



Análisis conjunto: teoría, campos de aplicación y conceptos inherentes [

Centro de Investigaciones y Estudios Turísticos (CIET),
2011

text (article)

Analítica

Conjoint Analysis: Theory, Applications and Concepts. The Marketing managers of organizations and companies have become aware that products and services sold should be configured based on the needs and preferences of consumers. In this context, the author intended to present and describe the methodology Conjoint Analysis, developed specifically to know the structure of consumer preferences. In this context, the author illustrate the use of the Conjoint Analysis internationally, the benefits associated with its application and its various fields of application. In technical terms, the authors identify the various types of Conjoint Analysis and in what context results more appropriate to apply each type. Finally, the authors also want to identify some of the limitations of Conjoint Analysis application, leaving some recommendations on its application

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Título: Análisis conjunto: teoría, campos de aplicación y conceptos inherentes electronic resource]

Editorial: Centro de Investigaciones y Estudios Turísticos (CIET) 2011

Tipo Audiovisual: Marketing Análisis Conjunto preferencias de los consumidores segmentación de mercados
Marketing Conjoint Analysis consumer preferences market segmentation

Documento fuente: Estudios y perspectivas en turismo, ISSN 1851-1732, Vol. 20, N°. 2, 2011, pags. 341-366

Nota general: application/pdf

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Lengua: Spanish

Enlace a fuente de información: Estudios y perspectivas en turismo, ISSN 1851-1732, Vol. 20, Nº. 2, 2011, pags. 341-366

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