



Product Design Innovation and Consumer Psychology

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Message from the Guest Editors

Dear Colleagues,

This Special Issue focuses on discussing how innovative design (e.g., product aesthetics, function, brand strength, emerging technologies, etc.) could be utilised to influence the consumer psychology in product design. We hope to further strengthen and expand the growing body of literature that benefits and surrounds product design innovation and consumer psychology, to facilitate the exploration of creative and innovative design strategy and considerations. Therefore, in this context, we invite papers on innovative case studies, surveys, literature reviews, analytical as well as assessment, papers from diverse disciplines, which are relevant to all the different aspects related to product design innovation and consumer psychology. Indicatively, the following topics (but not limited) are welcomed in the contributions to the present Special Issue:

- Designing through consumer behavior;
- Innovation and consumer values;
- Application of creative product design;
- Human-centered products and experiences;
- Speculative design.





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Editor-in-Chief

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Message from the Editor-in-Chief

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