

Contents

1 The Need for Personalisation	1
1.1 The Evolution of Needs	1
1.2 Trend in Product Variety	13
1.3 Emergence of Mass Customization	15
1.3.1 Competencies	18
1.3.2 Transition and Implementation	19
References	21
2 Mass Customization	23
2.1 Different Perspective to Mass Customization	23
2.2 Electronic Mass Customization	30
2.3 Mass Customization Strategies	33
2.3.1 A Demonstrative Model for Customized Assembly	37
References	40
3 Empirical Investigation	41
3.1 Sample and Methodology	41
3.2 Factors Impacting Consumers' Behaviour	43
3.2.1 Prices and Availability	44
3.2.2 Personalisation Intention	45
3.2.3 Time	47
3.2.4 Brand	49
References	50
4 Conclusions	51
4.1 The Role of Stores for Mass Customized Products	54
References	54
Appendix I: Survey's Questions	57
Appendix II: English Questionnaire	63

Appendix III: German Questionnaire	67
Appendix IV: Italian Questionnaire	71
Appendix V: Questionnaire's Answers	75