

# Analiza i merenje preferencija



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# Ciljevi predmeta

- Sticanje znanja o
    - Modelima, metodama i tehnikama za merenje i analizu stavova i preferencija
  - Ospobljavanje za
    - Samostalan istraživački rad
    - Donošenje odluka u kompleksnom i interaktivnom poslovnom okruženju uz primenu naprednih alata i softvera za **merenje i analizu preferencija**, **segmentaciju** na osnovu preferencija, kao i **simulaciju** ponašanja pojedinaca i grupa
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# Ishodi predmeta

- Osposobljenost za:
  - samostalno sprovedrjne istraživanje uz primenu naprednih metoda i tehnika za merenje i analizu preferencija
  - metodološki pristup planiranju istraživanja (definisane problema, predmeta, cilja i hipoteza)
  - kreiranje modela preferencija i odgovarajućih simulacionih modela za predviđanje udela preferencija i/ili tržišnog udela,
  - primenu adekvatnih metode za merenje i analizu preferencija i klasterovanje na bazi preferencija,
  - korišćenje savremenih alata i korisnički orijentisanih softverskih paketa za prikupljanje i analizu podataka, segmentaciju, simulaciju i vizuelizaciju,
  - definisanje preporuka i donošenje odluka zasnovanih na podacima
  - analitičko i kritičko promišljanje

# Teme

- Metode za merenje stavova
- Perceptualno mapiranje
- Metode za merenje preferencija
- Conjoint analiza
  - Planiranje i sprovođenje
  - Analiza podataka
  - Analiza rezultata
  - Simulacija (what-if) i segmentacija
- Primene Conjoint analize
  - Razvoj/modifikacija proizvoda/usluga/ideja
  - Predviđanje tražnje
  - Cenovne strategije
  - HR (Regrutacija,...)



# Vežbe

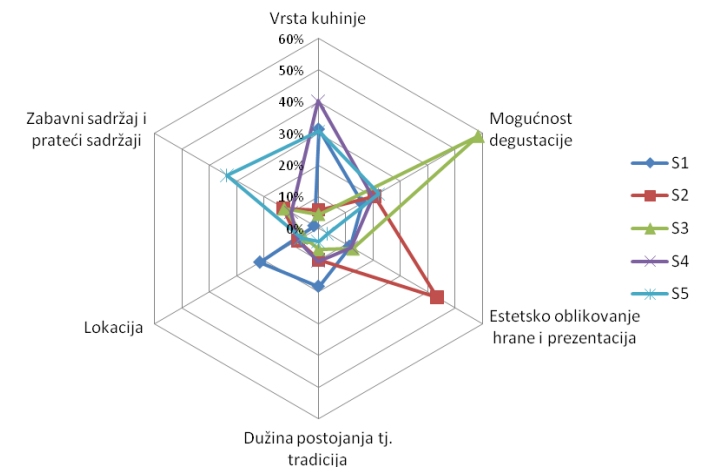
- Analize slučajeva iz prakse i interaktivne diskusije
- Primene u HR
- Softver Conjoint.ly (user friendly)

Pack Size	6 beer package size	12 beer pack size	14 beer pack size	None of these
Beverage				
Package	Can	Pint: 330ml	Bottle: 650 ml	
Occasion	After work	On weekends	With dinner	
Choice	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

Izaberite način organizovanja rada koji Vam najviše odgovara

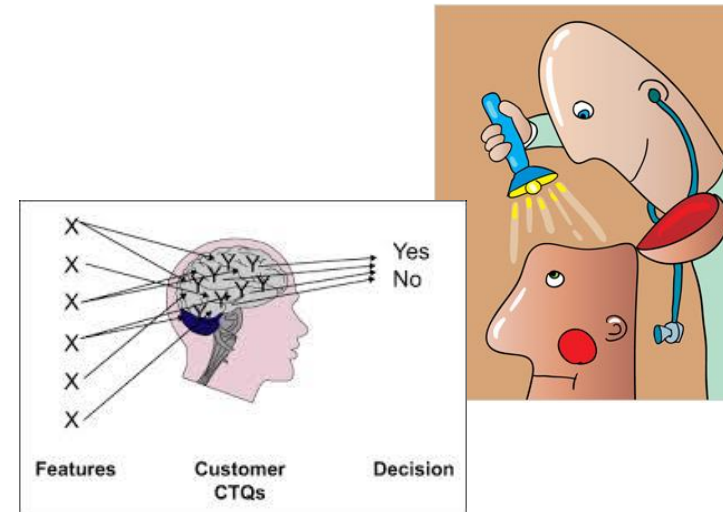
	nefleksibilno	nefleksibilno	fleksibilno
<b>Fleksibilnost radnog vremena</b>			
<b>Radna sedmica</b>	5 radnih dana (40/5)	3 dana po 12h	4 radna dana (32/4)
<b>Lokacija rada</b>	hibridno (kombinovano)	rad iz kancelarije	rad od kuće (onlajn)
<b>Novčana naknada</b>	850 €	850 €	700 €
<b>Međuljudski odnosi sa nadređenima</b>	neformalni	neformalni	formalni
<b>Međuljudski odnosi sa kolegama</b>	formalni	formalni	bliski (prijateljski)

Vratite se nazad



# Šta je Conjoint analiza?

- Poreklo iz psihometrije
- Istraživačka metoda bazirana na multivarijacionoj analizi
- Dekompozitna metoda
  - podrazumeva da se proizvod/usluga/koncept može „razložiti“ na svoje atributivne komponente
  - implicira izučavanje zbirnih efekata većeg broja atributa proizvoda/usluge na preferencije (CONsidered JOINTly)



Attribute A			Attribute B				Attribute C	
A1	A2	A3	B1	B2	B3	B4	C1	C2

Using a 10 point scale where 0 means certainly NOT and 10 certainly YES, answer the following:

Which is the probability that you buy a product of the following characteristics...?

A2	B3	C1
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PROFILE 1: \_\_\_\_\_

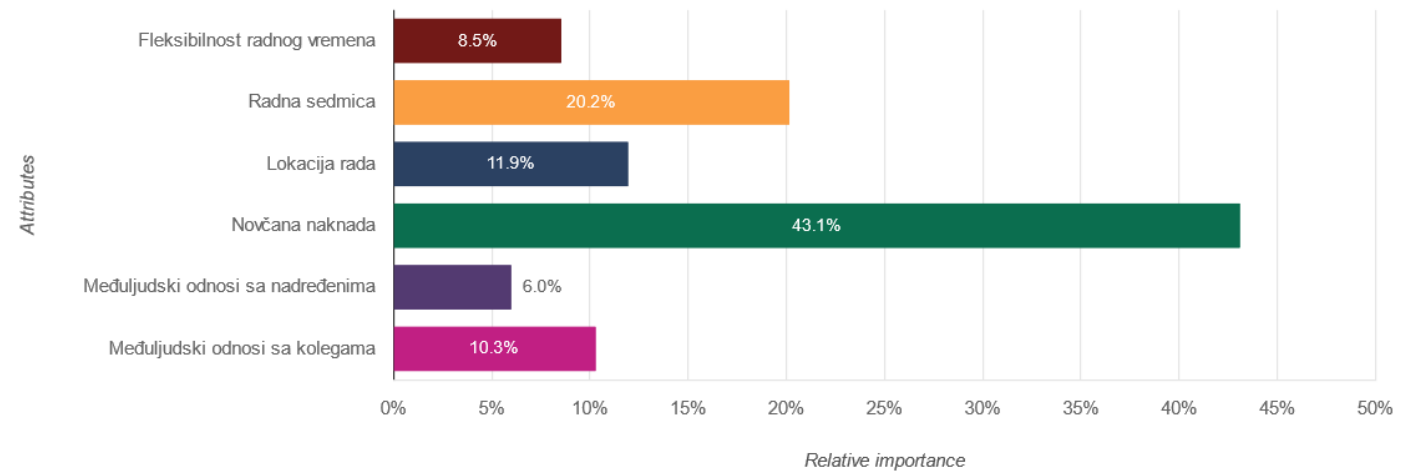
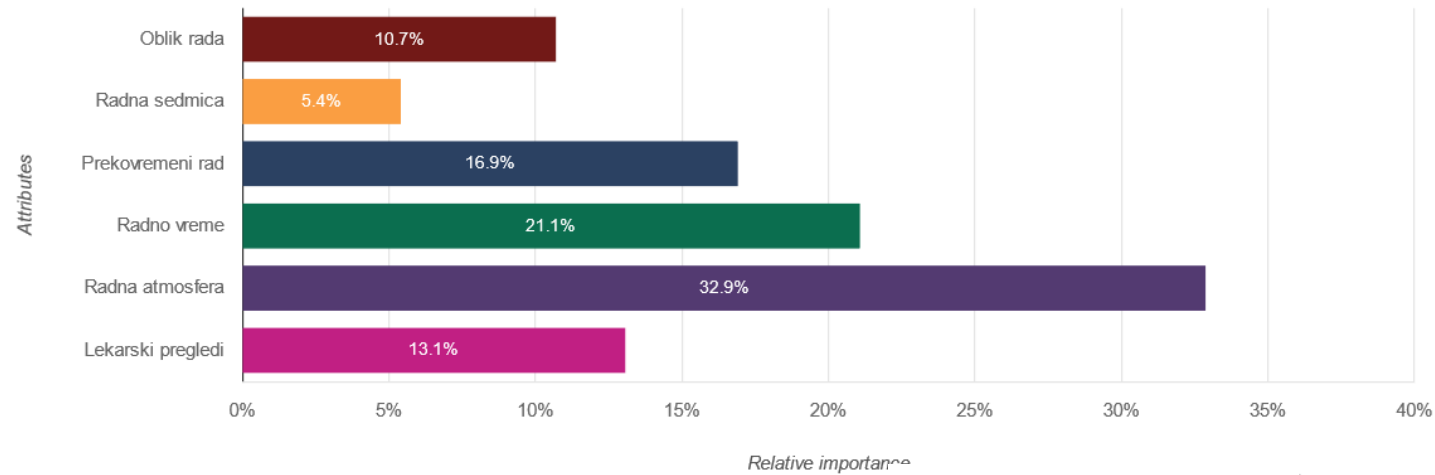
# Primer zadatka u Conjoint analizi

Finally, please rate each of the following job offers on a scale of 0-10 where 0 means "highly unlikely to choose" and 10 means "highly likely to choose".

<b>Opportunity to Learn:</b> Continuous learning on the job	<b>Opportunity to Learn:</b> Structured but infrequent learning	<b>Opportunity to Learn:</b> Continuous learning on the job
<b>Career Progression:</b> Structured but rigid career path	<b>Career Progression:</b> Unstructured but flexible career path	<b>Career Progression:</b> Structured but rigid career path
<b>Hours of work per week:</b> 100% Fixed normal office hours	<b>Hours of work per week:</b> 75% Fixed normal office hours; 25% longer than normal office hours	<b>Hours of work per week:</b> 100% Fixed normal office hours
<b>Job Content:</b> Narrow job content; remains the same for the next two years	<b>Job Content:</b> Broad job content; remains the same for one year	<b>Job Content:</b> Narrow job content; remains the same for the next two years
<b>Salary:</b> 5% Lower than average	<b>Salary:</b> 5% Higher than average	<b>Salary:</b> 5% Higher than average
<b>Company Infrastructure and Facilities:</b> Average i.e., good building, comfortable furnishings and company provided lunch room	<b>Company Infrastructure and Facilities:</b> Best in class i.e., fancy building, high quality furnishings, company cafeteria and recreation room	<b>Company Infrastructure and Facilities:</b> Best in class i.e., fancy building, high quality furnishings, company cafeteria and recreation room
<b>Work Environment:</b> Fun, friendly and easy to get along	<b>Work Environment:</b> Formal and competitive	<b>Work Environment:</b> Formal and competitive
<b>Organization:</b> Smith Research and Analytics	<b>Organization:</b> Google	<b>Organization:</b> Google
<input type="text"/>	<input type="text"/>	<input type="text"/>

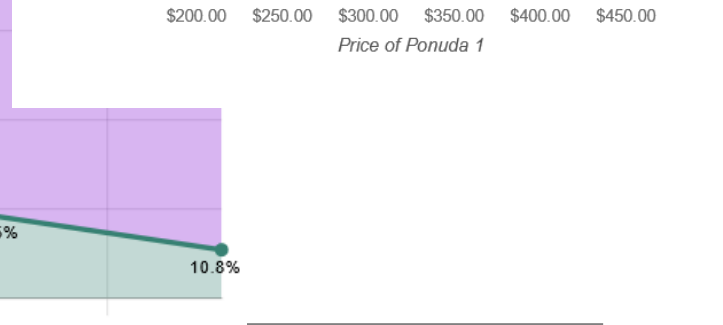
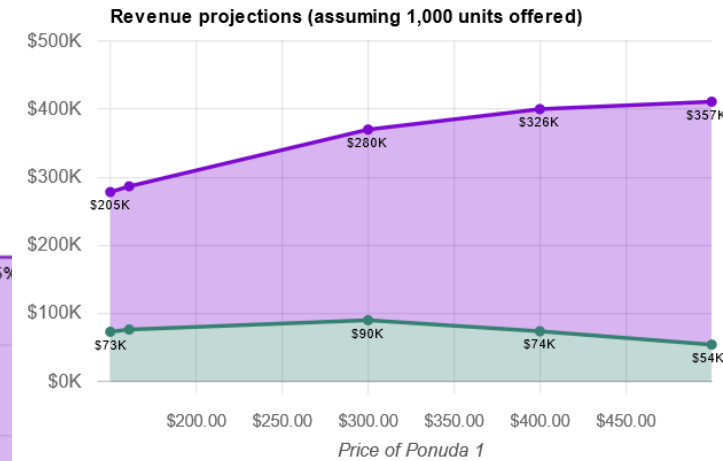
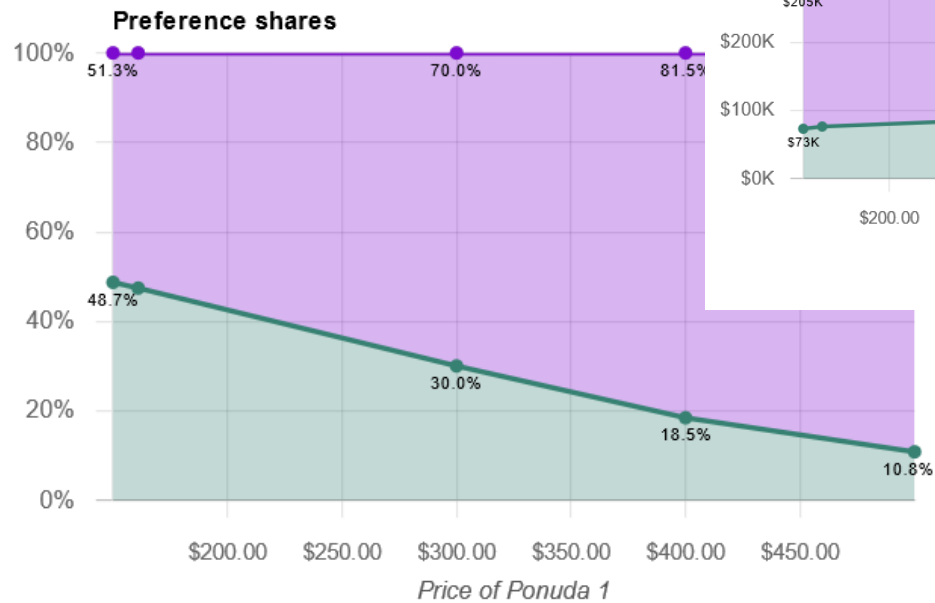
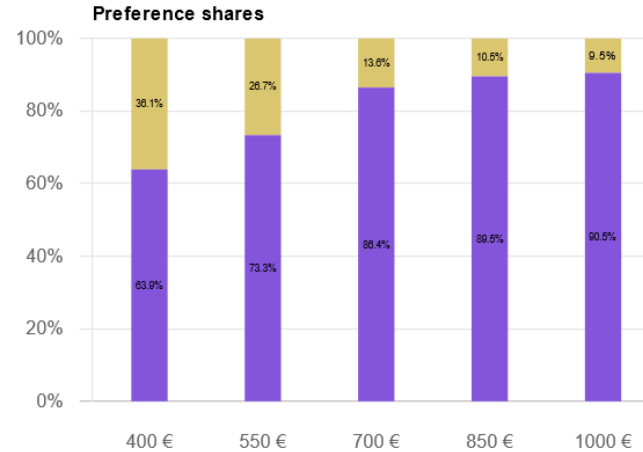
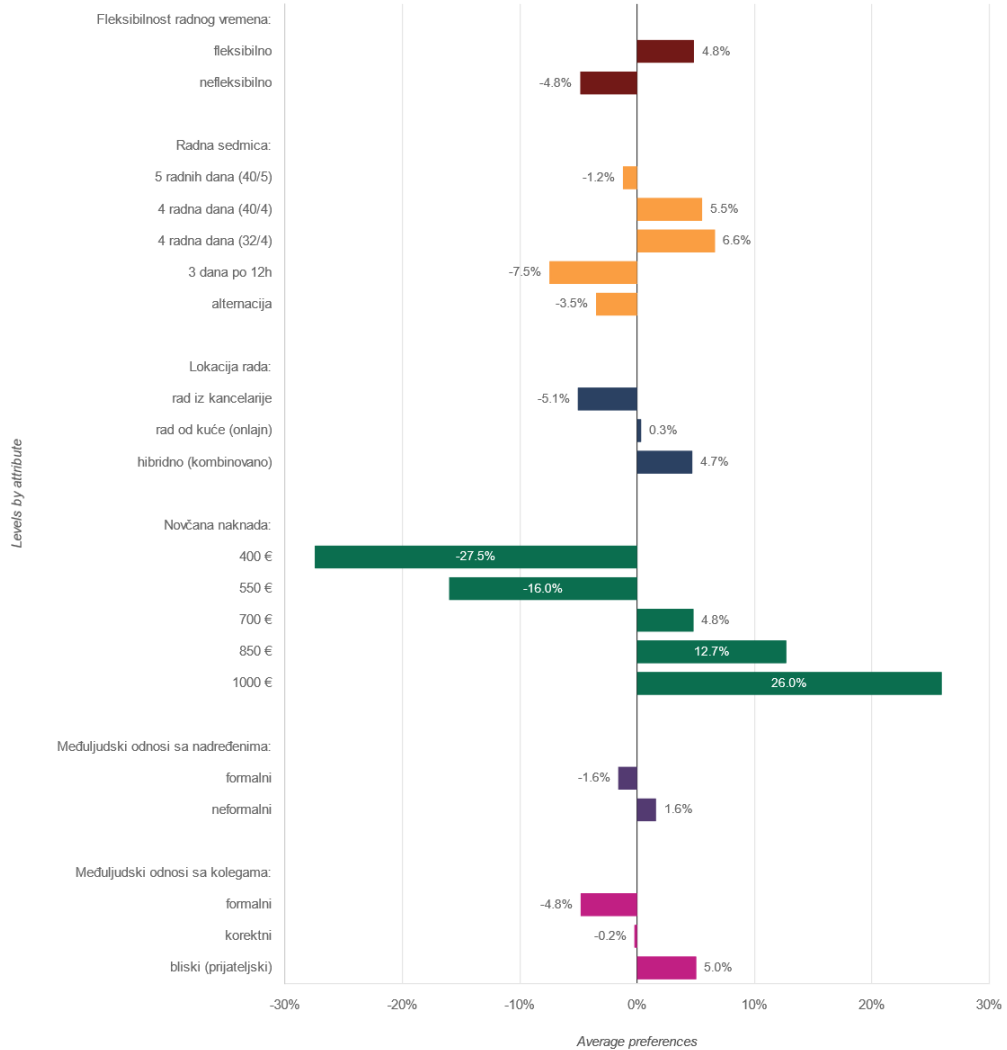
	Job A	Job B	Neither of these - I prefer my current job
<b>Salary</b>	Average earnings	20% below average	
<b>Opportunities to improve health</b>	Your work will have a small impact on improving health in the local community	Your work will have a large impact on improving health in the local community	
<b>Management style</b>	Management is not supportive, and makes work more difficult	Management is supportive, and makes work easier	
<b>Office quality</b>	Your workplace is basic: it has unreliable electricity and other services, whilst supplies you need are not always available	Your workplace is good: it has reliable electricity and other services, supplies are always available	
<b>Training</b>	5 days per year dedicated training time (improving work-related and transferable skills)	10 days per year dedicated training time (improving work-related and transferable skills)	
<b>Workload</b>	Light: more than enough time to complete duties	Heavy: barely enough time to complete duties	

# Rezultati Conjoint analize



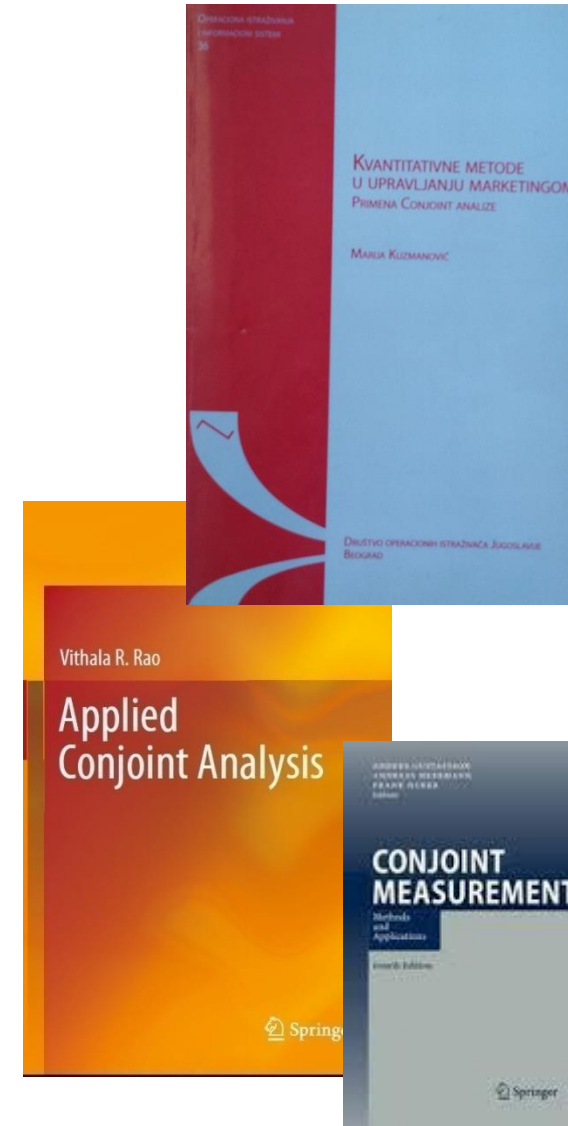


# Rezultati Conjoint analize



# Literatura

- Kuzmanović, M., **Kvantitativne metode u upravljanju marketingom. Primena Conjoint analize**, Društvo operacionih istraživača, Beograd, 2006.
- Rao, V.R., **Applied Conjoint Analysis**, Springer-Verlag Berlin Heidelberg 2014
- Gustafsson, A., Herrmann, A., Huber, F., editors, **Conjoint measurement: methods and applications, 4. Edition**, Berlin, Springer, 2007.



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# Ocena znanja

## ■ Formalno

- Aktivnost na predavanjima 10%
- Projekat 60%
- Finalni ispit 30%

## ■ Realno

- ...
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# Analiza i merenje preferencija



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## DODATNE INFORMACIJE

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