

- **Sensory expectations and perceptions of Austrian and Thai consumers: A case study with six colored Thai desserts**

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Abstract:

This work studied evaluations by Austrian and Thai consumers of their sensory expectations and perceptions of six Thai desserts, each made in three different colors (green, pink, yellow). The color variants differed only in color but not in their ingredients or taste. Expectation tests were performed by showing pictures of the desserts on a monitor and asking them to evaluate their expected overall liking and expected intensities of sweetness, bitterness, sourness and hardness. Results showed that colors of the products were important in predicting expected liking and taste intensity. For the perceived liking test, the samples were served so they could be tasted, and the perceived liking was scored on a visual analog scale. Austrians expressed a strong preference for yellow products whereas Thais preferred green and pink products. Findings of this study can be used as a model for adapting colors of products for new markets and consumer demand.

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