

## AESTHETIC FACTOR ANALYSIS OF INTERIOR SPACE

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### ABSTRACT

This is an empirical aesthetics study of the man-made interior environment. The purpose is to explore the aesthetic factors of interior environment that contribute to the perception of a beautiful experience in the systematic approaches; as well as differences from individual aesthetic response. This study used real photos of interiors as its tool via correlation analysis to analyze. With the same sampling method, this study conducted two questionnaire surveys in 2014 and 2015 respectively. Participants were design major students and non-design major students from three universities. The valid collected questionnaires were 1176. Ten aesthetic factors regarding interior environment were extracted from SPSS 18.0 analysis. Through different times and participants, the two survey data showed consistency and stability in aesthetic factor structure after cross-validation. These factors cumulated 55.03% of explained variance. Design major students and non-design major students were significantly different on nine aesthetic factors, while gender only showed significance on two factors.

**KEYWORDS:** Aesthetic Factor, Aesthetic Response, Interior Design, Correlation Analysis