

Humboldt University Berlin

Institute of Marketing

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Customer Analytics and Customer Insights

WS 2018/19

Special Work Performance 4: Choice-Based Conjoint analysis

This is group work. Each group consists of up to 4 students.

Your answers including all tables and graphs must not exceed 5 pages (no appendix). You do not need to start a new page when providing your report to a new subtask. Please use typeface Times Roman in 12pt with 1.15 line spacing (in tables and graphs you may use 10pt and 1.0 line spacing) and 1 inch space on all sides. Do not forget to report your names, group number, and student numbers and a page number on each page starting with number one on the first answering page. Do not include a title page or content page. Send your team report as pdf to my email address daniel.klapper@hu-berlin.de not later than Jan 30, 2019, 9am.

Download the cbc_data.csv file from Moodle and merge it with the data from SWP 3

SWP 4a:

Use the data and estimate preferences (choice-based conjoint analysis) for each attribute and the respective attribute-levels, compute the importance of the attributes and compute willingness-to-pay measures for changing attribute-levels within each attribute in the Bluetooth category at hand. Assume a linear effect of price on utility (no separate part-worths for price!) but separate effects for each level of a non-price-attribute. Interpret the findings carefully (1.5 pages maximum).

SWP4b:

Use your cluster solution from SWP 3 and do the choice-based conjoint analysis in each cluster for each attribute and the respective attribute-levels, compute the importance of the attributes and compute willingness-to-pay measures for changing attribute-levels within each attribute in the Bluetooth category at hand for each cluster. Assume a linear effect of price on utility (no separate part-worths for price!) but separate effects for each level of a non-price-attribute. Interpret the findings carefully and compare the estimated importance of the attributes within clusters to the stated importance in each clusters (respondents). Critically reflect your findings (3.5 pages maximum).