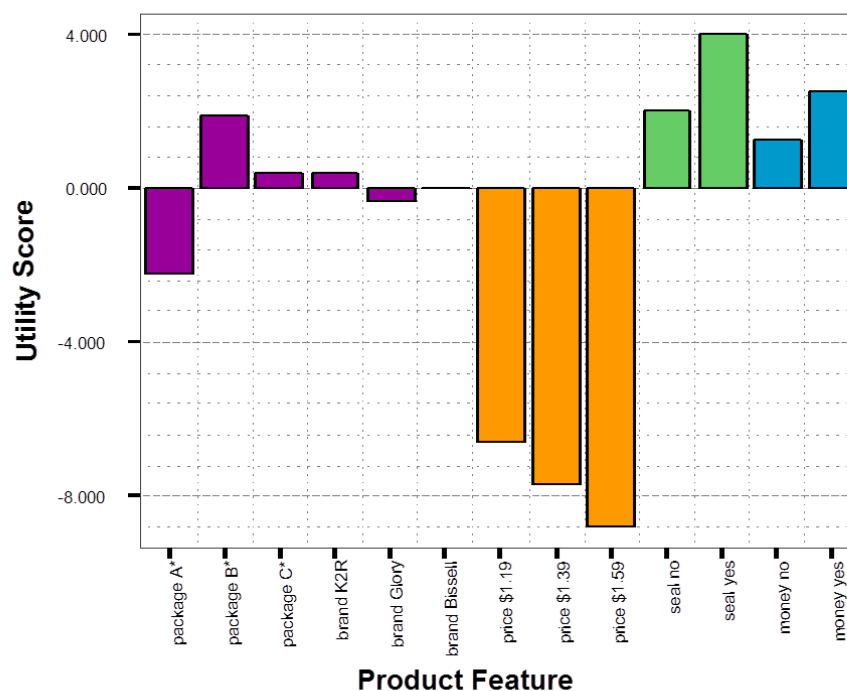


## IBM SPSS Conjoint

- Conjoint analysis is a technique pioneered by market research analysts to determine how people value the different features that make up an individual product or service.
- Conjoint analysis can be used to discover the optimal combination of product/service attributes in terms of the combination that is most influential on customer choice or decision making.
- Conjoint works by showing respondents a particular set of products (or services) and by analysing how they make preferences between these products. By mapping the different features or aspects of the products to the choices that the respondent makes, the Conjoint technique is able to infer the ideal set of characteristics for a product or service.
- There are three stages to running a *conjoint* analysis procedure in SPSS:
  1. Firstly generate an *orthogonal array*: this is basically a sample of cases (or cards) where each one represents a product with different combinations of attributes.
  2. Secondly, collect the responses: this is a practical process whereby respondents are asked to rate cards containing different combinations of product features.
  3. Lastly, a *conjoint* analysis is performed with a view to calculating a *utility* (preference) score for any combination of product features.



Results of a Conjoint analysis showing utility (preference) scores for different aspects of a cleaning product.

**Note:** Running a conjoint analysis in IBM SPSS Statistics is only available via SPSS syntax.