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Record Nr.	UNINA9910298543803321
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Titolo	Applied Conjoint Analysis / / by Vithala R. Rao
Pubbl/distr/stampa	Berlin, Heidelberg : , : Springer Berlin Heidelberg : , : Imprint : Springer, , 2014
ISBN	3-540-87753-3
Edizione	[1st ed. 2014.]
Descrizione fisica	1 online resource (401 p.)
Disciplina	330
	330.015195
	658.40301
	658.8
Soggetti	Marketing
	Statistics
	Market research
	Operations research
	Decision making
	Statistics for Business, Management, Economics, Finance, Insurance
	Market Research/Competitive Intelligence
	Operations Research/Decision Theory
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Chapter1-Problem Setting -- Chapter 2 Theory and Design of Conjoint Studies (Ratings Based Methods) -- Chapter 3 Analysis and Utilization of Conjoint Data (Ratings Based Methods) -- Chapter 4 Choice Based Conjoint Studies: Design and Analysis -- Chapter 5 Methods for a Large Number of Attributes -- Chapter 6 Applications for Products and Service Design and Product Line Decisions -- Chapter 7 Applications for Product Positioning and Market Segmentation -- Chapter 8 Applications for Pricing Decisions -- Chapter 9 Applications to a Miscellany of Marketing Problems -- Chapter 10 Recent Developments and Future Outlook.
Sommario/riassunto	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.