



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## Serving Size and Gender Effects on Product (Lemonade) Acceptance and Just-Right Attribute Ratings

Zehra AYHAN

Department of Food Science and Technology, The Ohio State University, Columbus, Ohio, USA.

Chen-Ta LI

Department of Animal Science, The Ohio State University, Columbus, Ohio, USA.

Matrid K. NDIFE, Q. Howard ZHANG

Department of Food Science and Technology, The Ohio State University, Columbus, Ohio, USA.

**Abstract:** The serving size and gender effects on product acceptance and ideal attribute (lemonade flavor, sourness and sweetness) ratings of lemonade were investigated using a 15-point hedonic scale and a 5-point just-right scale, respectively. Females (67) and males (68) consumed a 4 oz (118 ml) sample ad libitum, or a full 8 oz (236 ml) serving. Ad libitum male consumption was not different ( $p>0.05$ ) from female consumption. A low correlation ( $R^2=0.011$ ) was observed between the amount of lemonade consumed and product acceptability or just-right attribute ratings. Neither serving size nor gender had an effect on the overall acceptability ( $p>0.05$ ). However, the interaction of gender and serving size affected the overall acceptability ( $p<0.05$ ) and sweetness ( $p<0.10$ ). Male acceptability scores were lower ( $p<0.05$ ) than female scores under ad libitum conditions. Male acceptability scores increased ( $p<0.05$ ) with increased sample size. There was no significant difference observed for lemonade flavor, sourness or sweetness just-right ideal scores as the sample size increased ( $p>0.05$ ). A higher proportion of males rated the sweetness just-about-right as compared to females ( $p<0.05$ ). This study showed that consumption of a standard serving size did not result in sensory specific satiety, but several interesting gender effects were found.

**Key Words:** product attributes, product acceptability, serving size and gender

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