

〈シンポジウム I〉

『感覚を科学する』視覚から考える

化粧品パッケージからの視覚情報受容

福田 亮子

**Visual Information Perception from Cosmetic Packages**

Ryoko FUKUDA

**Abstract**

In order to clarify which kind of information is perceived from cosmetic packages, two eye tracking studies were accomplished. The first study which examined the eye movements during looking a package of a skin lotion showed that consumers regarded especially catchphrases and feature descriptions. The second study simulated a drug store situation and revealed that package colors and product features were important keys in the selection of a product. At the same time, viewing rate was frequently differed according to the shelf position, especially in the case of an unplanned purchase. These studies revealed that cosmetic packages play an important role to send information to consumers.

**Key words:** eye tracking, packages, simulation.