

〈シンポジウム I〉

『香粧品における生活・文化価値を考える』

香りと快適性研究

片山 敦*, 門地里絵, 引地 聡

Fragrance and Research on Sensitivity Science

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Abstract

Three Internet studies were conducted to develop a psychological conceptual model and measuring methods for KAITEKI-KAN which is comfortable and pleasant feelings in daily life. First, we asked respondents to imagine a familiar comfortable occasion and to rate their feelings on the scales of emotional words (study 1). Factor analyses revealed that KAITEKI-KAN is constructed from 14 factors. Because imaginary occasions that were reported by respondents of study 1 were limited to a few variations, we carried out pre-study 2 which requested respondents to imagine a wide variety of comfortable occasions and we selected 30 occasions response rate was higher. And we conducted study 2 to ask respondents to rate their feelings on the scales of emotional words in 14 factors. The results added 2 factors to the 14 factor model. Finally, we confirmed the reliability of the 16 factor model by study 3 in which we requested a part of respondents of study 2 to answer the same questions 3 months after study 2. We concluded the 16 factor model was reliable and usable for understanding and measuring KAITEKI-KAN. In addition, correspondence analysis was carried out to understand the associations between 16 factor and 30 occasions. The result indicates a possibility KAITEKI-KAN can be explained in “activation-deactivation” dimension and “challenge-acceptance” dimension.

Key words: KAITEKI-KAN, comfort, pleasant, Internet research, factor analysis, conceptual model.