

**DEVELOPMENT OF AN EMOTION CENTRED
RESEARCH FRAMEWORK FOR PRODUCT STYLING: A
CASE STUDY ON MOTORBIKES IN INDIA**

AMITOJ SINGH



**INSTRUMENT DESIGN DEVELOPMENT CENTRE
INDIAN INSTITUTE OF TECHNOLOGY DELHI
AUGUST 2009**

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by

AMITOJ SINGH

INSTRUMENT DESIGN DEVELOPMENT CENTRE

Submitted

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CERTIFICATE

This is to certify that the thesis entitled “Development of an Emotion Centred Research Framework for Product Styling: A Case Study on Motorbikes in India” being submitted by Amitoj Singh, to the Indian Institute of Technology, Delhi, for the award of the degree of Doctor of Philosophy, is a record of bonafide research work carried out by him.

Mr. Amitoj Singh has worked under my guidance and supervision, and has fulfilled the requirements for the submission of this thesis, which to my knowledge, has reached the requisite standard.

The results presented in this thesis have not been submitted in part or in full, to any other University or Institute for the award of any degree or diploma.

Date: 26-08-2009

Place: New Delhi

(LALIT KUMAR DAS)

C.D.E (S.G.) Industrial Design (Retired)

Instrument Design and Development Centre

Indian Institute of Technology, Delhi

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ABSTRACT

Styling is an integral part of any product design and development process. During the styling process a designer imparts emotive qualities to products. With the diminishing technological differences among products, these emotive qualities play an increasingly significant role in enhancing the desirability and sense of ownership towards the product. However, the absence of quantitative tools to evaluate and determine the emotive quality required in product leads to uncertainty in the styling process. An emotion centred research framework is therefore developed in this thesis in the context of motorbikes in India. This study establishes a segmentation of motorbike ownership experiences in India based on emotive quality. These ownership experiences are seen at the level of *bread and butter biking, travel and comfort biking, social networking biking, dexterous and exploratory biking* and *high esteem biking* segments.

A biker-bike survey was conducted with 3,106 motorbike owners of 23 different motorbikes to evaluate the biker and bike personality associated with each biking segment. This biker-bike personality signifies the emotive quality of biking. A self reporting biker-bike personality measurement instrument was developed for the purpose of this study by identifying a cluster of personality variables that characterise motorbikes in India. The results of the quantitative and qualitative analysis established the differentiation in the emotive needs and emotive quality of different biking segments. The findings of the study led to the development of an emotion centred research framework for product styling which can potentially be applied to diverse product categories. Styling of products on the basis of this research framework has been termed and explained in the study as *emoha* based product styling. The approach for using this in the context of a styling studio has been presented.

TABLE OF CONTENTS

CHAPTER I: INTRODUCTION.....	1
1.1 Importance of Emotions in Product Styling.....	1
1.2 Need for Studying Emotions in Motorbikes.....	2
1.3 Aim of the Research.....	6
1.4 Research Design and Methodology.....	8
1.5 Social Cultural Segmentation of Biking in India.....	14
1.6 Styling Differences within the Biking Segments.....	29
1.7 Generation of Research Hypothesis.....	35
1.8 Overview of the Thesis.....	37
CHAPTER II: LITERATURE REVIEW	39
Part A: Research Traditions in Design and Emotions	
2.1 Understanding of Emotions.....	40
2.2 Current Approaches for Designing Emotion-Laden Products.....	49
Part B: Theoretical Applicability of Research Hypothesis	
2.3 Context Specific Segmentation of Product Ownership.....	67
2.4 Directions for Investigating Emotive Quality of Product Ownership.....	72
2.5 Research Objectives.....	78
Part C: Significance of Study for Motorbike Design	
2.6 Designing Emotion- Laden Motorbikes.....	79
CHAPTER III: METHOD OF STUDY.....	87
3.1 Development of Biker-Bike Personality Measurement Instrument.....	87
3.2 Biker-Bike Survey Questionnaire.....	101
3.3 Sampling of Bikes and Bikers.....	101
3.4 Data Collection Procedure.....	109
3.5 Techniques Used for Data Analysis.....	111

CHAPTER IV: RESULTS: ASCERTAINING THE SOCIAL CULTURAL SEGMENTATION OF BIKING	115
4.1 Identification of Biking Needs.....	121
4.2 Segment-wise Comparison of Biking Needs	127
4.3 Mapping of Biking Needs on H-E-A-T Diagram	129
4.4 Mapping of Affective Experiences on the Circumplex of Emotions.....	136
4.5 Discussion	139
CHAPTER V: RESULTS: EMOTIVE QUALITY OF BIKING SEGMENTS	141
5.1 Biker-Bike Personality Relationship.....	141
5.2 Bike Personality Factors	172
5.3 Biker Personality Factors.....	183
5.4 Comparing Bike Personality of Biking Segments	192
5.5 Comparing Biker Personality of Biking Segments.....	200
5.6 Emotive Quality of Biking Segments	210
CHAPTER VI: EMOTION CENTRED RESEARCH FRAMEWORK, SIGNIFICANCE, LIMITATIONS OF THE STUDY AND SUGGESTIONS FOR FURTHER RESEARCH.....	215
6.1 Salient Findings of the Study	215
6.2 Emotion Centred Research Framework.....	220
6.3 Significance of the Study.....	228
6.4 Limitations of the Study.....	230
6.5 Suggestions for Further Research.....	230
REFERENCES.....	231-244
APPENDIX A	
APPENDIX B	
LIST OF PUBLICATIONS	
ABOUT THE AUTHOR	