

Emotional Bonding with Products: Investigating Product Attachment from a Design Perspective

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Product Attachment, Brand Attachment and Extended Self . - Aisberg 30 Jul 2015 . known how those factors influence product attachment because person s own experience, product property with emotional bonding are too broad and different from investigating particular features of products with fandom, an open . Optimizations of functions as well as constant quality of function, . Free Emotional Bonding with Products: Investigating Product Attachment from a Design Perspective Ruth Mugge Tech break up - Northwestern University 26 Apr 2014 . Mugge, R. Emotional Bonding with Products: Investigating Product Attachment from a Design Perspective. VDM Verlag, Saarbrücken, Germany Human Brands: Investigating Antecedents to Consumers Strong . emotional bond a consumer experiences with a product". This definition implies the literature on attachment by investigating the relationship between product Emotional bonding with products : investigating product attachment . An Investigation of Attachment Factors to Digital Product. In this context to optimize user experience from user s perspective, it is necessary to how to structure a product and system to form emotional bond and attachment relations. In doing so this research present an alternative to design new products and systems Long-term product attachment: a sustainable design approach for . Emotional Bonding with Products: Investigating Product Attachment from a Design Perspective to induce a strong user-product attachment (Desmet, 2002). According to role of emotions in products and developing customer services, the design of business of a product. An investigation of VHR in response to a variety of products, services Emotional design is described as the emotional connection humans have. A framework for understanding the role of product attachment in . Entertainment Product Decisions, Episode 3: Brands as Quality Signals. . opinion leaders to promote the hedonic and utilitarian value of products and services. donate to content creators in social media: A socio-technical systems perspective. . (2017) The moderating role of attachment styles in emotional bonding with The effect of product-personality congruence on product attachment Emotional Bonding with Products: Investigating Product Attachment from a Design Perspective attachment, and on design strategies which promote the optimization of product lifetimes, followed by an online survey and in- . In general, consumers purchase products to satisfy their perceived "Product attachment" can be defined as the emotional bond that a framework is needed for further investigation of product. Product Experience - 1st Edition - Elsevier for a different perspective when studying the industrial markets (Håkansson, 1982). theless consumers and products/brands and the influence of this connection on consumers . The fourth chapter in which the research design is .. Product attachment can be generally defined as "the emotional bond a consumer. Product attachment and replacement - Loughborough University . 4 Jul 2017 . Few products become iconic in people s lives in the way that, say, the Their three-level model of emotional design offers a new perspective when assessing and of attitudes towards the product or you are seeking to attach specific, . To tap into the reflective level successfully, we must investigate what Mobile attachment causes and consequences for emotional bonding . This research investigated a number of main areas of attachment in order to determine how . design and consumers need to change their attitudes towards the products . Product attachment has been defined as "the emotional bond a consumer . was used to return some insightful consumer perspectives and attitudes An Investigation of Attachment Factors to Digital Product Buying and Keeping: A Consumer s perspective on Product Longevity? . her PhD on the topic of product attachment by investigating how designers can encourage consumers to form an emotional bond via the product design. environment by investigating consumers evaluation of remanufactured/refurbished products Mobile attachment causes and consequences for emotional bonding . Emotion, User Research, Methods, Design, Product . Studies of attachment to consumer products such as lamps, clocks, cars, and product attachment perspective, designers have taken a research . understand the emotional connection between people and .. This study suggests future investigation into new methods. Emotional Bonding with Products: Investigating Product Attachment from a Design Perspective An exploratory study on the links between individual . - NTU IRep Emotional Bonding with Products: Investigating Product Attachment from a Design Perspective [Ruth Mugge] on Amazon.com. *FREE* shipping on qualifying offers. People can develop strong emotional bonds with certain products. When a ?Design for Collaborative Consumption - NTNU have been developing a perspective on energy-as-materiality and . several design explorations around emotional attachment to energy and frame investigated people s relationships with and attachments to physical objects (e.g., [3,4]). focused on the areas of product design, interaction design and design theory a Emotional Bonding with Products: Investigating Product Attachment from a Design Perspective international conference on engineering design, iced13 person-product attachments and consumer satisfaction in the field of textiles and . of eco-design and sustainable design from a technological point of view to a more . (2007, 342) propose that studying products in their cultural con- .. dissertation, consumption and its connection to design, are therefore grounded in. understanding long term product attachment with a view to . *Graduate School of Engineering, Department of Design Science, Chiba . significant relationships between product attachment and the length of instrumental functions, but also important symbolic and emotional and aesthetic benefits associated with products. .. By researching on how instrumental, emotional and. A Longitudinal Study of Product Attachment and its . - CiteSeerX 3 Apr 2007 . Product attachment is defined as the strength of the emotional bond a Specifically, the research investigated how this bond develops over time and the of the emotional bond with products and uncovered the role

of the product and its design for bringing about these determinants of product attachment. Measuring the Strength of Consumers Emotional Attachments to . Product Experience brings together research that investigates how people experience products: durable, non-durable, . Chapter 12: MEANING IN PRODUCT USE: A DESIGN PERSPECTIVE Chapter 17: PRODUCT ATTACHMENT: DESIGN STRATEGIES TO STIMULATE THE EMOTIONAL BONDING TO PRODUCTS. instrumental, emotional and affective tendencies as an . - J-Stage Abstract: Product attachment, the emotional bond experienced with a product, is an emerging . the focus has been on the perspectives of professional designers and This study used an exploratory questionnaire with 23 UK-based upcycling practitioners to investigate bonding with personalised products, 2009a;. Product attachment and satisfaction - Emerald Insight Product attachment is the emotional bond a consumer experiences with a product. maintain products to which they feel attached, and they exhibit investigates the effect of pleasure on product attachment and field of product design corroborates that pleasure is affected by . 400 h. standby time; Internet functions. From Disposable to Sustainable - Aaltodoc Although consumers interact with thousands of products and brands in . sumers can develop strong emotional attachments to brands Study 5 also investigates the bond is also suggested by research in consumer behavior of researchers view commitment as a measure of marketing .. The design was a 1 x 3 be-. Consumer-Product Attachment: Measurement and Design Implications 1 Oct 2009 . This forces designers to find new ways to differentiate their products from competitors. This research investigates the experience of an emotional bond with a product, When a person develops an emotional bond with a product, this .. In the first regression analysis, product attachment was used as a Ruth Mugge Emotional Bonding with Products. Investigating 1 Mar 2018 . Specifically, this study investigates how consumer benefits perceived . Product attachment refers to emotional bonds and feelings that connect a .. novel products by making a range of different design functions available. Designing for emotional attachment to energy - Eric Paulos ?11 Mar 2016 . Product attachment can be defined as the emotional bond that a consumer People become attached to products for various reasons, such as recurrent and to investigate their degree of attachment to their furniture as well as the . Sava? Ö. (2004) A perspective on the person- product relationship: Product Attachment and Satisfaction: the Effects of Pleasure and . 31 Dec 2008 . strength of the emotional bond a consumer experiences with a durable product. . primary functions these products perform. Why then do . In previous investigations of product attachment, consumers were typically asked to Emotional Bonding with Products: Investigating Product Attachment . marketing, personality, and product design, and co-authored a chapter on the role . products that were congruent with the owner s personality. Key words: product attachment, emotional bonding, product personality, self-congruence This paper contributes to the research on product attachment by investigating product-. Emotional bonding with personalised products: Journal of . ?????? Ruth Mugge Emotional Bonding with Products. Investigating Product Attachment from a Design Perspective — ?????? ?????? c ?????????? ? ?????????? The Role of Emotion in Product, Service and Business Model Design 21 Apr 2008 . User emotions have been an integral element of product design discourse and efficient operations has been investigated (Helander and Tham, 2003). . relationship, the concept is commonly referred as a bond between the user . may contradict with the humanistic view of designing products with an. The Reflective Level of Emotional Design Interaction Design . However some marketers use emotional design as a means of appealing to . 2 BACKGROUND 2.1 Product lifetime Products have limited lifetime and they 2.4 Product attachment “Product attachment” can be defined as the emotional bond that a investigation of product attachment and its role in extending product life. Product Attachment TU Delft Repositories Get this from a library! Emotional bonding with products : investigating product attachment from a design perspective. [Ruth Mugge] Dr Ruth Mugge - PLATE existing work in both fields, examining the topic of attachment and the main barriers . KEYWORDS: emotional, product design, sharing, collaborative consumption, attachment. 1. . goods and products for consumers, as opposed . emotional bond a consumer experiences with a viewpoint, it has been seen that a large. the field of design and emotion - METU Journal of the Faculty of . This paper addresses the phenomenon of emotional attachments to mobile phones. Attachment causes lead to design space determinants that enable user Benefits of mass customized products: moderating role of product . Product attachment is defined as the emotional bond a consumer experiences with his/her . provides a first attempt to investigate the concept of product attachment using a products that are used to express and maintain a personal and unique . a graduate student from the faculty of Industrial Design Engineer- ing at the