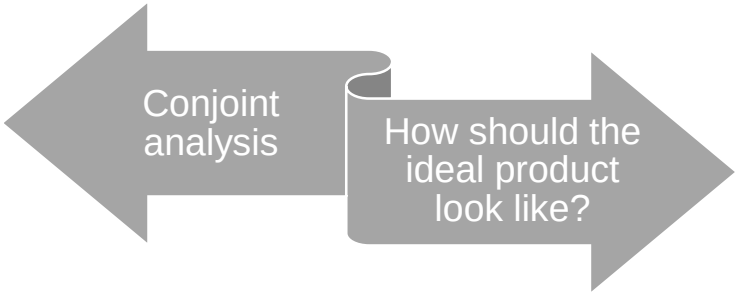
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Fact sheet: Conjoint analysis

Needs and demand analysis

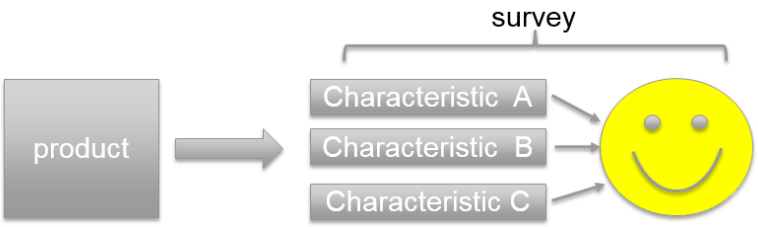


What is conjoint analysis?

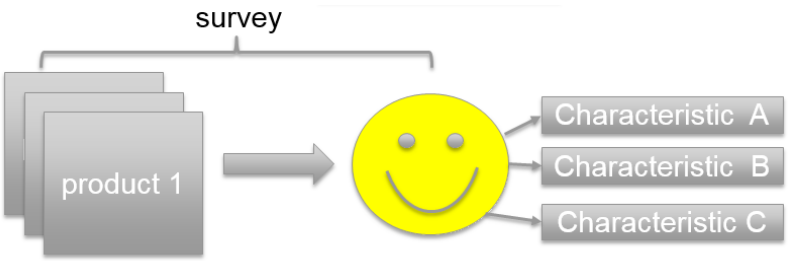
- Conjoint analysis refers to preference analysis methods for certain characteristics;

The difference between the classical approach and conjoint analysis

- Traditional, direct survey:
  - How important is….for you?



- Conjoint analysis:
  - What is your preference order for products 1, 2, 3, 4?



Source: Technische Universitaet Muenchen (2012), Quantitative Research Methods