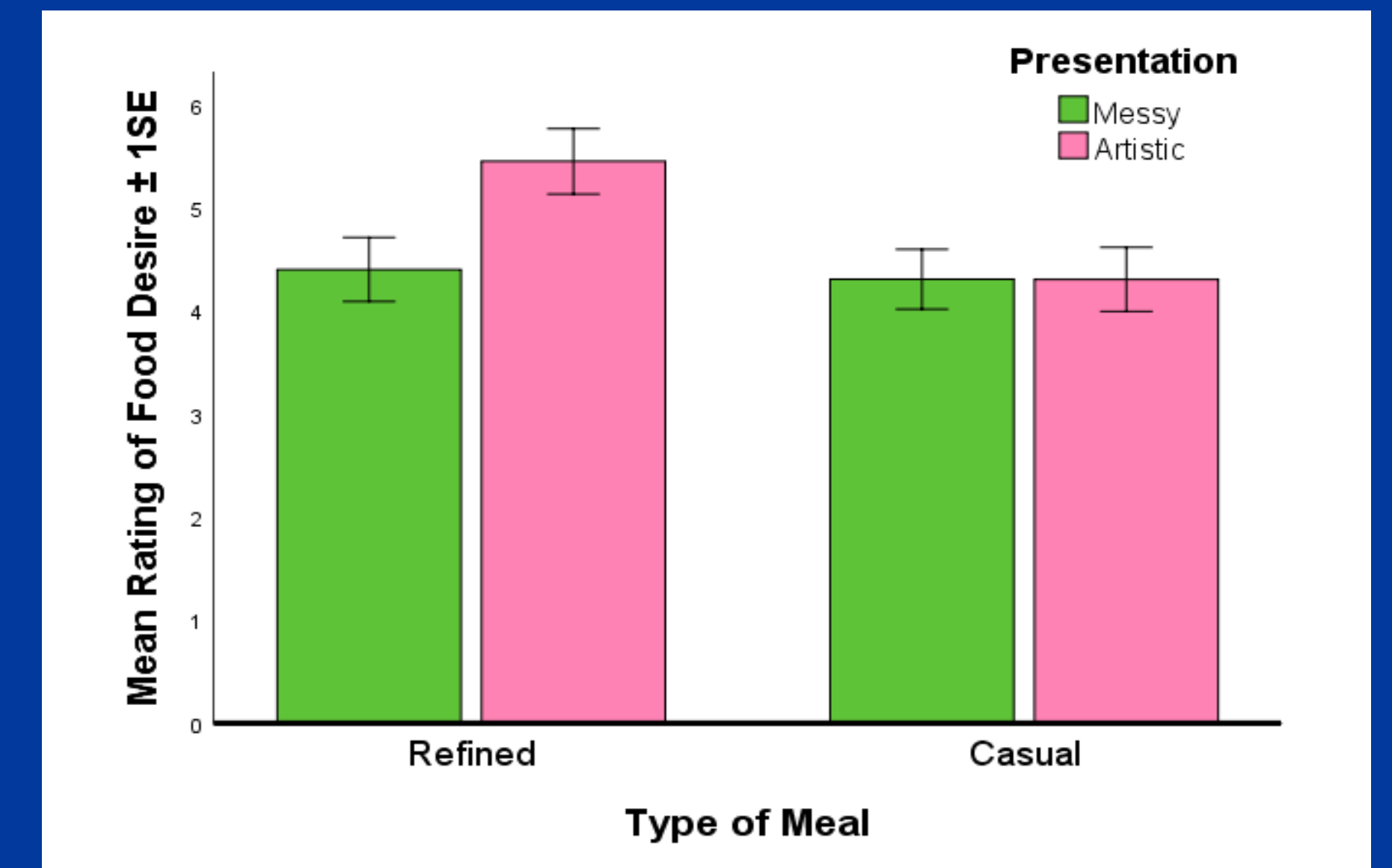
Savory, Refined Dish, Paper Plate, Nice Presentation



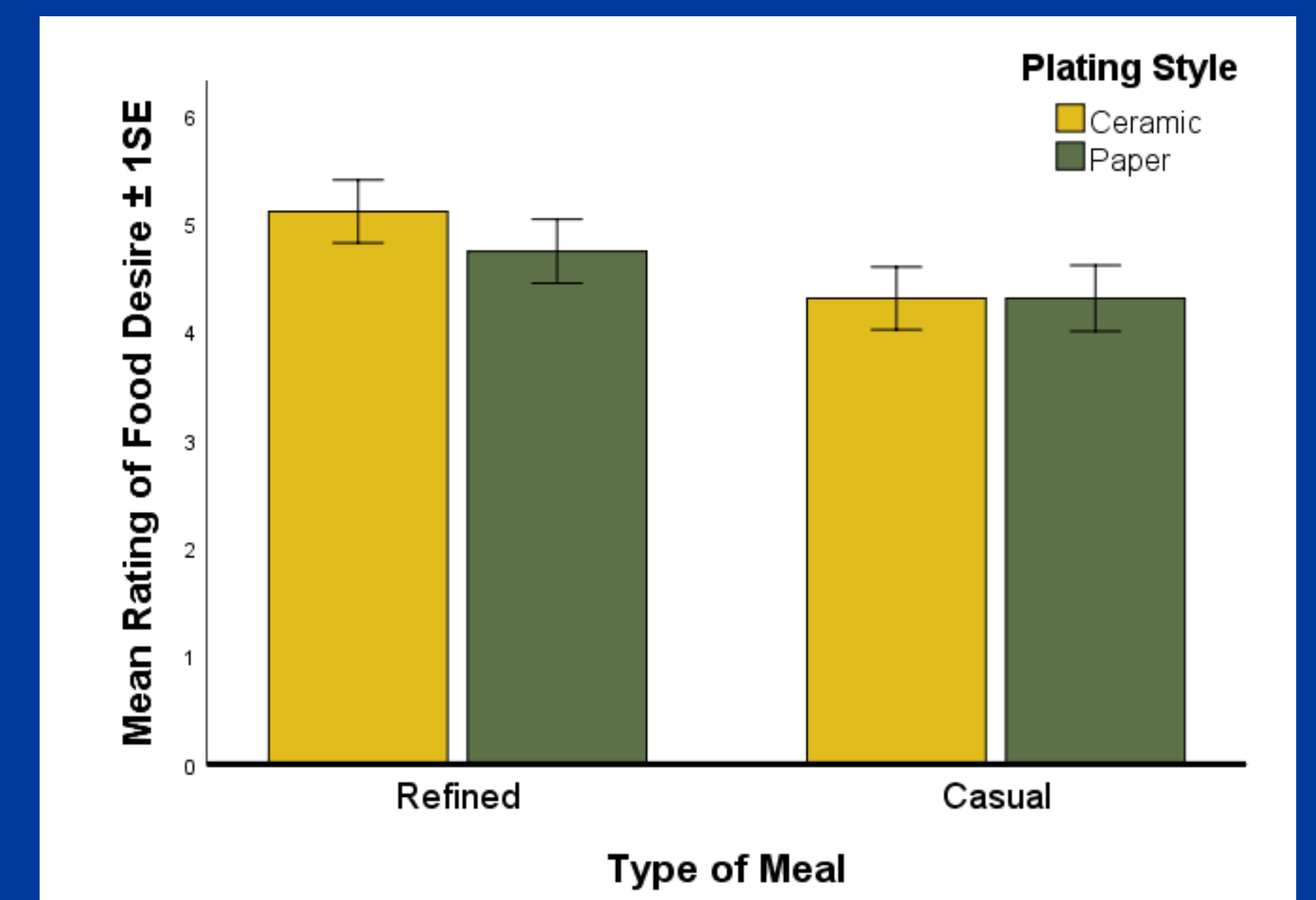
Cupcake

Sweet, Casual Dish, Ceramic Plate, Messy Presentation

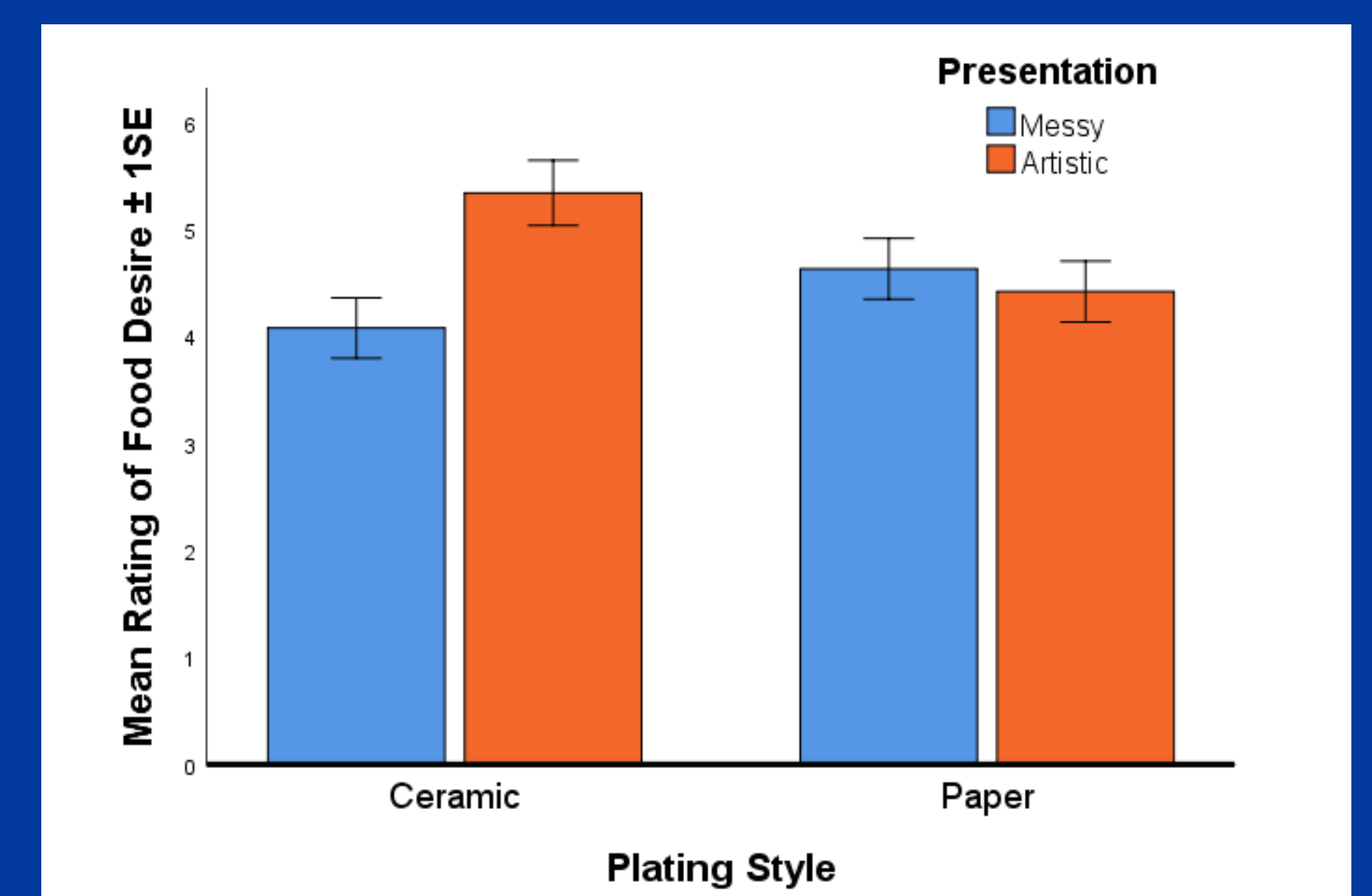
Results (Cont.)



- ❖ There is an interaction between type of meal and presentation, $F(1,91) = 35.43, p < .001, \eta^2_p = .28$
- ❖ Participants significantly prefer the "nice" presentation (over messy) in refined foods, but are indifferent to presentation for a casual dish.



- ❖ There is an interaction between type of meal and plate style, $F(1,91) = 7.57, p = .007, \eta^2_p = .077$
- ❖ Participants significantly prefer the ceramic plate (over paper) in refined foods, but are indifferent to plating style/material for a casual dish.



- ❖ There is an interaction between plate style and presentation, $F(1,91) = 61.10, p < .001, \eta^2_p = .40$
- ❖ Participants expect consistency between quality of presentation style and plating style: messy foods are preferred on paper (vs. ceramic) and nice plating are preferred on ceramic (vs. paper).

Discussion

- ❖ In conclusion, artistic presentation, more elegant plates, elicited greater desire for food but only in refined dishes.
- ❖ People are highly responsive to elegant, stylized dishes but do not apply this standard to everyday dishes.
- ❖ Future research should investigate how preferences for visual presentation are modulated by eating habits and different dining experience.