

Title	チョコレートの形状が消費者に与える印象評価の研究
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# A Study of Impression Evaluation for Chocolate Shape

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This paper researches how chocolate shapes influence customer's impression. Men and women of all ages love chocolate in the world. Chocolate is very popular confections. However, chocolate don't have any regular shape, and there are many variation in shape, egg, plate, sphere, cube, and trapezoid. Companies manufacturing chocolate produce many shape of chocolate, and consumers accept many shape of chocolate too. Diversity of chocolate shapes mean difficult to decide most popular shape of chocolate and worst shape.

In this research, I prepared 20 adjective pairs and 30 3D model shapes to perform semantic differentials method. Performing semantic differentials method, make chocolate shapes clear what shapes would charm people, what shapes would be disliked. 3D model shapes are composed simple geometrical pattern, circle, triangle, square. I make differences the figure's edge round or sharp, the figure's length standard or half, the figure's proportion standard or isosceles. Furthermore, I made unique model, for example, sphere, heart-shaped. Finally, I asked 41 people the semantic differentials method, using 20 adjective pairs and 30 model shapes.

In conclusion, people tend to like round shapes more than square ones. Interestingly, people tend to like the figure's edge round more than same figure's edge sharp. Round edge affects a consumer to like chocolate more and more. However, sphere shape doesn't have a best impression of chocolate shape in 30 model shapes. A shape having a best impression is round heart shape. Round heart shape has much good impression, favorite, sweet, fragrance, rich taste, charming, beautiful. Next shape having second good impression is round half height columnar form. Round heart shape was evaluated special positive effect. Secondly, round shapes like columnar form, sphere, were evaluated. Furthermore, square shapes. Having low height is important for shapes to be evaluated more. Compare cube with low-height square, low-height square get better evaluation.