

Differentiation of Customer Types by Stereotypical Characteristics for Modular and Conventional Construction Methods

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Abstract : In the course of the structural transformation of the construction industry, the integration of industrialization and digitization has led to the development of construction methods with an increased degree of prefabrication, such as system or modular construction. Compared to conventional construction, these innovative construction methods are characterized by modified structural and procedural properties and expand the range of construction services. Faced with the supply side, it is possible to identify construction-specific customer types with different characteristics and certain preferences as far as the choice of construction method is concerned. The basis for this finding was qualitative expert interviews. By evaluating the stereotypical customer needs, a corresponding segmentation of the demand side can be made along with the basic orientation and decision behavior. This demarcation supports the target- and needs-oriented customer approach and contributes to cooperative and successful project management.

Keywords : differentiation of customer types, modular construction methods, conventional construction methods, stereotypical customer types

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