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Conjoint Analysis in Marketing Research

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Grin Verlag GmbH Feb 2011, 2011. Taschenbuch. Book Condition: Neu. 210x151x2 mm. This item is printed on demand - Print on Demand Titel. Neuware - Seminar paper from the year 2011 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: 1,3, AKAD University of Applied Sciences Stuttgart, language: English, comment: Diese Seminararbeit wurde im Rahmen des berufs begleitenden Master-Studiengangs 'Wirtschaftsinformatik' erstellt. , abstract: 'Conjoint analysis has become one of today s most widely used marketing research tools. It goes beyond simple surveys, providing a more realistic approach to understanding customers attitudes, opinions, and behaviors.' (Orme, 2010, p. 7) The author Orme (2010, p. 7) emphasises in his book the growing popularity of conjoint analysis in marketing research. According to Orme (2010, p. 1) the consumer preferences are changing constantly with an increasing speed. Therefore many marketing managers ask themselves, how they could assess client preferences. Which product characteristics are most important to the customer and what price brings the maximum profit. From Wilcox's (2003, p. 1) point of view conjoint analysis gives answers to these most critical questions of marketing research. The conjoint analysis is a marketing research technique designed to help managers determine the value system of clients and potential customers (Wilcox,...



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