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A Study of Impression Evaluation

Based on Sizzle Words and Texture of Rice Crackers

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This paper clarifies the correlation between the meaning of sizzle words and the texture by investigating the hardness of the rice crackers. In the snack packaging business, sizzle words are usually the most visible words. They give us an impression of taste and texture. Sizzle means a technique for arousing an impression of reality and purchasing will. There are plenty of sizzle products around us. For example, companies decorate a brand name by sizzle words and also use sizzle words on the product's packages. Companies make various efforts and look for new things day and night. However, there is a difference in perception between the producers and consumers.

The purpose of this research is to clarify the correlation between the meaning of sizzle words and the texture by investigating the hardness of the rice crackers. I carried out an impression evaluation with four kinds of rice crackers which are mutually different in hardness. I had 50 subjects for the impression evaluation.

To analyze the results, I used the Pearson product-moment correlation coefficient. From the results of impression evaluation and analysis, I found that the impression of the sizzle words changed with hardness of the rice crackers. And there are also four type of characteristic correlation between sizzle words.

In conclusion, to make rice crackers which consumers satisfied with, it is better to use sizzle words based on the correlation between the meaning of sizzle words and the texture by investigating the hardness of the rice crackers.