

**KOCAELİ ÜNİVERSİTESİ  
MÜHENDİSLİK FAKÜLTESİ**

**BİLGİSAYAR MÜHENDİSLİĞİ BÖLÜMÜ**

**LİSANS TEZİ**

**BEBEK ARABALARININ SEÇİMİNDE  
DUYGULARIN ROLÜ ÜZERİNE BİR ÇALIŞMA**

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Aleyna ŞEN**

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Tez çalışmamda gösterdiği anlayış ve destek için sayın..... teşekkürlerimi sunarım.

Hayatım boyunca bana güç veren en büyük destekçilerim, her aşamada sıkıntılarımı ve mutluluklarımı paylaşan sevgili aileme teşekkürlerimi sunarım.

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**Kısaltmalar**

GEW : Geneva Emotion Wheel

PAD : Pleasure, Arousal and Dimension) Emotion Scales

PCT : Personal Construct Theory

PrEmo : Product Emotion Measurement Tool

RGT : Repertory Grid Technique

SAM : Self-Assessment Manikin

# **BEBEK ARABALARININ SEÇİMİNDE DUYGULARIN ROLÜ ÜZERİNE BİR ÇALIŞMA**

## **ÖZET**

Duyguların, kullanıcıların satın alma kararları üzerindeki etkisi kaçınılmazdır. Ürün tasarım ve pazarlama alanlarında duygular vurgulanmakta kimi zaman kullanıcılar için kullanılabilirliğin önüne geçebilmektedir. Üreticiler ve tasarımcılar kullanıcı duygularına hitap edebilme yollarını aramakta ve ürünlerini kullanıcı kitlelerine en etkili şekilde ulaştırmayı amaçlamaktadır. Peki ya bu duyguların sebepleri, ürün özellikleri ile nasıl ilişkilendirilebilir? Bu tez kapsamında duyguların ürün tercihleri üzerindeki etkisi incelenmiş, bu etkilerin ilişkilendirildiği ürün özellikleri seyahat sistem bebek arabaları özelinde belirlenmeye çalışılmıştır. Tezin amacı çağdaş bebek arabası tasarımlarının duygusal etkilerini belirlemek, hangi ürün özelliklerinin anne adaylarının satın alma kararını etkilediğini tespit etmektir.

**Anahtar kelimeler:** Bebek Arabası, duygular, renkler, pazarlama stratejileri.

# **A STUDY ON THE ROLE OF EMOTIONS IN THE SELECTION OF BABY STROLLERS**

## **ABSTRACT**

Within the scope of this thesis, the effects of emotions on product preferences have been examined and the product features that causes those emotions are examined for travel system baby strollers. The impact of emotions on the purchasing decisions of the user is indispensable. The importance of emotions is emphasized in product design and market that they can come forward when it is compared with the usability. What are the causes of these emotions? This study consists of 6 chapters. The first part aims to introduce the study; the purpose of the study, the scope and research questions are presented. In the second part, the effects of emotions, emotion theories, the components of emotion, the effect of emotions in the decision-making process are examined. In the third part of the thesis; emotion-based approaches, studies and emotion measurement methodologies in product design have been transferred from the literature. In the methodology section, the application of the study, the methods used and the ways in which they were applied are explained. The findings of the research are presented in Chapter 5 with the help of graphical representations. The results are discussed in the discussion and conclusion section.

**Keywords:** Fault Location Algorithms, Transmission Lines, MOV, PMU, Series Capacitor.

## **GİRİŞ**

This chapter introduces and makes the reader familiar with the topic. The purpose of the thesis, the research questions, and the research product are presented. The reason for the product selection is clarified, and the features of the product are explained briefly. Finally, the structure of the thesis is presented

emotions today.” (Smith Watt, 2015).

The origin of the word “emotion” dates back to 1579 which is adapted from the French

word “émouvoir” that means “to stir up”. According to Dixon (2003), in academic

literature the word used as a term that signifies passions, sentiments, affections.

There are several definitions and point of views in the field of emotions. The Turkish

Language Society defines emotion as, the impression that a particular object, event or

individual awakens in the inner world of man (Url-1). In another definition, it refers to

a unique spiritual movement and dynamism. For a different approach, Cambridge

Advanced Learning Dictionary (2005) identifies emotion as “a strong feeling such as

love or anger, or strong feelings in general”. In another resource, emotion is defined

as “a complex psychophysiological experience that we experience as a result of interactions with the environment.” (Url-2).

Different definitions from different sources indicate specific features of emotions. The

expression, “a particular object” is an important key point. It represents the direction

of emotion and signifies that a specific object is required to call that feeling emotion.

Damasio (1998) expresses that human’s distinguishing ability to subjectively experience certain states of the nervous system is represented by emotions.

Expressions such as 'unique' or 'subjectively' indicates that two people cannot experience the same emotions even with the same stimulus or one person cannot

experience the same emotional state at different times. The emotions are affected by

the current mood, the time of the day or any other parameter that depends on the current

moment. Cabanac (2002) says, 'emotion is any mental experience with a high intensity

and high hedonic content (pleasure/displeasure)'. The final outcome or type of the

emotion designates the final outcome of the experience.

Differentiating Emotion from other Affective Phenomena

Affect is a word that is used to express emotional phenomes in general.

"In psychology, the term affect, or affective state, is generally used to refer to all types

of subjective experiences that are valenced, that is, experiences that involve a perceived goodness or badness, pleasantness or unpleasantness." (Desmet, 2007).

Several affective phenomena are used to express emotional states. As it is mentioned

above, different words and different sayings have been used to verbalize these phenomena. The confusion that caused by the different sayings to express emotional

states and similar expressions of different emotional aspects is resolved with separating concepts and definitions from each other in academic literature. In everyday

speech; these concepts can still be confused with each other. As Desmet indicates that

working on product emotion requires understanding similarities and differences of

these words (Desmet, 2010).

“Emotion” is different from other words which are used to represent affective phenomena. As a conscious experience; emotions embody by intense mental activity

and an amount of pleasure and displeasure. Emotion is associated with mood, temperament, personality, disposition and motivation (Cherry, 2018). In positive or

negative ways motivation of human being is impulsed by emotions (Gaulin and McBurney, 2003). Emotions are syndromes of constituents which include motivation,

feeling, behavior and physiological changes; nevertheless, the exact meaning of emotion does not meet with any of these words. Emotion is not an effect that causes

these constituents (Barret and Russel, 2015).

Emotion and feeling represent different kinds of affective occurrences. The critical

point that differentiates emotion from mood or feeling is the direction of emotions.

#### **KİŞİSEL YAYIN VE ESERLER**

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