

### 30. ダイエットに関する意外な論文(2)：構造理解

The marketing psychologists also sat 156 undergraduates down in a room with eight baked crackers made from pitta bread. One group read a piece of paper that said:

“Our pitta crackers deliver the crunch you crave. You’ll love the crispy sound of each bite.”

They each ate an average of one fewer than the other group, who were shown an instruction that emphasised the taste instead.

The researchers believe that food manufacturers have long understood this phenomenon.

When the company behind the Magnum brand of ice creams changed their chocolate coating to stop it slipping off the bar, they were inundated with complaints. It eventually emerged that people had largely been buying the bars precisely because they liked the brittleness of the chocolate and crackling noise it made when they ate it.

“To our knowledge, this relationship had not been examined in existing research despite the importance that food sound has in the consumer environment,” the authors wrote in the journal *Food Quality and Preference*.

---

---

---

---

---

---

---

---

---

---

---

---