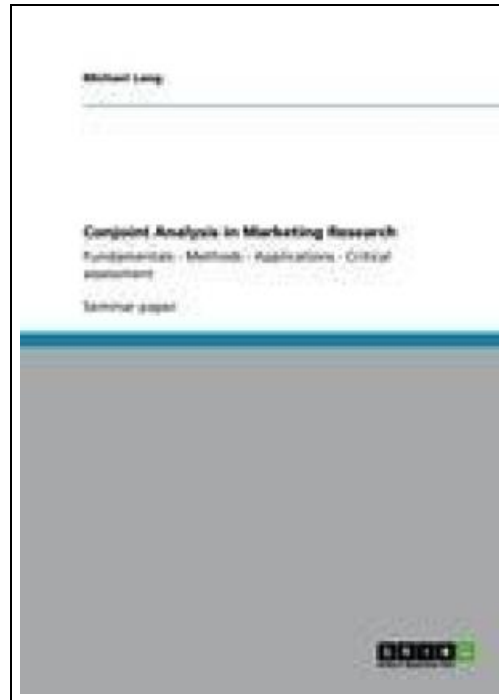


Conjoint Analysis in Marketing Research



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This is the finest publication we have read through right up until now. Better than never, though i am quite late in start reading this one. Its been written in an remarkably easy way in fact it is only after i finished reading through this book by which basically altered me, affect the way i think.

(Dr. Gabriella Hayes)

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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 berufsbegleitenden Master-Studiengangs 'Wirtschaftsinformatik' erstellt. , abstract: 'Conjoint analysis has become one of today s most widelyused 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 managersask themselves, how they could asses 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 potentialcustomers (Wilcox, 2003, p. 1). Introduced as a fundamental measurement method by the mathematical psychologists Luce and Tukey (1964, p. 1) more than forty years ago, conjoint analysis presents combination of features in product profiles and ask people torank or make choice among of them. Finally, the results can be used for new product design, targeting, pricing and market segmentation (Dolan, 1990, p. 1).However, there arises the question what is conjoint analysis really and why it has become so popular in contrast to other marketing research techniques In order to answer these questions, section 2.1 defines the terms marketing and market research...

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