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Perceptions of handmade food: A questionnaire survey exploring their impact on food evaluations

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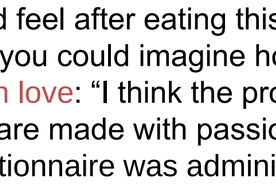
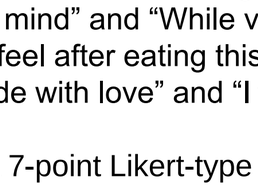
INTRODUCTION & AIM

People's preferences and perceptions of food change depending on the information they receive prior to eating. According to previous studies, preferences and sensory perceptions change with positive naming and self-production. In this study, we focused on information regarding the food preparation process and aimed to investigate the influence of the presence of a person cooking on food evaluation.

METHOD



Rice ball (_____)



Miso soup (_____)

3 patterns of label: 1. only the name of the food（**control**）
2. being **machine-made**
3. **handmade**

Figure1. Study 1: The influence of label information on the preparation process.

The questionnaire about food evaluation in Study 1 and Study 2

Appearance / Healthiness / Expected goodness of taste
Intention to eat: I would like to eat this dish.
Time and effort: The time and effort it takes to make the dish.
Expected saltiness
Eating process mental simulation: “As you viewed this dish, the images of eating this dish come to mind”, “You experienced to imagine eating this dish” and “While viewing this dish, you could imagine eating this dish”.
Eating outcome mental simulation: “As you view this dish, images of how you would feel after eating this dish come to mind” and “While viewing this dish, you could imagine how you would feel after eating this dish”.
Made with love: “I think the products are made with love” and “I think the products are made with passion”.
The questionnaire was administered using a 7-point Likert-type response scale ranging from 1–7.

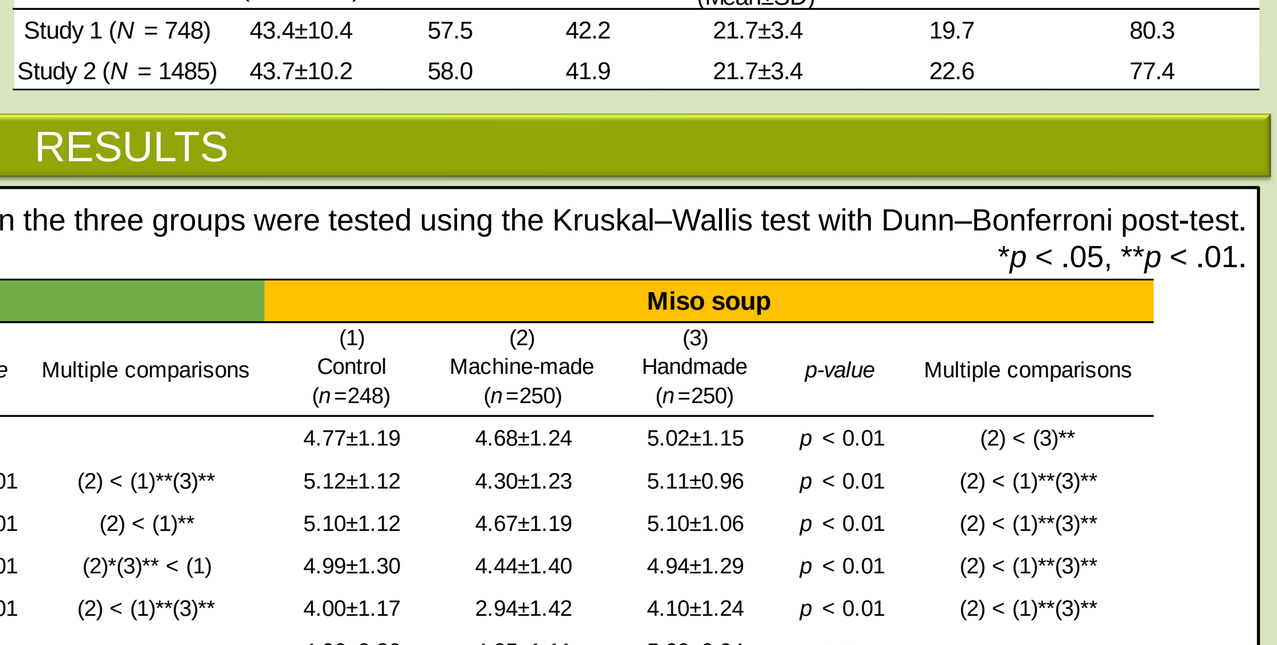


Figure 2. Study 2: The influence of the presence of a person cooking.

Table 1. General characteristics of participants.

	Age (Mean±SD)	Gender		Body Mass Index (Mean±SD)	Where do you live?	
		Men (%)	Women (%)		Alone (%)	Living together (%)
Study 1 (*N* = 748)	43.4±10.4	57.5	42.2	21.7±3.4	19.7	80.3
Study 2 (*N* = 1485)	43.7±10.2	58.0	41.9	21.7±3.4	22.6	77.4

RESULTS

Differences between the three groups were tested using the Kruskal–Wallis test with Dunn–Bonferroni post-test.
*$p < .05$, **$p < .01$.

Table 2. The results of Study 1.

	Rice ball					Miso soup				
	(1) Control (*n*=248)	(2) Machine-made (*n*=250)	(3) Handmade (*n*=250)	*p-value*	Multiple comparisons	(1) Control (*n*=248)	(2) Machine-made (*n*=250)	(3) Handmade (*n*=250)	*p-value*	Multiple comparisons
Appearance	5.201.13	5.23±1.12	5.40±1.05	*n.s.*		4.77±1.19	4.68±1.24	5.02±1.15	$p < 0.01$	(2) < (3)**
Healthiness	4.56±1.05	4.18±1.13	4.75±1.00	$p < 0.01$	(2) < (1)**(3)**	5.12±1.12	4.30±1.23	5.11±0.96	$p < 0.01$	(2) < (1)**(3)**
Expected goodness of taste	5.48±1.00	5.18±1.09	5.41±0.97	$p < 0.01$	(2) < (1)**	5.10±1.12	4.67±1.19	5.10±1.06	$p < 0.01$	(2) < (1)**(3)**
Intention to eat	5.33±1.28	5.10±1.23	4.99±1.34	$p < 0.01$	(2)*(3)** < (1)	4.99±1.30	4.44±1.40	4.94±1.29	$p < 0.01$	(2) < (1)**(3)**
Time and effort	3.49±1.28	2.86±1.32	3.78±1.33	$p < 0.01$	(2) < (1)**(3)**	4.00±1.17	2.94±1.42	4.10±1.24	$p < 0.01$	(2) < (1)**(3)**
Expected saltiness	4.64±0.89	4.49±1.08	4.57±0.93	*n.s.*		4.96±0.86	4.95±1.11	5.00±0.94	*n.s.*	
Eating process mental simulation	5.34±1.19	5.24±1.16	5.33±1.19	*n.s.*		5.31±1.15	5.13±1.17	5.33±1.11	*n.s.*	
Eating outcome mental simulation	5.10±1.21	5.07±1.21	5.15±1.23	*n.s.*		5.14±1.21	5.02±1.23	5.24±1.11	*n.s.*	
Made with love	4.18±1.15	3.15±1.33	4.68±1.14	$p < 0.01$	(2) < (1)**(3)** (1) < (3)**	4.45±1.11	3.03±1.37	4.61±1.15	$p < 0.01$	(2) < (1)**(3)**

Table 3. The results of Study 2.

	Rice ball					Miso soup				
	(1) Text (*n*=242)	(2) Photos of cooking utensils and ingredients (*n*=247)	(3) Photos of the cook (*n*=246)	*p*-value	Multiple comparisons	(1) Text (*n*=250)	(2) Photos of cooking utensils and ingredients (*n*=250)	(3) Photos of the cook (*n*=250)	*p*-value	Multiple comparisons
Appearance	5.55±0.93	5.61±1.13	5.57±1.01	*n.s.*		5.74±0.96	5.57±1.07	5.52±0.99	$p < 0.05$	(3) < (1)*
Healthiness	5.05±1.02	5.09±1.00	5.06±1.03	*n.s.*		5.64±1.03	5.70±1.03	5.60±1.03	*n.s.*	
Expected goodness of taste	5.81±0.81	5.77±0.96	5.83±0.90	*n.s.*		5.84±0.93	5.94±0.89	5.81±0.83	*n.s.*	
Intention to eat	5.68±0.99	5.62±1.25	5.53±1.24	*n.s.*		5.71±1.06	5.76±1.08	5.70±0.99	*n.s.*	
Time and effort	2.98±1.32	3.00±1.32	2.98±1.36	*n.s.*		4.50±1.31	4.50±1.35	4.46±1.41	*n.s.*	
Expected saltiness	4.62±0.92	4.50±0.96	4.56±0.97	*n.s.*		4.39±0.92	4.59±0.96	4.43±0.92	*n.s.*	
Eating process mental simulation	5.55±1.06	5.57±1.16	5.58±1.10	*n.s.*		5.60±1.00	5.60±1.08	5.55±1.07	*n.s.*	
Eating outcome mental simulation	5.45±1.10	5.48±1.27	5.44±1.16	*n.s.*		5.57±1.00	5.62±1.02	5.43±1.13	*n.s.*	
Made with love	4.82±1.05	4.89±1.14	4.99±1.10	*n.s.*		5.32±1.12	5.40±1.06	5.34±1.12	*n.s.*	

CONCLUSION

- ☐ Information regarding food being handmade had a more positive impact than that which was machine-made, but this was comparable to only the food names and the presence of a person cooking did not have much impact on food evaluation.
- ☐ The results of Study 1 suggested that the influence of labels regarding the food preparation process varies depending on the type of food.

FUTURE WORK

Because the handmade label can be influenced by context in addition to the type of food, future research should investigate in more detail the circumstances in which the handmade label influences it.

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