



Review

A review of the current state of emotion research in product development



Herbert L. Meiselman

Herb Meiselman Training and Consulting Services, Rockport, MA 01760, USA

ARTICLE INFO

Article history:

Received 26 December 2014

Received in revised form 30 March 2015

Accepted 9 April 2015

Available online 16 May 2015

Keywords:

Emotions

Positive and negative emotions

Emotion methods

Emotion questionnaires

Health and Wellness

Cross-cultural

ABSTRACT

The field of emotion research related to product development is reviewed, focusing on the issues and challenges of recent years. While the traditional field of emotion in psychology and related fields is quite old, the application to products is more recent, and presents the following list of current issues which are reviewed: (1) Defining emotion, (2) Positive and negative emotions, (3) Large or small numbers of emotions, (4) Method: questionnaire or facial or physiological or behavioral, (5) Method: social media studies, (6) When to test emotions: before, during or after a product, (7) Health and Wellness, and (8) Cross cultural and global perspective: does everyone globally have the same feelings and express them the same way?

© 2015 Elsevier Ltd. All rights reserved.

Contents

1. Introduction	192
2. Defining emotions in a product development context – consumer, expert, or manufacturer basis?	193
3. Positive and negative emotions	194
4. Large or small numbers of emotions	194
5. Method: questionnaire or facial or physiological or behavioral	195
6. Social media studies of emotion	196
7. When to test emotions: before, during or after a product	196
8. Emotions and Health and Wellness	197
9. Cross cultural and global perspective: does everyone globally have the same feelings and express them the same way?	197
10. Conclusion	198
References	198

1. Introduction

The study of emotions within sensory and consumer research has grown rapidly during the past ten years. Ten years ago virtually no conference presentations and journal papers examined the emotions associated with products. Now, many conferences in sensory and consumer science have 50 or more papers examining a whole range of issues dealing with emotions in the context of products. This is a good place to emphasize that the orientation of this review paper is not emotion study in its broadest sense, but the study of emotions in the product context. The

field of emotions is very old and dominated by a clinical orientation; the main focus of the traditional study of emotions has been the negative emotions associated with mental health and especially mental illness. The traditional study of emotions in Psychology has been largely negative; for example in the *Handbook of Emotions* (Lewis, Haviland-Jones, & Barrett, 2008) only two chapters out of 49 deal with positive emotions. The recently formed Society for Affective Science did not include a single paper on product emotions in their first meeting (2014) with literally hundreds of oral and poster presentations. There has been some movement in the positive direction: the birth and growth of Positive Psychology have led to the consideration of positive emotions such as happiness (Bongers, Jansen, Havermans, Roefs, & Nederkoorn, 2013;

E-mail address: herb@herbmeiselman.com.

Stewart, Watson, Clark, Ebmeier, & Deary, 2010), and the development of at least four journals dealing with happiness since 2000, with three of them since 2010; and the recent publication of the first *Handbook of Positive Emotions* (Tugade, Shiota, & Kirby, 2014).

Also, a lot of previous academic work on emotions has focused on competing theories of emotion. To some degree the theoretical context is beyond the immediate needs of studying emotions in a product context. But some authors have included the theoretical context in designing product emotion methods (Desmet, 2008, chap. 15; Thomson & Crocker, 2013). Many of those conducting sensory and consumer research on products want a method which discriminates products and which adds new information not already included in sensory and hedonic measures (Jiang, King, & Prinyawiwatkul, 2014; King, Meiselman, & Carr, 2013; Porcherot et al., 2010). Since the main interest in commercial research is to characterize and differentiate products, the theoretical position of the method is less relevant.

The purpose of this paper is to review the state of the art in emotion measurement in the context of product evaluation and the consumer experience with products. This is based on approximately ten years of experience with the application of emotion methods to products, and the development of new emotion methods in the consumer oriented product context. This paper will present my view on the current state-of-the-art on a number of critical issues; on most of these issues, I will be able to state a recommended approach. But final answers to most of these questions will need to await further research and application. Some observers have been frustrated by the lack of clear methods in emotion measurement related to products. The lack of clear answers stems from the fact that the traditional methods of clinical and academic research do not fit the product situation in most cases. But the good news is that our experience over the past ten years permits us to draw some conclusions now, and hopefully, direct the way forward to further development in this area.

This review will address the following issues:

- (1) Defining emotion – consumer or professional
- (2) Positive and negative emotions
- (3) Large or small numbers of emotions
- (4) Method: questionnaire or facial or physiological or behavioral.
- (5) Method: social media studies of emotions
- (6) When to test emotions: before, during or after a product
- (7) Emotions and Health and Wellness
- (8) Cross cultural and global perspective: does everyone globally have the same feelings and express them the same way?

2. Defining emotions in a product development context – consumer, expert, or manufacturer basis?

Probably the most basic issue facing emotion research within the product context is the definition of emotion, and this is probably an issue in emotion research more generally. What is included in emotion? What is excluded from emotion? Who determines whether to include a new emotion in an emotion list. Is the word “sexy” an emotion? What about “hungry” or “thirsty”? This is not just a theoretical concern (although it can connect to theory) but a practical concern, because it forms one of the first questions that most emotion researchers face when starting to work on product emotions, especially if they choose a verbal method of research (questionnaires, etc.).

Over time a consensus has emerged on the definition of emotion, and the distinction between emotion and other affective feelings. Affects or affective feelings are the different ways that people feel. Included within affects or feelings are attitudes, emotions, and moods (Ferdenzi et al., 2013). Attitudes are distinguished as having an evaluative component (Aikman, Stephen, & Crites, 2007). Emotions are responses to a specific thing that are rapid, intense and shorter lasting (Ferrarini et al., 2010). Moods are not in response to a specific thing, and they build up

more gradually and last longer. When you know what caused an affect, i.e., when you know what caused how you feel, it usually signals an emotion (Beedie, Terry, Lane, & Davenport, 2011). That is why emotions are natural within product testing; if you ask someone how they feel during or immediately after exposure to a product, it is reasonable to assume that the product produced the emotion. These definitions and distinctions of emotion and mood have been noted by researchers working with product emotions (e.g., Ferrarini et al., 2010) and have formed the basis of a questionnaire designed to distinguish moods and emotions (Beedie et al., 2011). Other investigators have added to the current discussion by distinguishing among the terms feelings, associations, conceptualizations and emotions (Thomson, 2007; Thomson & Crocker, 2013). In general, this review will be limited to discussion of emotions, and not more general feelings, and associations.

Emotion researchers have also examined the definition of emotion. In the English language, the most substantial work has been that of a group at the University of Illinois in the 1980s (Clare, Ortony, & Foss, 1987; Ortony, Clare, & Foss, 1987). They published two papers, a first theoretical paper laying out their approach (Ortony et al., 1987), and a second empirical paper testing the earlier theoretical model (Clare et al., 1987). They argued that emotions should be defined as being internal not external to the person, being mental and not physical, and primarily focused on affect not behavior or cognition. The removal of external terms eliminated words like sexy from their list of acceptable emotions terms; they argued that the feeling of sexy reflects the view of someone else, not the individual. The removal of physical terms eliminated words like hungry and thirsty. The affective lexicon (as they called it) of Ortony, Clare and Foss directly led to the emotion list of Marsha Richins some years later (Richins, 1997). This was the first published attempt to connect emotions to the product experience, although Richins focused on products like automobiles, rather than the daily consumer products that are the focus of product emotion research today.

So what is the state of emotion research today with respect to the definition of emotions. The situation is very mixed as shown in Table 1. Table 1 shows the emotions contained in two major lists of emotions: first, the emotion list of Laros and Steenkamp (2005) taken from the theoretical literature on emotions; and second, the emotion list of Clare et al. (1987) noted above. I have examined each product emotion method published in the past ten years to see if the emotion terms in each method are included in these two published emotion lists. That is, for each product emotion method listed along the top of the Table, I counted the number of times that an emotion term in that method is included in each list (Clare et al., 1987 and Laros & Steenkamp, 2005) and the number of times it is missing from each list. One can see that for every method reviewed, that some emotion terms are included in each method from each list, and some emotion terms are missing. This raises the question: Are we adding new terms to emotion lists with the development of product emotion methods? This is a real challenge for the development of

Table 1

Frequencies of emotion terms included or missing from current product emotion methods (listed along the top), based on two lists of emotions (Laros and Steenkamp, and Ortony and Clare). For example, the GEOS method includes 15 positive emotions from the Laros and Steenkamp list, but 11 positive emotions are missing.

	L&S	GEOS	ScentMove	EsSense	Nestle	Ital.Wine
<i>Emotions – Laros & Steenkamp</i>						
Positive	140					
Included		15	10	19	21	10
Missing		11	4	15	4	2
Negative	173					
Included		5	3	4	10	2
Missing		4	1	1	1	2
<i>Emotions – Ortony & Clare</i>						
Included		14	9	16	25	9
Missing		22	9	23	11	7

Note: some words not identical.

Download English Version:

<https://daneshyari.com/en/article/4561560>

Download Persian Version:

<https://daneshyari.com/article/4561560>

[Daneshyari.com](https://daneshyari.com)