Too many questions, not enough room in the design

How to combine conjoint with follow-up questions that will provide valuable insights

Alexandra Grygorczyk

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The problem

Conjoint analysis allows various feature combinations to be examined for consumer preference



Only room for a handful of levels within each feature

- Poses a problem for some features (e.g. colour)
- Often researchers resort to listing colour categories

What does **red** mean?



- This approach had conflicting results between conjoint and retailer observations

Method

Tried 2 approaches

- Conjoint with a colour range specified
- Follow-up question: Select 3 from colour chart



Colour- any shade of red as shown in the picture above
A rose plant that grows on an upright bush
Flowers have single or semi-double petals (4 to 16)
The plant blooms continuously throughout the season

How likely would you be to purchase the above rose plant?

Definitely would not purchase — Definitely would purchase

Note: For reasons of confidentiality, the colours have been modified from their original shades

Method

Tried 2 approaches

Conjoint with a colour range specified

Follow-up question: Select 3 from colour chart



Note: For reasons of confidentiality, the colours have been modified from their original shades

Results

CONJOINT
Top 3 colour categories

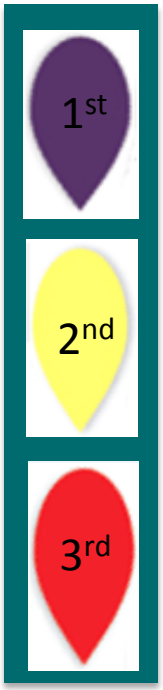


Compare

How can both of these be true?

Visit poster #23 to find out!

COLOUR PREFERENCE QUESTION
Top 3 colours



Thank You

Contact Information: Alexandra Grygorczyk
agrygorczyk@vinelandresearch.com

vinelandresearch.com @vinelandrsrch VinelandResearch

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