

Seeing is Tasting?

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Summary

We humans use vision as a primary source of information about the external world. We know that we also use vision in eating behavior: When we select and evaluate foods, we fully use vision. There are many anecdotes about this, however, not many academic studies studying this. In this article, an international survey of consumer behavior about foods is reported. Then, some psychological experiments studying the role of vision (colors and/or images of foods) in eating are introduced. These studies confirm the importance of vision in eating. The authors hypothesize a psychological mechanism about the effects of vision in gustatory and olfactory sensory processing. Finally, some cross cultural comparisons of vision in eating behavior between Japan and Australia are introduced, and explained in a behavioral sciences.