

Accepted Manuscript

Light colors and comfortable warmth: Crossmodal correspondences between thermal sensations and color lightness influence consumer behavior

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PII: S0950-3293(18)30438-5

DOI: <https://doi.org/10.1016/j.foodqual.2018.09.004>

Reference: FQAP 3574

To appear in: *Food Quality and Preference*

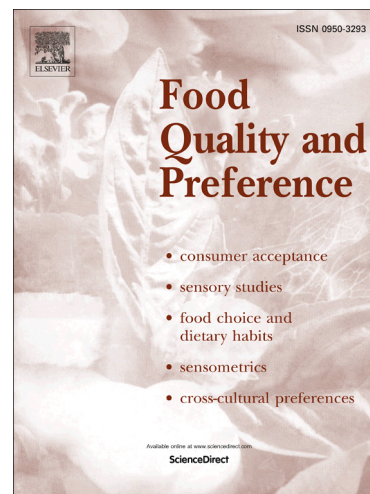
Received Date: 4 June 2018

Revised Date: 12 September 2018

Accepted Date: 12 September 2018

Please cite this article as: Motoki, K., Saito, T., Nouchi, R., Kawashima, R., Sugiura, M., Light colors and comfortable warmth: Crossmodal correspondences between thermal sensations and color lightness influence consumer behavior, *Food Quality and Preference* (2018), doi: <https://doi.org/10.1016/j.foodqual.2018.09.004>

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Forthcoming in *Food Quality and Preference*

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