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When do changes in consumer preferences make forecasts from choice-based conjoint models unreliable?

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Highlights

- Consumer preferences for different attributes in both functional and innovative products vary significantly over time.
- The change in consumer preferences for different attributes is greater for products that have high technological complexity and shorter life-cycles.
- The assumption of static consumer preference for different attributes can lead to inaccurate market share forecast for high-tech, short life-cycle products.

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