

Table S1. The color preferences scores of SRQ or ET measurements of different gender groups in milk samples.

Stimulus	SRQ-man	ET-man	SRQ-woman	ET-woman
white	2.79±0.1 ^a	2.77±0.13 ^a	2.85±0.07 ^a	2.69±0.12 ^a
blue	2.25±0.14 ^b	2.18±0.18 ^b	2.23±0.16 ^b	1.96±0.17 ^b
green	2.18±0.12 ^b	1.93±0.15 ^{bc}	1.96±0.16 ^{bc}	1.92±0.15 ^b
brown	1.88±0.16 ^c	1.86±0.14 ^c	1.77±0.14 ^c	1.65±0.12 ^c
red	1.63±0.15 ^d	1.59±0.16 ^d	1.42±0.13 ^d	1.5±0.11 ^c

Different letters within the same column indicate significant difference ($P < 0.05$). SRQ: self-report questionnaire; ET: eye tracking.

Table S2. The color preferences scores of SRQ or ET measurements of different gender groups in coffee samples.

Stimulus	SRQ-man	ET-man	SRQ-woman	ET-woman
white	2.25±0.14 ^b	2.47±0.15 ^{ab}	2.01±0.15 ^b	2.08±0.14 ^b
blue	1.66±0.13 ^c	1.95±0.19 ^{cd}	1.15±0.07 ^d	1.68±0.16 ^c
green	1.33±0.12 ^d	1.68±0.19 ^d	1.31±0.11 ^{cd}	1.52±0.16 ^c
brown	2.92±0.08 ^a	2.58±0.11 ^a	2.69±0.11 ^a	2.88±0.07 ^a
red	1.69±0.13 ^c	1.76±0.15 ^d	1.5±0.15 ^c	2.05±0.15 ^b

Different letters within the same column indicate significant difference ($P < 0.05$). SRQ: self-report questionnaire; ET: eye tracking.

Table S3. The shape preferences scores of SRQ or ET measurements of different gender groups in milk samples.

Stimulus	SRQ-man	ET-man	SRQ-woman	ET-woman
circle	2.79±0.1 ^a	2.75±0.12 ^a	2.73±0.15 ^a	2.54±0.14 ^a
hexagon	2.08±0.16 ^b	2.2±0.12 ^b	2±0.16 ^b	2.25±0.15 ^b
pentagon	1.46±0.12 ^d	1.75±0.16 ^c	1.58±0.14 ^c	2.17±0.16 ^{bc}
square	1.88±0.14 ^c	2.25±0.16 ^b	1.88±0.18 ^b	2.08±0.17 ^{bc}
triangle	1.35±0.16 ^d	1.38±0.2 ^d	1.46±0.14 ^c	1.9±0.13 ^c

Different letters within the same column indicate significant difference ($P < 0.05$). SRQ: self-report questionnaire; ET: eye tracking.

Table S4. The shape preferences scores of SRQ or ET measurements of different gender groups in coffee samples.

Stimulus	SRQ-man	ET-man	SRQ-woman	ET-woman
circle	2.71±0.11 ^a	2.74±0.13 ^a	2.23±0.15 ^a	2.43±0.13 ^a
hexagon	2.25±0.16 ^b	2.53±0.16 ^{ab}	2.02±0.16 ^{ab}	2.1±0.15 ^b
pentagon	1.96±0.14 ^c	2.05±0.17 ^c	1.88±0.14 ^b	2.09±0.15 ^b
square	1.83±0.13 ^c	2.11±0.18 ^c	1.81±0.18 ^b	1.87±0.17 ^{bc}
triangle	1.5±0.15 ^d	1.53±0.16 ^d	1.58±0.14 ^c	1.74±0.16 ^c

Different letters within the same column indicate significant difference ($P < 0.05$). SRQ: self-report questionnaire; ET: eye tracking.

Table S5. The color preferences scores of SRQ or ET measurements of different BMI groups in milk samples.

Stimulus	SRQ-UW	SRQ-NW	SRQ-OW	ET-UW	ET-NW	ET-OW
white	2.83±0.17 ^a	2.78±0.15 ^a	2.86±0.19 ^a	2.65±0.17 ^a	2.76±0.14 ^a	2.79±0.15 ^a
blue	2.39±0.09 ^b	2.11±0.17 ^b	2.21±0.11 ^b	2.06±0.2 ^b	2.12±0.21 ^b	2±0.26 ^b
green	2.06±0.14 ^c	2±0.15 ^b	2.21±0.11 ^b	1.76±0.18 ^c	1.94±0.18 ^b	2±0.18 ^b
brown	1.83±0.1 ^d	1.72±0.08 ^c	1.93±0.19 ^c	1.59±0.17 ^c	1.71±0.11 ^c	2±0.18 ^b
red	1.5±0.16 ^e	1.56±0.17 ^d	1.5±0.23 ^d	1.24±0.11 ^d	1.71±0.14 ^c	1.71±0.22 ^c

Different letters within the same column indicate significant difference ($P < 0.05$). SRQ: self-report questionnaire; ET: eye tracking; BMI: body mass index.

Table S6. The color preferences scores of SRQ or ET measurements of different BMI groups in coffee samples.

Stimulus	SRQ-UW	SRQ-NW	SRQ-OW	ET-UW	ET-NW	ET-OW
white	1.83±0.17 ^b	2.44±0.15 ^b	2.21±0.19 ^b	1.94±0.19 ^b	2.5±0.13 ^b	2.36±0.2 ^b
blue	1.21±0.09 ^c	1.56±0.17 ^c	1.21±0.11 ^d	1.46±0.2 ^c	1.87±0.18 ^d	1.96±0.26 ^c
green	1.31±0.14 ^c	1.44±0.15 ^c	1.21±0.11 ^d	1.61±0.21 ^c	1.64±0.2 ^{de}	1.5±0.23 ^d
brown	2.78±0.1 ^a	2.89±0.08 ^a	2.71±0.19 ^a	2.88±0.08 ^a	2.71±0.11 ^a	2.64±0.13 ^a
red	1.61±0.16 ^b	1.56±0.17 ^c	1.64±0.23 ^c	1.5±0.18 ^c	2.07±0.15 ^c	2.14±0.21 ^{bc}

Different letters within the same column indicate significant difference ($P < 0.05$). SRQ: self-report questionnaire; ET: eye tracking; BMI: body mass index.

Table S7. The shape preferences scores of SRQ or ET measurements of different BMI groups in milk samples.

Stimulus	SRQ-UW	SRQ-NW	SRQ-OW	ET-UW	ET-NW	ET-OW
circle	2.61±0.14 ^a	2.89±0.08 ^a	2.79±0.15 ^a	2.53±0.16 ^a	2.71±0.15 ^a	2.83±0.11 ^a
hexagon	2.27±0.15 ^b	1.94±0.17 ^b	1.93±0.16 ^b	2.4±0.21 ^{ab}	1.94±0.17 ^b	2.17±0.11 ^{bc}
pentagon	1.71±0.16 ^c	1.41±0.14 ^c	1.5±0.14 ^c	2.01±0.19 ^{bc}	1.74±0.19 ^c	1.67±0.19 ^d
square	1.83±0.19 ^c	2.06±0.19 ^b	1.71±0.16 ^{bc}	2.13±0.22 ^b	2.06±0.21 ^b	2.33±0.19 ^b
triangle	1.33±0.14 ^d	1.56±0.18 ^{cd}	1.29±0.16 ^d	1.33±0.16 ^d	1.47±0.19 ^d	2.17±0.27 ^{bc}

Different letters within the same column indicate significant difference ($P < 0.05$). SRQ: self-report questionnaire; ET: eye tracking; BMI: body mass index.

Table S8. The shape preferences scores of SRQ or ET measurements of different BMI groups in coffee samples.

Stimulus	SRQ-UW	SRQ-NW	SRQ-OW	ET-UW	ET-NW	ET-OW
circle	2.28±0.18 ^a	2.5±0.17 ^a	2.64±0.17 ^a	2.44±0.18 ^a	2.63±0.15 ^a	2.73±0.13 ^a
hexagon	2.17±0.19 ^{ab}	2.17±0.2 ^b	2.21±0.21 ^b	2.38±0.2 ^a	2.31±0.19 ^b	2.35±0.15 ^b
pentagon	2.06±0.15 ^{ab}	1.88±0.17 ^c	1.93±0.2 ^{bc}	1.94±0.16 ^b	2.15±0.21 ^b	1.91±0.2 ^c
square	1.72±0.19 ^c	1.99±0.2 ^{bc}	1.86±0.18 ^c	1.63±0.17 ^c	2.21±0.19 ^b	1.91±0.27 ^c
triangle	1.56±0.17 ^{cd}	1.67±0.2 ^{cd}	1.36±0.13 ^d	1.75±0.21 ^{bc}	1.38±0.15 ^d	1.82±0.22 ^c

Different letters within the same column indicate significant difference ($P < 0.05$). SRQ: self-report questionnaire; ET: eye tracking; BMI: body mass index.