

Estimation Of Willingness-to-pay

[DOWNLOAD HERE](#)

To determine the willingness-to-pay (WTP) for products and/or services from a customer perspective is crucial for modern approaches to pricing. With the Price Estimation scene (PE scene) Christoph Breidert introduces a new method to estimate WTP. It works as an additional interview scene appended to conjoint analysis and offers the respondents a dynamically generated sequence of product choices with assigned prices. The customers indicate whether they would actually purchase the presented product profiles. The PE scene is tested in an empirical investigation in which the WTP of the customers of the Nokia online shop in Germany was estimated for different product bundles. EAN/ISBN : 9783835092440
Publisher(s): Deutscher Universitätsverlag Format: ePub/PDF Author(s): Breidert, Christoph

[DOWNLOAD HERE](#)

Similar manuals: