

〈シンポジウム I〉

『感覚を科学する』聴覚から考える

## 化粧品容器の音の効果

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### Effects of the Sound Generated by Cosmetics Packages

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#### Abstract

In developing new cosmetics products, there are many factors that affect the satisfaction of the consumers, and the package of cosmetics is one of the important factors. In this paper, we focused on the sound generated by lipstick tube and foundation compact among many package components and examined the primary factors having an effect on the preference of the consumer. Preference test by pair comparison and semantic differential test of the sounds of lipstick tubes and foundation compacts were made on a panel of women who use the make-up cosmetics routinely. We also carried out the vibro-acoustic analysis and the calculation of psycho-acoustic indicators to get the objective parameters of the sound. From the results of those tests, we found the relationship between preferences, images and physical parameters of the sound from the cosmetics packages.

**Key words:** package, sound, lipstick tube, foundation compact, psycho-acoustic indicators.