Integration of preference analysis methods into quality function deployment: a focus on elderly people

Abu-Assab, Samah, author

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Abstrak

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.