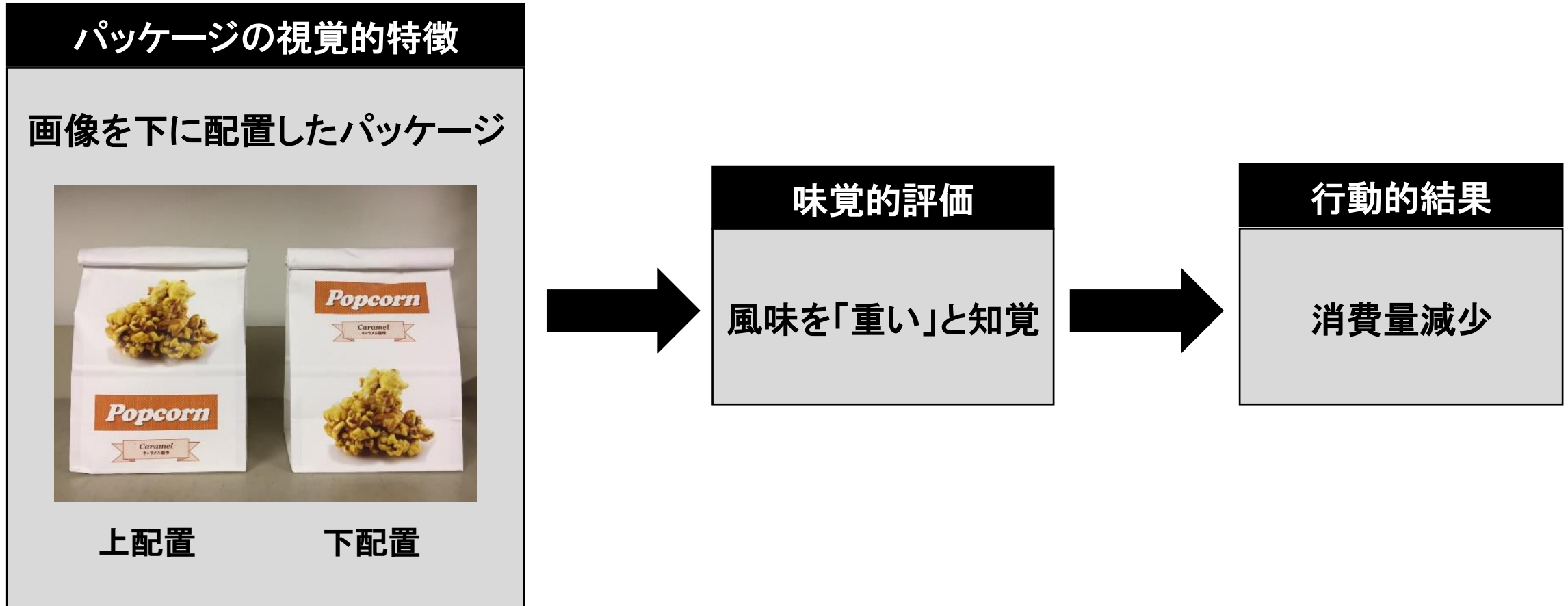


研究結果の概要



【出典】

Togawa, T., Park, J., Ishii, H., & Deng, X. (2019). A packaging visual-gustatory correspondence effect: using visual packaging design to influence flavor perception and healthy eating decisions. *Journal of Retailing*, 95(4), 204-218. <https://doi.org/10.1016/j.jretai.2019.11.001>