

Selecting Your Consumer Choice Analysis Tool



What is Your Goal?

MaxDiff



- Understand the degree of relative importance of a variety of product features or attributes/factors in decision selection
- Evaluate a fairly concrete and distinct set of items to obtain a measure of how individuals trade off between these options

Conjoint



- Learn which combination(s) of features and levels are preferred by consumers
- Determine the optimal product configuration based on features and individual components/levels of each feature

What Information Do You Have to Test?

- Display a list of features in a group, typically three to five features on each screen
- Respondent chooses the feature they most and least prefer from each set
- While consumers do not directly compare every feature against each other, our statistician develops the pairings to ensure we can extrapolate results across all features

- Show several different product descriptions
- Each “package” contains the same features, but varies the level for that feature, forcing respondents to choose their preference
- Statistical analysis controls the way the features and levels are varied so that inferences can be made across items

What Output Do You Need?

- Provides preference scores for all features tested, scaled to 100
- The scores for each feature are relative; that is, a score of 10 means that feature is twice as important as a feature whose score is 5
- These scores are also additive; a product that included features with values of 15, 10, and 5 could be said to have 30% preference

- Identifies preferred product combination(s)
- Also provides a score for the relative importance for each item to the complete product configuration
- Typically includes a simulator allowing the end user to customize the features and levels, as well as sub-groups to observe the impact on preference