

# CONJOINT ANALYSIS

## DESCRIPTION:

This module covers how to interpret the results of a conjoint study, including the topics of attribute importance, willingness-to-pay, statistical validity, customer feature trade-offs, and market share prediction.

**Tutorial:** 27 slides  
**Problem Sets:** 4 problem sets; 29 questions  
**Average Time:** 94 minutes

## Sample question from problem set:

**Course:** Faculty Access (All Modules in Alphabetical Order)

**Module:** Conjoint Analysis / Problem Set ID: 1081


For reasons he has refused to divulge, Stu has conducted a conjoint study of automobile preferences in his Afton, Virginia neighborhood. The well-respected marketing research firm of RonPaul ran the study using sophisticated software which generated the following table of utilities.

Attribute	Level	Utility	Attribute	Level	Utility
Price	\$23,000	1.60	Brand	Allstar	0.61
	\$25,000	0.75		Best Motors	0.45
	\$27,000	-0.40		Cool Cars	-0.10
	\$29,000	-1.95		Deng Motors	-0.96
Material	Cloth	-1.30	Sunroof	Yes	0.69
	Leather	1.30		None	-0.69
Horsepower	220HP	-2.00			
	250HP	0.45			
	280HP	1.55			

Problem Sets **0** / **4** Total Questions **0** / **29**



What is the utility for the most preferred level of horsepower?

**TUTORIAL**   (utility)

**PS1** **1** **2** **3** **4** **5** **6** **7**

**SUBMIT ANSWER**

**EXIT**