GLORIA GHENO

Innovative data analysis, Italy

A NEW ANALYSIS OF THE IMPACT ON CUSTOMERS OF THE SPECTACULAR LAUNCH OF TECHNOLOGICAL PRODUCTS

Abstract:

In the technological sector often the leading companies announce a spectacular and scenographic launch of innovative products so as to induce the media to try to predict and disseminate the latest product in advance. In a constantly evolving technological competitive market, knowing in advance how current or potential customers receive the information transpired about the new products can significantly influence the future and the development of a company. In this paper I analyse the goodness of the prediction of current or potential customers, based on their knowledge of the information transpired before the official presentation of the products, because it is essential for the company to know the target customers interested in a spectacular launch campaign and constantly updated on new trends so as to fully satisfy your expectations. I propose a new statistical method to analyse how some characteristics can determine the more or less specific interest of current or potential customers on the changes made to particular technological products so as to be able to divide them into targets. For example, one of the results is that being a current customer does not involve greater attention and interest in launch of a new product than a potential one.

Keywords:

customer segmentation, new products, prediction, technology

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