

DEVELOPMENT OF AN EMOTIONAL RESPONSE MODEL FOR HOSPITAL GOWN DESIGN

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ABSTRACT

Apparel has a profound impact on the external expression of wearers' emotional state and even their overall sense of empowerment. This is particularly true for patients, whose hospital gown is a crucial factor in their emotional experience and medical treatment. This study aimed to investigate the emotional factors driving patients' behavioral responses to hospital gowns using the pleasure-arousal-dominance (PAD) model, with the goal of expanding ideas for hospital gown optimization from a patients' emotional perspective to improve patients' satisfaction with hospital gowns. To achieve this goal, we conducted an online survey with 420 patients and doctors participating in China. We used the survey data to analyze the relationship between hospital gown attributes and patients' emotional responses. Our analysis revealed that hospital gown attributes such as fabric quality, color and fit can have a significant impact on patients' emotional responses. For example, softer and more comfortable fabrics were associated with higher levels of pleasure, while vibrant colors and fashionable styles were associated with higher levels of arousal and dominance. In addition, we found that patients' emotional responses were influenced by their personal needs and preferences, such as privacy and dignity.

A pleasure-arousal-dominance (PAD) model was used to study how hospital gown attributes affect patients' emotional responses. We were able to identify specific gown attributes that affect experiential emotions of pleasure, arousal, and dominance, and thus generate acceptance and continued usage intention of hospital gowns. By applying the validation data, we obtained a more accurate PAD-based model of how hospital gown attributes affect patients' emotional responses, and provided suggestions for optimizing hospital gown design. This study provides designers with a novel approach to improving patient acceptance of hospital gown design by considering the emotional factors that drive patients' behavioral responses to hospital gowns. By taking into account patients' personal needs and preferences as well as the emotional impact of gown attributes, designers can create gowns that better meet patients' needs and enhance their hospital experience, which in turn can contribute to patients' satisfaction as well as greater physician and staff productivity.

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