CONJOINT ANALYSIS

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Research question

❖ What was the research question addressed by this piece of work?

- The consumers' perception on food safety
- The importance of product quality signs in the consumers' decision of purchase

❖ What was the expected impact on development?

- A better governments' understanding of changing food demands and developing appropriate strategies and technologies for assisting farmers and consumers
- At least one unit understanding the importance of responding to consumer requirements by the end of the project and capable of replicating the process used for rice, tomato and pork meat during the project to other raw agricultural products

Approach or method used

Conjoint analysis is used to understand the importance of different product components or product features, as well as to determine how decisions are likely to be influenced by the inclusion, exclusion, or degree of that feature. In marketing: conjoint analysis (CA) is used to determine consumers' preferences.

- In a CA, a product or service is represented by a bundle of attributes. Each attributes has several levels.

- We can choose any attribute or context to test what value/utility it adds.

- The relative value of each attribute level (part-worth) and the importance of each attribute is estimated

- Part-worth are estimated for each respondent

Trust	**Decisions**
- Retail form	
- Brand/Origin	(Conjoint measurement)
- Labels in general	
- Aggregate all intrinsic clues of quality	

Strengths

- **Realistic results: Provide more truthful results about consumer behaviours than other methods, as its create more realistic market scenarios**

- **Allows measuring and analysis of consumer preferences even for individual respondents**

- **Cost – effective research approach**

Weaknesses

- **Its difficult to make judgments about two attributes while holding all others constant**

- **The small number of product attributes that can be effectively analyzed, reliability falls when the number of attributes are increased**

- **A biased sample in a CA study could lead to serious misleading results**

Opportunities

- **Give a good picture about the importance of different product attributes in creating value for customers**
- **Models based on the results of CA allow predicting the response of the market to changes in existing product configurations (or price) before the actual decision is made**
- **CA can be used for multi-country projects enabling both common themes and values to be modelled and valued across the broad market**

Threats

- **Goods and services can not always be divided in to clear levels of attributes (durability, styling)**
- **Sometimes need to combine many methods for data analysis to meet research objective, as CA is a typical method**