



Measurement of Sensory and Cultural Influences on Haptic Quality Perception of Vehicle Interiors

By Alexander Walter van Laack

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The success of today's products is no longer only determined by their technical superiority, but especially by subjective factors, such as the perceived quality. For several years now, this trend has been also present in the automotive industry. Currently, the perceived quality is one of the most important purchasing criteria, which is strongly influenced by visual and haptic perception, as well as culture. In order to improve the customers' perception of car interiors and to support the communication between the automotive manufacturers and their suppliers, it is crucial to implement measurement methodologies, which can quantify the customer perceived quality through measurement values.

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