

3. CONCLUSIONS

This paper has suggested a way to cluster participants of a Kansei Engineering study based on the emotional response that users have to the product under examination. Although socioeconomic and demographic data can be useful to stratify, the suggestion is using these data to characterize groups coming from the emotional segmentation.

The emotional segmentation is conducted in two steps. In the first step, participants are grouped in each Kansei word. In the second step, a cluster analysis is performed with the groups of participants for each Kansei word, thus having a global grouping of participants.

This global grouping could be later used as the basis for further studies (either quantitative or qualitative).

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