

The Study on the Relation between Styling Design Parameters and Customers' Perception about Compact Car

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ABSTRACT

Passenger car is a well developed product . As car manufacturers are facing keen competition from competition and diversifying demand from consumers they must make efforts to develop right product to satisfy consumers' need . This research is to study the life-style of compact car consumers to understand their demand , and also to investigate their impression about the car styling of different design so as to establish the relation between image and design elements .For life-style study AIO questionnaire was used to find customers' activities , interests and opinions . As for their impression about the car styling , fourteen adjectives were first selected to describe car image with SD scale . Twenty eight car samples were then shown to consumers and asked them to match the car styling with appropriate image scale . By assuming linear relation between image scale and design elements multiple regression was used to identify the important design elements corresponding to dAs for final result of this design research three adjectives were selected and a new compact car was designed based on the research conclusions to express the image which chosen adjectives describe

Keywords : 汽車造型 ; 生活型態 ; 感性工學 ; 感覺意象

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