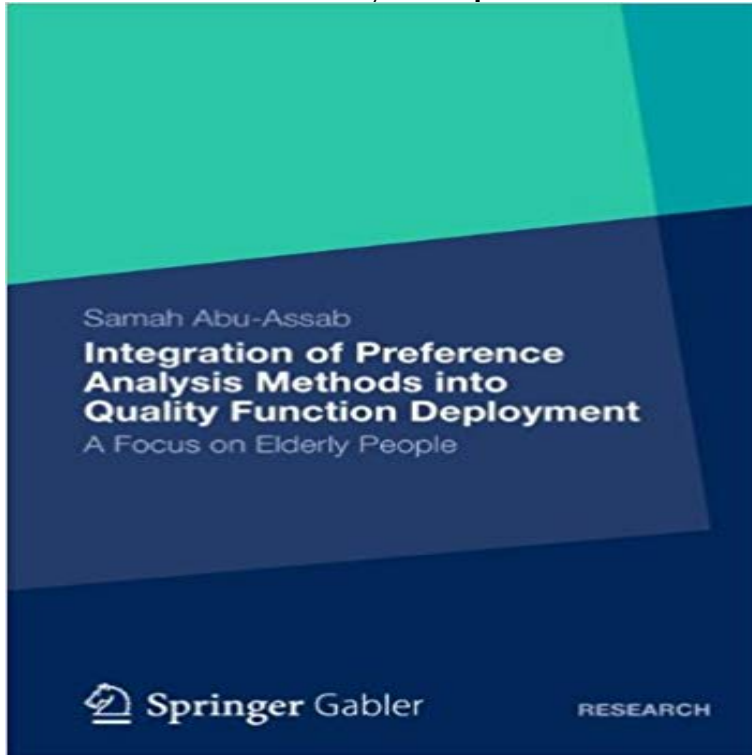


Integration of Preference Analysis Methods into QFD for Elderly People: A Focus on Elderly People



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.

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to suggest a new approach for measuring the It is based on well-known preference analysis methods (i.e., a combination of conjoint analysis and quality function deployment as with Baier 1998 **Integration of Preference Analysis Methods**

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