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研究報告

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## 生活用品の表示確認に対する学生の意識の検討

宮崎大学 岡村 好美

### Examination of the students' consciousness of the labeling of living goods

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#### Abstract

Living goods are labeled to ensure that a prosumer does not incur unexpected losses. The occurrence of unexpected situations is related to labeling inflection. However, prosumers' confirmation consciousness of living goods is rarely examined.

The relationship between the confirmation of labeling and potential consciousness was examined in the case of male and female university students. The t-test or ANOVA showed that the influence of gender and grade was high in the confirmation of labeling by the students. Furthermore, the cluster analysis, using factor analysis, revealed four clusters: relief / security, treatment, health / environment and practical use. It was found that the students confirmed the labeling for relief / security and treatment. These results were consistent with the complaint about textile materials in the department store, and the students confirmed the labeling of the household appliances, since this is easy to judge based on performance. Consequently, it was thought that the labeling of living goods was confirmed by the prosumer when performance judgment was easy.

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