

Summary

Character business relates to the field of almost all our lives. However, the market shows the reduction tendency in the past several years now. Although some causes existed, the clearest problem in it was found. It is adherence to the existing popular character, and is not supplying the new character to a market. The demand of "Moe Chara" will increase further as those social factors will increase from now on. In spite of such a situation, young men have strong concern to the character "Moe Chara." This research is considering the reason of the "Moe Chara" boom. The purposes of this research are also grasp of that characteristic, and prediction of the possibility as a new character. I am wishing that the result is a help to development of character business. "Moe Chara" does not have a fixed common view. When "Moe Chara" was produced, it male as a target. In this research, I define "Moe Chara" as "a 2-dimensional beauty girl character." The reason is that many of "Moe Chara" is in agreement with the character called a "beauty girl character." Here, the questionnaire 28 about "Moe Chara" and work analysis were conducted. The contents are an example of the "Moe Chara" boom, a whereabouts of future development, a reason for the fashion, its penetrance, degree of popular, etc. It showed that the factors related to the demand of "Moe Chara" were the spread of the Internet, the improvement in the female status in society, a phenomenon that an adult small-child-izes, etc. In conclusion, "Moe Chara" has sufficient possibility as a new character.