



# Mass Customization: An Exploration of European Characteristics (SpringerBriefs in Business)

*Paolo Coletti, Thomas Aichner*

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Mass Customization excites both Researchers and Practitioners because of the possibility to produce customized products with mass production efficiency. Mass Customization - An Exploration of European Characteristics gives an overview on the need for personalisation from a customer perspective, analyses Mass Customization theories and assesses relevant best practices of European and International markets. The results of a survey among more than 500 European customers show a declining willingness of customers to compromise on the issue of suitability of products to their personal needs and preferences, the possibility for companies to break brand loyalty and the influence of immediate availability, delivery time and price to the customer's willingness to take part in the co-creation process.

Mass Customization has become important to business because of the difficulties of customers to find what they want despite an increase in product variety for many products over the past decades. The emergence of modern technologies in production and communication, however, allows companies to produce customized products without relinquishing economies of scale. With only few companies having taken this promising path, the authors believe that Mass Customization and Mass Customization related marketing strategies will play an essential role in the future and prompt both market leaders and their competitors to offer customization on a large scale for a vast variety of products.

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