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Michael Brusch *Hrsg.*

Conjointanalyse

Methoden - Anwendungen - Praxisbeispiele

2. Auflage



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Conjointanalyse Conjointanalyse

**Damaraju Raghavarao, James B.
Wiley, Pallavi Chitturi**



Conjointanalyse Conjointanalyse:

Integration of Preference Analysis Methods into QFD for Elderly People Samah Abu-Assab, 2012-03-06 Especially in industrial countries the portion of elderly people is growing in many societies Their needs are more intensified than the demands of younger people in many aspects Companies need the right tools e g market research methods for elderly people to detect these needs preferences and demands of elderly people Samah Abu Assab verifies two existing research methods and suggests a new one for determining the preferences of elderly people The new method seems to be promising and adequate for the elderly target group

Classification, Clustering, and Data Analysis Krzysztof Jajuga, Andrzej Sokolowski, Hans-Hermann Bock, 2012-12-06 The present volume contains a selection of papers presented at the Eighth Conference of the International Federation of Classification Societies IFCS which was held in Cracow Poland July 16 19 2002 All originally submitted papers were subject to a reviewing process by two independent referees a procedure which resulted in the selection of the 53 articles presented in this volume These articles relate to theoretical investigations as well as to practical applications and cover a wide range of topics in the broad domain of classification data analysis and related methods If we try to classify the wealth of problems methods and approaches into some representative partially overlapping groups we find in particular the following areas Clustering Cluster validation Discrimination Multivariate data analysis Statistical methods Symbolic data analysis Consensus trees and phylogeny Regression trees Neural networks and genetic algorithms Applications in economics medicine biology and psychology Given the international orientation of IFCS conferences and the leading role of IFCS in the scientific world of classification clustering and data analysis this volume collects a representative selection of current research and modern applications in this field and serves as an up to date information source for statisticians data analysts data mining specialists and computer scientists

Hillig, Conjoint-Analyse Thomas Hillig, 2006-04-25 Thomas Hillig vergleicht sechs kaufentscheidungsbezogene Verfahrensvarianten der Conjoint Analyse darunter moderne Hierarchical Bayes und Latent Class Ans tze mit Hilfe der Monte Carlo Simulation systematisch anhand von verschiedenen G tekriterien miteinander

Linking Conjoint Analysis and QFD Bernd Österreicher, 1999-08-10 Inhaltsangabe Zusammenfassung Die vorliegende Arbeit in Englisch besch ftigt sich mit der Integration der Methodik Conjointanalyse CA in den Quality Function Deployment Proze um den QFD Proze in Entscheidungs und Bewertungssituationen zu unterst tzen Im Mittelpunkt steht dabei die Untersuchung der g ngigen Conjointmethoden auf Anwendbarkeit und Eignung f r gro angelegte Studien wie z B QFD Anwendungen Detailliert wird dabei auf eine Erweiterung oder Unterst tzung der Conjointanalyse eingegangen um eine Vielzahl an Merkmalen und Merkmalsauspr gungen Kundenanforderungen ber cksichtigen zu k nnen Die kommerzielle Anwendung der einzelnen Methodiken eine Fragebogenauswertung sowie ein Vergleich von 21 CA und 3 der bekanntesten QFD Software tools runden diese Arbeit ab Abstract This paper is structured into 5 chapters Chapter 1 contains an introduction into the problem area

and the aim of the thesis Moreover it gives a survey of the procedure to reach the target of extending and supporting several Conjoint Analysis methodologies to be able for an integration into the Quality Function Deployment approach with its huge amount of customer requirements attributes and levels Chapter 2 shows the integration of Conjoint Analysis and Quality Function Deployment into the Total Quality Management concept as quality improving customer orientated key word mass customization and cost reducing tools The importance to support Quality Function Deployment by Conjoint Analysis is pointed out to lead over to the main chapter of the paper Chapter 3 is dedicated to several Conjoint Analysis models and the way in which to extend and support these methods so that an integration into a large industrial study such as a Quality Function Deployment application can take place without any problems To this purpose several conjoint techniques are described in detail are extended by further techniques and are compared to each other concerning their validity so that finally explicit recommendations can be given The commercial use of Conjoint Analysis and the method transfer into several software tools round off this chapter Chapter 4 describes the Quality Function Deployment methodology in relation to the aim of this paper The central subject is the House of Quality and its places where the Conjoint Analysis technique s can be applied Results about the commercial use of several software tools finish this chapter Chapter 5 sums up **Die Conjoint Analyse als Instrument zur Nutzenmessung in Produktempfehlungssystemen** Michael Scholz,2009

Onlinekonsumenten stehen vor der Herausforderung die im Internet verfügbaren Produktinformationen verarbeiten zu müssen um zu einer zufrieden stellenden Kaufentscheidung zu kommen Produktempfehlungssysteme sind als Entscheidungsunterstützungssysteme in der Lage Konsumenten bei der Auswahl eines adäquaten Produktes zu unterstützen In den letzten Jahren wurden verschiedene Algorithmen vorgestellt um Produktempfehlungen generieren zu können Die vorliegende Arbeit stellt einen neuen Ansatz vor der gestützt auf den Theorien der Nutzenmessung und des Informationsverhaltens von Konsumenten entwickelt wurde Ausgehend von der Erklärung von Kaufentscheidungen werden in der Arbeit verschiedene Instrumente zur Messung des Erklärungskonstruktes Nutzen analysiert Aus diesen Instrumenten wurde die traditionelle Conjoint Analyse mit welcher eine Messung der Nutzenwerte von Produkteigenschaften möglich ist ausgewählt Die traditionelle Conjoint Analyse kann jedoch nicht als per se geeignet für Produktempfehlungssysteme bezeichnet werden da Aspekte des Informationsverhaltens welches die Nutzenmessung beeinflusst nur unzureichend beachtet werden Daher wird eine Adaption der traditionellen Conjoint Analyse auf Basis von Erkenntnissen des Informationsverhaltens sowie ebenfalls aus methodischer Sicht vorgenommen Die adaptierte Conjoint Analyse ermöglicht die Nutzenmessung für ein individuell ausgewähltes Set an Produkteigenschaften Die erhaltenen Teilnutzenwerte können sodann produktspezifisch kumuliert werden wodurch die Bildung einer Rangordnung über Produkte und somit die Empfehlung von Produkten möglich ist Zur Überprüfung der Empfehlungsqualität wurde ein prototypisches Produktempfehlungssystem auf Basis der adaptierten Conjoint Analyse entwickelt und in Laborexperiment empirisch

evaluiert In den durchgeführten Experimenten konnte dem entwickelten Ansatz eine hohe Prognosevalidität nachgewiesen werden wodurch der Einsatz der adaptierten Conjoint Analyse als viel versprechend in Produktempfehlungssystemen anzusehen ist

Bestimmung des Markenwertes mittels Conjoint-Analyse im Finanzdienstleistungssektor Mareike Wolf, 2007 Studienarbeit aus dem Jahr 2001 im Fachbereich BWL Marketing Unternehmenskommunikation CRM Marktforschung Social Media Note 2,0 Johannes Gutenberg Universität Mainz Lehrstuhl für Marketing Veranstaltung Marketing Seminar 35 Quellen im Literaturverzeichnis Sprache Deutsch Abstract Das Thema Bestimmung des Markenwertes mittels Conjoint Analyse im Finanzdienstleistungssektor habe ich wie folgt behandelt Zuerst habe ich mich allgemein mit der Bestimmung des Markenwertes befasst und versucht zu erklären wie man z.B. nicht monetäre Werte in monetäre Größen transformieren kann Der Wert einer angebotenen Marke oder Brand Equity bildet heute den bedeutendsten Vermögensgegenstand eines jeden Unternehmens Hauptsächlich in den USA wurde sich mit dem Thema Markenwert beschäftigt Als nächstes habe ich die Conjoint Analyse vorgestellt und versucht zu zeigen wie man über die Messung von Konjunkturfrequenzen mittels dieser zum Markenwert kommen kann Dann habe ich die Besonderheiten des Finanzdienstleistungssektors heute behandelt Finanzdienstleistungen und erfolgreiches Marketing müssen heute enger denn je Hand in Hand gehen wenn ein Unternehmen als erfolgreiches in diesem Sektor bestehen will In Kapitel Vier habe ich zur Veranschaulichung ein Indikatorenmodell von Sattler gezeigt Es dokumentiert welche Indikatoren sich zur langfristigen Markenwertmessung eignen und wie man aus diesen schließlich den Markenwert ableiten kann

Does Multi-stage Marketing Pay? Alejandro-Marcel Schönhoff, 2014-04-16 Some scholars propose that the concept of market orientation needs to be extended to encompass a company's indirect customers too In an action oriented perspective this extended market orientation implies the notion of multistage marketing MSM For B to B settings MSM entails the expanded consideration of both direct and indirect customers it also provides the necessary capabilities to implement such a market orientation In this study Alejandro Marcel Schönhoff presents a scenario based experiment using limit conjoint analysis to establish an empirical basis for measuring the potential effects of different MSM types on direct customers willingness to pay and other key outcome variables The results show among other things that collaborative MSM exerts a positive effect on willingness to pay whereas non collaborative MSM has a negative effect on direct customers satisfaction and loyalty Furthermore the relevance of MSM depends on the direct customers market power toward their own customers

Conjoint Measurement Anders Gustafsson, Andreas Herrmann, Frank Huber, 2013-03-14 by Paul E Green I am honored and pleased to respond to authors request to write a Foreword for this excellent collection of essays on conjoint analysis and related topics While a number of survey articles and sporadic book chapters have appeared on the subject to the best of my knowledge this book represents the first volume of contributed essays on conjoint analysis The book reflects not only the geographical diversity of its contributors but also the variety and depth of their topics The development of conjoint analysis and its application to marketing and business research

is noteworthy both in its eclectic roots psychometrics statistics operations research economics and the fact that its development reflects the efforts of a large variety of professionals academics marketing research consultants industry practitioners and software developers Reasons for the early success and diffusion of conjoint analysis are not hard to find First by the early sixties precursory psychometric techniques e.g. multidimensional scaling and correspondence analysis cluster analysis and general multivariate techniques had already shown their value in practical business research and application Second conjoint analysis provided a new and powerful array of methods for tackling the important problem of representing and predicting buyer preference judgments and choice behavior clearly a major problem area in marketing

Multimedia in der Marktforschung, 2013-07-02 Bo Zou analysiert die Einsatzpotentiale von Multimedia und zeigt welche Einflussfaktoren bei der Verwendung dieser Technologie in der Marktforschung berücksichtigt werden müssen

Conjoint Measurement A. Gustafsson, A. Herrmann, F. Huber, 2013-04-17 Conjoint measurement is one of the most significant and most widely recognized methods in science as well as in practice for analyzing marketing problems It is the foremost device for measuring value to customer today H Simon CEO and Chairman Simon Kucher Partners Top researchers present in this book the latest developments in the field of conjoint analysis and provide an overview that can be used in class and as a guide for market research activities In this book you will find all of the modern aspects of conjoint analysis measurement as well as simulation of market share Prof S Albers This new book is a welcome addition to the conjoint literature It is a fitting testimonial to the sustained interest in conjoint methods and the vigor of researchers Prof P E Green

Applied Conjoint Analysis Vithala R. Rao, 2014-02-20 Conjoint analysis is probably the most significant development in marketing research in the past few decades It can be described as a set of techniques ideally suited to studying customers decision making processes and determining tradeoffs Though this book is oriented towards methods and applications of conjoint analysis in marketing conjoint methods are also applicable for other business and social sciences After an introduction to the basic ideas of conjoint analysis the book describes the steps involved in designing a ratings based conjoint study it covers various methods for estimating partworth functions from preference ratings data and dedicates a chapter on methods of design and analysis of conjoint based choice experiments where choice is measured directly Chapter 5 describes several methods for handling a large number of attributes Chapters 6 through 8 discuss the use of conjoint analysis for specific applications like product and service design or product line decisions product positioning and market segmentation decisions and pricing decisions Chapter 9 collates miscellaneous applications of marketing mix including marketing resource allocation or store location decisions Finally Chapter 10 reviews more recent developments in experimental design and data analysis and presents an assessment of future developments

Theorie, Durchführung und Auswertung der adaptiven Conjoint-Analyse (ACA) Elisabeth Glöckner, 2007 Studienarbeit aus dem Jahr 2005 im Fachbereich Statistik Note 1,3 Universität Passau 13 Quellen im Literaturverzeichnis Sprache Deutsch Abstract Zunehmender Wettbewerbsdruck durch die

Globalisierung und die damit verbundene Vielfalt an Produktvarianten verstärkt die Notwendigkeit der Unternehmen sich den laufend wachsenden Konsumpräferenzen anzupassen um am Markt bestehen zu können. Dazu bedient man sich der CA einem Instrument aus der Marktforschung mit Hilfe dessen man die für den Kauf eines Produkts entscheidenden Kriterien selektiert. Die CA veranschaulicht die idealen Merkmalskombinationen eines Produkts mit deren Hilfe sich die maximale Befriedigung der Kundenbedürfnisse und somit der größte Markterfolg eines Produkts erzielen lassen. Neben der Marktforschung und der Neuproduktgestaltung wird die CA auch zur Preisbildung zur Verbesserung bereits existierender Produkte zur Marktsegmentierung und zu Imageanalysen eingesetzt. Seit ihrer Einführung Anfang der Siebziger Jahre haben die CA und ihre verschiedenen Erscheinungsformen erheblich an Bedeutung gewonnen. Die einzelnen Verfahren unterscheiden sich in vielfacher Weise, weisen aber auch in gewissen Bereichen deutliche Unterschiede auf und bringen somit verschiedene Vor- und Nachteile mit sich. Heute bedient man sich unter anderem der ACA einem neueren weiterentwickelten Conjoint Ansatz bei dem sowohl die Datenerhebung als auch die Datenauswertung computergestützt erfolgt und sich die Befragung an den individuellen Präferenzen der Testpersonen/Probanden orientiert. Grundlage der ACA ist ein Softwareprogramm mit Hilfe dessen die Datenerhebung und Auswertung automatisch erfolgt. Durch den Computer wird jede Befragung speziell auf die Bedürfnisse der einzelnen Probanden ausgerichtet, da der Ablauf der Befragung auf den bisher beantworteten Fragen aufbaut. Aufgrund ständiger Verbesserungen und die heutige Software- und Hardware lassen sich die Kosten für den Einsatz der ACA in den letzten Jahren erheblich reduzieren. Diese Arbeit beschäftigt sich mit der Theorie, Durchführung und Auswertung der ACA, wobei ein Schwerpunkt auf die Durchführung gelegt wird. Abschließend werden die Vor- und Nachteile aufgezeigt und es wird die Frage geklärt in welchen Situationen der Einsatz der ACA zu empfehlen ist.

Das neue Lexikon der Betriebswirtschaftslehre Siegfried G. Häberle, 2014-09-05. Das neue Lexikon stellt den aktuellen Stand der Wissenschaft dar, gewährleistet durch die Kompetenz von mehr als 200 Wissenschaftlern an Universitäten, Hochschulen und Akademien in Deutschland, Österreich und der Schweiz. Dabei handelt es sich um mehr als ein Lexikon. Mit 200 mehrseitigen Beiträgen ist das neue Lexikon zugleich ein Lehrbuch, ein Kompendium der gesamten Betriebswirtschaftslehre. Das Werk umfasst sowohl die Wissensgebiete der klassischen Betriebswirtschaftslehre als auch besonders ausgeprägt die Erkenntnisse der internationalen Betriebswirtschaftslehre. Über 2.000 Literaturangaben und 1.300 Internetquellen eröffnen den gezielten Zugang zu weiterführenden Informationen. Letztlich zeichnet sich das Buch durch eine überzeugende Systematik, eine übersichtliche Präsentation sowie eine umfassende Vernetzung des Wissens aus.

Getting Started with Conjoint Analysis Bryan K. Orme, 2014. **Choice-Based Conjoint Analysis** Damaraju Raghavarao, James B. Wiley, Pallavi Chitturi, 2010-08-03. Conjoint analysis (CA) and discrete choice experimentation (DCE) are tools used in marketing, economics, transportation, health, tourism and other areas to develop and modify products, services, policies and programs, specifically ones that can be described in terms of attributes. A specific combination of attributes is called a concept profile.

Applied Conjoint

Analysis Vithala R. Rao, Paul E. Green, Jerry Wind, 2011-11-30 *Präferenzanalyse und Zahlungsbereitschaft für Sporttickets* Manuel Jakab, 2021-10-12 Masterarbeit aus dem Jahr 2018 im Fachbereich Sport Sportökonomie Sportmanagement Note 1,3 Universität Bayreuth Rechts und Wirtschaftswissenschaftliche Fakultät Sprache Deutsch Abstract Die National Football League spricht offen darüber, dass es Überlegungen gibt, ein reguläres Saisonspiel in Deutschland auszutragen. Für eine erfolgreiche Umsetzung dieser neuartigen Dienstleistung ist es notwendig, vorab Informationen über das voraussichtliche Verhalten der potentiellen Konsumenten zu ermitteln. Dies erfolgt innerhalb dieser Arbeit anhand einer Choice Based Conjoint Analyse, welche die Präferenzen, Zahlungsbereitschaften und Distanzberücksichtigungen in den Fokus stellt. Anhand der Auswertung der mehr als 1000 Fragebögen kann festgestellt werden, dass alle diese Faktoren eine hohe Ausprägung aufweisen, aber innerhalb von einzelnen Segmenten signifikant variieren und dies im Falle einer Realisation beachtet werden muss. The National Football League speaks openly about the fact that they consider to host a regular season game in Germany. In order to ensure a successful implementation of this service, it is necessary to get information about the expected behavior of the potential consumers in advance. This paper utilizes a choice based conjoint analysis to do this and focuses on the preferences, willingness to pay and willingness to travel. Based upon the data gathered from over 1000 respondents, it can be stated that all factors mentioned are of high value and yet display significantly varying degrees of manifestation within the segments. In case of realisation of the premise, it is crucial that these are taken into consideration. Analyzing Decision Making Jordan J. Louviere, 1988-03 Presents new survey instruments which can be used to elicit information from respondents about preferences. He also chooses samples, collects data and analyzes it to construct something akin to demand equations. Die Republik auf dem Weg zur Normalität? J.W. van Deth, 2000-01-31 Die Bundestagswahl 1998 hat zum ersten direkt durch Wahlen erzwungenen Machtwechsel in der Geschichte der Bundesrepublik geführt. Für die Wahl- und Einstellungsforschung stellt sich zum einen die Frage, welche Motive für diesen Wechsel ausschlaggebend waren. Zum anderen ist dies Anlass, danach zu fragen, in welchem Ausmaß im vereinigten Deutschland weiterhin zwei getrennte Elektorate, eine westdeutsche und eine ostdeutsche Wählerschaft existieren. Die Beiträge dieses Bandes, die aus zwei Tagungen des Arbeitskreises Wahlen und politische Einstellungen der Deutschen Vereinigung für Politische Wissenschaft (DVPW) hervorgegangen sind, analysieren konkurrierende Erklärungsansätze für die Entscheidung der Wähler bei der Bundestagswahl 1998 und untersuchen die Gemeinsamkeiten und Unterschiede zwischen ost- und westdeutschen Wählern. Analysiert werden verschiedene Aspekte der Wahlentscheidung, wie die Nichtwahl, das Stimmensplitting und die Wechselwahl. Als Erklärungsfaktoren werden die sozialstrukturelle Zusammensetzung der Wählerschaft, die Mediennutzung sowie Einstellungen gegenüber politischen Parteien, Kanzlerkandidaten, politischen Sachfragen und der Demokratie behandelt. Daneben enthält der Band auch Beiträge, die sich mit wichtigen Entwicklungen und methodischen Grundproblemen der Wahl- und Einstellungsforschung beschäftigen. **Moderne Methoden des Preismanagements** Tolga Güneysel, 2010

Studienarbeit aus dem Jahr 2009 im Fachbereich BWL Allgemeines Note 1,3 Universität Trier Sprache Deutsch Abstract Der heutige Markt ist geprägt durch zunehmend härtere Bedingungen und größere Konkurrenz. Vor diesem Hintergrund ist es elementar, das eigene Produkt und dessen individuellen Merkmale optimal an den Kunden und seine Bedürfnisse anzupassen. Demgemäß hat das Marketing in der Vergangenheit verstärkt an Bedeutung innerhalb des Unternehmensgeschehens gewonnen. Kundenwünsche und Marktbedürfnisse zu erkennen und entsprechende Produkte zu deren Befriedigung bereitzustellen ist eine entscheidende Determinante des Unternehmenserfolgs.¹ Die Berücksichtigung der Präferenzen auf der Nachfrageseite und die damit benötigten Messungen bilden eine zentrale Voraussetzung für künftige Entscheidungen und unterstützen den Prozess der Preisfindung.² Kap. 3 Dabei haben sich Conjoint-Analysen als Verfahren zur Messung von Konsumentenpräferenzen etabliert.² Mit ihrer Hilfe ist es möglich, diejenigen Merkmale und ihre Ausprägungen zu identifizieren, welche den Kunden veranlassen, sich für ein bestimmtes und gegen ein anderes Produkt zu entscheiden. Infolgedessen trägt die Conjoint-Analyse signifikant zur Preisfindung neuer Produkte bei.

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