Classification of the comfortable feeling at using Deodorizer by Mobile Phone Research

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ABSTRACT

Recently customer decision make purchasing of factor is changing from the product function or service to emotional benefit in the commodity market. The purpose of this paper is to reveal a comfortable feeling when customer use the deodorizer. We would like to have difference of expression towards using each of products and discover a business chance in the segmentation market. We used to research device by mobile phone for purpose with a moment at comfortable. We analyzed to reveal sub-consciousness using by projection method in psychology. We take consumer goods 12 as an object of study. Research target group is from 20age to 49age and number of subject is 2,160. As a result, in deodorizer needs of directionality structure is composed of 4 words. We succeeded in building the comfortable map by the correspondence analysis.

Keywords: Comfortable, Mobile phone, 62 photograph, Customer insight, Correspondence analysis

1. Introduction

Recently customer decision make of purchasing factor is changing from the product function or service to emotional benefit in the commodity market. During the decrease in population and the change in composition of family, we can’t find out customer needs and wants in the current way of research. Therefore it is clearly demanded more efficient and accurate marketing techniques based on clip from daily life behavior. We will be likely to reveal the difference comfortable feeling factor, structure and key word, using by mobile phone research technology of exhaustive and depth psychology.

2. Method

We used to research device by mobile phone for purpose with a moment at comfortable. We analyzed to reveal sub-consciousness using by projection method in psychology. We take consumer goods 12 deodorizer of 5 material and bottle packaging category type an object of study. Research target group is from 20age to 49age. All subject number is 2,160. Each age plan to be accumulated 60 numbers who are men and women. They had been to use of something deodorizer or being.

2.1 Purpose of Research

The purpose of this paper is to reveal a comfortable feeling when a customer had used the deodorizer. Because we interesting to this market growth and variation in the structure of sub category market. It structure of rate is differentiate of bottle type, smell or function. We will be likely to reveal some difference of expression and needs or dissatisfaction at using each of products. We would like to discover a business chance in the segmentation market.

2.2 Research Step

This research way is able to catch and gathering to information data at just moment for human emotion or feeling. These subjects have used of something deodorizer and they access this research menu in the mobile phone. They will choose one photograph just fit to adopt comfortable in the category 62 photographs when customer feeing at the time of using a deodorizer. (figuer1) Moreover, they answer to question when, where, what seen and five senses feeling that we will be seeking of sub-consciousness under the behavior. Lastly, these subjects write free answer of feeling words. We had classification the 5 sub-category as spray type, water type,
roll on type, stick type and sheet type, and we chose the top of brand or major brand in sub-category market.

3. Results

3.1 Characteristic comfortable of Deodorizer

As a result, in deodorizer needs of comfortable characteristic directionality structure is composed of 5 words to reference under below. (figuer2)

①"Refreshment" is composed fresh and light as like feeling to clear the head. This directionality comfortable character means feeling to brisk, refreshing and not humidity of rustling skin.

②"Purification" is composed discharge and refreshing. This directionality comfortable character means feeling to cool, discharge, change of mood and pace.

③"Liberations" is composed exhalation and purity. This directionality comfortable character means feeling to purity sweeping discomfort which is non-sticky of skin and odorless.

④"Settle down" is composed leisurely and calm. This directionality comfortable character means feeling to settle down, heal and relax in mind and body which is contributed by good smell and skin sense.

⑤"Fulfillment" is composed warmth and fluffy. This directionality comfortable character means feeling to security for contacted to everybody, especially favorite personal. This comfortable concept is contributed by surrounded comfortable good smell and skin sense.
Figure 2. Comfortable of characteristic feeling by using at deodorizer

3.2 Characteristic comfortable of each material and bottle packaging category type in Deodorizer

We had revealed the 5 sub category in deodorizer of characteristic comfortable is composed of some words to reference under below.
①"Spray type" category of characteristic words are active, discharge and exhalation.
②"Water type" category of characteristic words are both feeling as like to discharge like refreshing feeling and, another side are active, discharge and leisurely like loose feeling.
③"Roll on type" category of characteristic word is happy.
④"Stick type" category of characteristic words are both feeling as like to discharge like refreshing feeling light, purity and, another side is happy like fulfillment.
⑤"Sheet type" category of characteristic words are both feeling refreshing, purity and, another side is loose.

3.3 Comfortable map by the correspondence of multivariate analysis

We were succeeded in finding the new intentional needs of third field behind the comfortable map by the correspondence analysis. (figure3) The cumulative contribution rate of this analysis was 0.6050. That rate was high confidential rate of social science. First axis contribution rate is 0.3361 and second axis was 0.2698. It score was balanced contribution rate.
①This segmentation space field make of market composed words were enjoy, light and connect meaning to friend or acquaintance. This vector is not careful of axillary odor and does active play or enjoying with somebody. And so it vector contribution to be a bond to by ties friendship. Key vector word is security feeling.
②This segmentation space field of market composed words are tension and excitement to open before important thing. This vector is enthusiasm or motivation to breakthrough for many difficulties or something of important jobs.
③This segmentation space field of market composed words were loosen and discharge from various thing. This vector is mode change from on to off or release from tension. It is felt loose feeling and refreshment of mind and body release from hard body situation or difficulty experience. Another case is reset for change clean or refreshed mode, when it discharge or exhaust without hesitate from stagnate or stand as like dead air.
4. Conclusion

We found this approach helpful to understand customer insight that they use deodorizer at comfortable feeling and characteristics of each sub-category in deodorizer. Concretely, general deodorizer of market had a comfortable characteristic is composed of 5 words. And so, we had revealed the 5 sub-category in deodorizer of characteristic comfortable is composed of some words.

As a result, we are succeeded in finding the new intentional needs third field behind the comfortable map. One interesting and remarkable point is a publication trend in shyness and safety of field that is discovered number 1 in the correspondence map. They hate seating dress who have a good dress sense and to surely dress without giving a sense of discomfort to the surrounding people and feeling a delicacy about people.

We are discovery of consumer insight will contribute to create more effective and efficient communication message. That advertising of the scene is that she hold strap in the train and sweat stain of dress under her arm, it will be impact method of product and service development with high reality. Fortunately, our ban brand got a hit prize of deodorizer product in 2015 year.

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