



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

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

<https://rebiunoda.pro.baratznet.cloud:28443/OpacDiscovery/public/catalog/detail/b2FpOmNlbGVicmF0aW9uOmVzLmJhcmF0ei5yZW4vMzExOTQ0NDA>

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

Restricciones de acceso: Open access content. Open access content star

Condiciones de uso y reproducción: LICENCIA DE USO: Los documentos a texto completo incluidos en Dialnet son de acceso libre y propiedad de sus autores y/o editores. Por tanto, cualquier acto de reproducción, distribución, comunicación pública y/o transformación total o parcial requiere el consentimiento expreso y escrito de aquéllos. Cualquier enlace al texto completo de estos documentos deberá hacerse a través de la URL oficial de éstos en Dialnet. Más información: <http://dialnet.unirioja.es/info/derechosOAI> | INTELLECTUAL PROPERTY RIGHTS STATEMENT: Full text documents hosted by Dialnet are protected by copyright and/or related rights. This digital object is accessible without charge, but its use is subject to the licensing conditions set by its authors or editors. Unless expressly stated otherwise in the licensing conditions, you are free to linking, browsing, printing and making a copy for your own personal purposes. All other acts of reproduction and communication to the public are subject to the licensing conditions expressed by editors and authors and require consent from them. Any link to this document should be made using its official URL in Dialnet. More info: <http://dialnet.unirioja.es/info/derechosOAI>

Lengua: Spanish

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

Baratz Innovación Documental

- Gran Vía, 59 28013 Madrid
- (+34) 91 456 03 60
- informa@baratz.es