

Conjoint Analyse - Theorie, Durchführung Und Auswertung Von Traditionellen Full Profile Ansätzen: Theorie, Durchführung Und Auswertung Von Traditionell - Ralf Aigner

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'Give the customers any color they want, so long it is black' Henry Ford Dieses Zitat von Henry Ford beschreibt die Auffassung von Produktkomplexität Anfang des 20ten Jahrhunderts sehr deutlich. War es zu Fords Zeiten noch möglich, stark standardisierte und undifferenzierte Massenprodukte an den Mann zu bringen, steht dem heutzutage der König Kunde entgegen. Dieser erwartet, dass seinen persönlichen, sehr differenzierten Wünschen entsprochen wird. Die Unternehmen stehen vor der Herausforderung, sowohl den Wünschen ihrer Kunden zu entsprechen, also genau die gewünschten Produkte und Produktvarianten anzubieten, müssen dabei aber auch die Kosten, die mit zunehmender Variantenanzahl überproportional steigen, im Auge behalten. Daraus ergibt sich die Notwendigkeit, genauer zu analysieren, welche Komponenten eines Produktes für den Kunden wichtig sind, d.h. in seinen Augen Nutzen stiften. Eine Methode, mit der sich bestimmen lässt, welchen Beitrag eine Komponente zum Gesamtnutzen eines Produktes liefert, ist die Conjoint Analyse, welche in dieser Arbeit vorgestellt werden soll. Diese Arbeit will dabei einen möglichst breiten, umfassenden Einblick in die Conjoint Analyse liefern, ohne sich dabei zu sehr in theoretischen Betrachtungen oder Details zu verlieren. Author: Aigner, Ralf Publisher: GRIN Verlag Illustration: N Language: GER Title: Conjoint Analyse - Theorie, Durchführung und Auswertung von traditionellen Full Profile Ansätzen: Theorie, Durchführung und Auswertung von traditionell Pages: 00024 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638390668 Category: Business & Economics : Marketing - General

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