Quant Assignment 1: Conjoint Analysis

Please complete the HBR conjoint tutorial on Chalk before completing this assignment. Please print your completed tutorial to a pdf and submit it in addition to the assignment below before the start of class week 2. This is an individual assignment.

This assignment is based on the following output to a conjoint analysis for snack boxes. The Snack boxes each have the attributes of:

1) Beverage: levels of Apple Juice (base), Coke, Fanta

2) Mini-Candy: levels of Toblerone (base), M&M's

3) Spread: levels of Peanut Butter (base), Nutella, Honey

4) Salty Snack: levels of Chips (base), Pretzels

5) Price: $4, $5 (base), $6

SUMMARY OUTPUT

Regression Statistics	
Multiple R	0.943
R Square	0.890
Adjusted R Squar	0.791
Standard Error	0.917
Observations	18

ANOVA

	df	*SS*	*MS*	*F*	*Significance F*
Regression	8	60.933	7.617	9.059	0.002
Residual	9	7.567	0.841		
Total	17	68.5			

	Coefficients	*tandard Erro*	*t Stat*	*P-value*	*Lower 95%*	*Upper 95%*	*Lower 95.0%*	*Upper 95.0%*
Intercept	5.58	0.66	8.49	0.00	4.10	7.07	4.10	7.07
Coke	-0.50	0.53	-0.94	0.37	-1.70	0.70	-1.70	0.70
Fanta	-3.00	0.53	-5.67	0.00	-4.20	-1.80	-4.20	-1.80
M&Ms	-0.35	0.43	-0.80	0.44	-1.33	0.63	-1.33	0.63
Nutella	-0.83	0.53	-1.57	0.15	-2.03	0.36	-2.03	0.36
Honey	-0.17	0.53	-0.31	0.76	-1.36	1.03	-1.36	1.03
Pretzels	-0.15	0.43	-0.34	0.74	-1.13	0.83	-1.13	0.83
$4	1.50	0.53	2.83	0.02	0.30	2.70	0.30	2.70
$6	-1.50	0.53	-2.83	0.02	-2.70	-0.30	-2.70	-0.30

1. What is the "base" product, and how many utils does it give this customer?
2. What are the part-worths for each attribute?
3. What is the ideal product for this consumer? Show how you arrived at this answer. Do you want to provide this product? Why or why not?
4. Compute the relative importance of each attribute. Which one is the most important?
5. Compute the willingness to pay for Apple Juice over Coke.
6. Compute the Willingness to pay for Honey over Nutella.