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The evaluation of customer satisfaction for cosmetic products by using brain measurement

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According to development of brain measurement and brain science, it has become possible to measure human satisfaction quantitatively, which had been analyzed by using questionnaire so far. One of such applications is to evaluate customers' satisfaction for services. In this thesis, the evaluation of customer satisfaction for cosmetic products using brain measurement is reported.

In our modern society, the effects from mentality and physiology of human being have been remarked in various filed. And cosmetic products influence human mentality effectively, so the cosmetic business has been increasing .Whether a kind of cosmetic product is good or bad is closely related with customer satisfaction. For this reason, it is extremely important for the cosmetic business to study the mentality and satisfaction of customers when using cosmetic products.

In this research, near infrared spectroscopy (NIRS) as brain measurement is used for evaluating human satisfaction for cosmetics. To be more specific, near infrared spectroscopy (NIRS) measures the brain movements of customers while they are doing make-up and when they see their faces on mirrors after make-up.

As a result, it has been proved that the human brain was excited and showed satisfaction after make-up.

Moreover, it has also been found that the brand of cosmetic products effects the human brain very much. For example, as subjects in this experiment had high expectation towards Dior, their satisfaction was very high. On the contrast, when cheap products or the unknown brand were being used, the atmosphere was not good, and the satisfaction was not great.

According to the use of near infrared spectroscopy (NIRS), measurement of brain activity while doing make-up can demonstrate the relationships between make-up and brain activity though this action research. This research investigated the human satisfaction more deeply in comparison with simply using questionnaire. This research can also provide objective data of beauty-loving people satisfaction, which could show the effect of cosmetic products. Therefore, it is very meaningful for the cosmetic business which pursues people's satisfaction.