**Smartphone Conjoint Survey Design**

**Survey Overview**

This study uses a discrete choice-based conjoint analysis with 16 profiles, divided into 6 choice tasks (4 profiles per task). The goal is to understand consumer preferences for smartphone attributes.

**Step 1: Conjoint Profiles (16)**

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| |  |  |  |  |  | | --- | --- | --- | --- | --- | | **ProfileID** | **Brand** | **Price** | **Battery Life** | **Camera Quality** | | 1 | Apple | $400 | 15 hours | 16 MP | | 2 | Apple | $700 | 20 hours | 64 MP | | 3 | Apple | $1000 | 25 hours | 128 MP | | 4 | Apple | $700 | 15 hours | 128 MP | | 5 | Samsung | $400 | 20 hours | 128 MP | | 6 | Samsung | $700 | 25 hours | 16 MP | | 7 | Samsung | $1000 | 15 hours | 64 MP | | 8 | Samsung | $400 | 25 hours | 64 MP | | 9 | Google | $400 | 15 hours | 64 MP | | 10 | Google | $700 | 20 hours | 128 MP | | 11 | Google | $1000 | 25 hours | 16 MP | | 12 | Google | $1000 | 20 hours | 64 MP | | 13 | Xiaomi | $400 | 25 hours | 128 MP | | 14 | Xiaomi | $700 | 15 hours | 64 MP | | 15 | Xiaomi | $1000 | 20 hours | 16 MP | | 16 | Xiaomi | $400 | 15 hours | 16 MP | |  |  |  |  |

**Step 2: Survey Pages**

**Page 1: Introduction and Screener**

**Title:** Welcome to Our Smartphone Preference Survey

**Text:** "Thank you for participating! We’re studying what people value in smartphones. This survey will take about 10 minutes and includes choosing between smartphone options. Your input is valuable to us!"

**Screener Questions:**

1. Do you currently own a smartphone?

* Yes
* No (Terminate if No)

1. How often do you purchase a new smartphone?

* Every year
* Every 2-3 years
* Less often than every 3 years
* Never (Terminate if Never)

1. Are you involved in deciding which smartphone to buy for yourself or others?

* Yes
* No (Terminate if No)

**Profile Explanation**

**Title:** About the Smartphone Options

**Text:** "In this survey, you’ll see sets of smartphone options with different features. Each option has a Brand, Price, Battery Life, and Camera Quality. Here’s what this mean:

* **Brand:** The company making the phone (Apple, Samsung, Google, Xiaomi)
* **Price:** The cost to buy the phone ($400, $700, $1000)
* **Battery Life:** Hours of use on a single charge (15, 20, 25 hours)
* **Camera Quality:** Megapixels of the main camera (16 MP, 64 MP, 128 MP)

You’ll choose your favourite from 4 options in each set or select ‘None’ if you wouldn’t buy any."

**Example Profile:**

* Brand: Samsung
* Price: $700
* Battery Life: 25 hours
* Camera Quality: 16 MP

**Conjoint Choice Tasks (1–2)**

**Title:** Smartphone Choices – Part 1

**Instruction:** "Please review the 4 smartphone options below and select the one you’d most likely buy, or ‘None’ if you wouldn’t choose any."

**Task 1:**

* Option A: Apple, $400, 15 hours, 16 MP
* Option B: Samsung, $700, 25 hours, 16 MP
* Option C: Google, $1000, 20 hours, 64 MP
* Option D: Xiaomi, $400, 25 hours, 128 MP
* None of these

**Task 2:**

* Option A: Apple, $700, 20 hours, 64 MP
* Option B: Samsung, $400, 20 hours, 128 MP
* Option C: Google, $400, 15 hours, 64 MP
* Option D: Xiaomi, $1000, 20 hours, 16 MP
* None of these

**Conjoint Choice Tasks (3–4)**

**Title:** Smartphone Choices – Part 2

**Instruction:** "Please review the 4 smartphone options below and select the one you’d most likely buy, or ‘None’ if you wouldn’t choose any."

**Tasks 3–4:** (Random combinations from remaining profiles)

**Conjoint Choice Tasks (5–6)**

**Title:** Smartphone Choices – Part 3

**Instruction:** "Final 2 sets! "Please review the 4 smartphone options below and select the one you’d most likely buy, or ‘None’ if you wouldn’t choose any."

**Tasks 5–6:** (Random combinations)

**Follow-Up Questions and Demographics**

**Title:** Final Questions

**Text:** "Thanks for your choices! Just a few more questions to wrap up."

**Follow-Up Questions:**

1. What’s the most important feature to you when buying a smartphone?

* Brand
* Price
* Battery Life
* Camera Quality
* Other (please specify): \_\_\_\_\_\_\_\_

1. How satisfied are you with your current smartphone?

* Very Satisfied
* Satisfied
* Neutral
* Dissatisfied
* Very Dissatisfied

**Demographics:**

3. What is your age group?

* 18–25
* 26–35
* 36–45
* 46+

1. What is your annual household income level?

* Under $30,000
* $30,000–$60,000
* $60,000–$100,000
* Over $100,000

1. What is your gender?

* Male
* Female
* Non-binary/Other
* Prefer not to say