**Sunglasses Conjoint Design**

**Part A: General Discrete Choice Experiment Task**

In this section, we will present you with different budgets and show you four different sunglasses models in each question. Please select the one you are most likely to purchase considering the budget. As a token of appreciation for your participation, we will **randomly select 10 respondents to receive a gift**. The gift could be either a pair of sunglasses you choose during the survey or the remaining budget after deducting the price of the chosen sunglasses (for instance, if your budget is 2000 yuan and the price of the sunglasses you choose is 1500 yuan, we will provide you with 500 yuan in cash as a reward). Therefore, please carefully consider your budget and sunglasses preferences when answering the questions.

If you plan to purchase a pair of luxury sunglasses **with a budget of 2,200 RMB**, which of the following pair are you most likely to purchase?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Budget | 2200 | 2200 | 2200 | 2200 |
|  | Product A | Product B | Product C | Product D |
| Brand | Brand 1 | Brand 1 | Brand 2 | Brand 2 |
| Color | Dark | Light | Light | Dark |
| Shape | Round | Square | Oval | Round |
| Price | 1000 | 1400 | 1600 | 1000 |
| Money Left after Purchase | 1200 | 800 | 600 | 1200 |

Your answer:

* A
* B
* C
* D
* I don’t like any of the four products

If you plan to purchase a pair of luxury sunglasses **with a budget of 2,200 RMB**, which of the following pair are you most likely to purchase?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Budget | 2200 | 2200 | 2200 | 2200 |
|  | Product A | Product B | Product C | Product D |
| Brand | Brand 1 | Brand 2 | Brand 1 | Brand 2 |
| Color | Dark | Light | Light | Dark |
| Shape | Round | Square | Oval | Round |
| Price | 1200 | 1400 | 1600 | 1200 |
| Money Left after Purchase | 1000 | 800 | 600 | 1000 |

Your answer:

* A
* B
* C
* D
* I don’t like any of the four products

If you plan to purchase a pair of luxury sunglasses **with a budget of 2,000 RMB**, which of the following pair are you most likely to purchase?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Budget | 2000 | 2000 | 2000 | 2000 |
|  | Product A | Product B | Product C | Product D |
| Brand | Brand 2 | Brand 1 | Brand 1 | Brand 2 |
| Color | Light | Dark | Light | Dark |
| Shape | Round | Oval | Round | Square |
| Price | 1200 | 1400 | 1200 | 1600 |
| Money Left after Purchase | 800 | 600 | 800 | 400 |

Your answer:

* A
* B
* C
* D
* I don’t like any of the four products

If you plan to purchase a pair of luxury sunglasses **with a budget of 2,000 RMB**, which of the following pair are you most likely to purchase?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Budget | 2000 | 2000 | 2000 | 2000 |
|  | Product A | Product B | Product C | Product D |
| Brand | Brand 2 | Brand 2 | Brand 1 | Brand 1 |
| Color | Light | Dark | Dark | Light |
| Shape | Round | Oval | Square | Round |
| Price | 1000 | 1400 | 1600 | 1000 |
| Money Left after Purchase | 1000 | 600 | 400 | 1000 |

Your answer:

* A
* B
* C
* D
* I don’t like any of the four products

If you plan to purchase a pair of luxury sunglasses **with a budget of 1,800 RMB**, which of the following pair are you most likely to purchase?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Budget | 1800 | 1800 | 1800 | 1800 |
|  | Product A | Product B | Product C | Product D |
| Brand | Brand 1 | Brand 2 | Brand 2 | Brand 1 |
| Color | Light | Dark | Light | Dark |
| Shape | Oval | Round | Square | Round |
| Price | 1000 | 1400 | 1200 | 1400 |
| Money Left after Purchase | 800 | 400 | 600 | 400 |

Your answer:

* A
* B
* C
* D
* I don’t like any of the four products

If you plan to purchase a pair of luxury sunglasses **with a budget of 1,800 RMB**, which of the following pair are you most likely to purchase?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Budget | 1800 | 1800 | 1800 | 1800 |
|  | Product A | Product B | Product C | Product D |
| Brand | Brand 1 | Brand 1 | Brand 2 | Brand 2 |
| Color | Dark | Light | Light | Dark |
| Shape | Round | Square | Oval | Round |
| Price | 1600 | 1200 | 1000 | 1600 |
| Money Left after Purchase | 200 | 600 | 800 | 200 |

Your answer:

* A
* B
* C
* D
* I don’t like any of the four products

If you plan to purchase a pair of luxury sunglasses **with a budget of 1,600 RMB**, which of the following pair are you most likely to purchase?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Budget | 1600 | 1600 | 1600 | 1600 |
|  | Product A | Product B | Product C | Product D |
| Brand | Brand 2 | Brand 2 | Brand 1 | Brand 1 |
| Color | Light | Dark | Light | Dark |
| Shape | Round | Oval | Round | Square |
| Price | 1400 | 1200 | 1600 | 1000 |
| Money Left after Purchase | 200 | 400 | 0 | 600 |

Your answer:

* A
* B
* C
* D
* I don’t like any of the four products

If you plan to purchase a pair of luxury sunglasses **with a budget of 1,600 RMB**, which of the following pair are you most likely to purchase?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Budget | 1600 | 1600 | 1600 | 1600 |
|  | Product A | Product B | Product C | Product D |
| Brand | Brand 1 | Brand 2 | Brand 1 | Brand 2 |
| Color | Light | Light | Dark | Dark |
| Shape | Round | Round | Oval | Square |
| Price | 1400 | 1600 | 1200 | 1000 |
| Money Left after Purchase | 200 | 0 | 400 | 600 |

Your answer:

* A
* B
* C
* D
* I don’t like any of the four products

**Part B: Driver Discrete Choice Experiment Task**

In this section, we will present you with four different sunglasses models in each question. Please do **not consider budget** or any other factors, select the pair that **best matches your identity**.

Among the four products displayed below, without considering budget or any other factors, which do you think best matches your identity?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Product A | Product B | Product C | Product D |
| Brand | Brand 1 | Brand 1 | Brand 2 | Brand 2 |
| Color | Dark | Light | Light | Dark |
| Shape | Round | Square | Oval | Round |
| Price | 1000 | 1400 | 1600 | 1000 |

Your answer:

* A
* B
* C
* D

Among the four products displayed below, without considering budget or any other factors, which do you think best matches your identity?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Product A | Product B | Product C | Product D |
| Brand | Brand 1 | Brand 2 | Brand 1 | Brand 2 |
| Color | Dark | Light | Light | Dark |
| Shape | Round | Square | Oval | Round |
| Price | 1200 | 1400 | 1600 | 1200 |

Your answer:

* A
* B
* C
* D

Among the four products displayed below, without considering budget or any other factors, which do you think best matches your identity?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Product A | Product B | Product C | Product D |
| Brand | Brand 2 | Brand 1 | Brand 1 | Brand 2 |
| Color | Light | Dark | Light | Dark |
| Shape | Round | Oval | Round | Square |
| Price | 1200 | 1400 | 1200 | 1600 |

Your answer:

* A
* B
* C
* D

Among the four products displayed below, without considering budget or any other factors, which do you think best matches your identity?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Product A | Product B | Product C | Product D |
| Brand | Brand 2 | Brand 2 | Brand 1 | Brand 1 |
| Color | Light | Dark | Dark | Light |
| Shape | Round | Oval | Square | Round |
| Price | 1000 | 1400 | 1600 | 1000 |

Your answer:

* A
* B
* C
* D

Among the four products displayed below, without considering budget or any other factors, which do you think best matches your identity?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Product A | Product B | Product C | Product D |
| Brand | Brand 1 | Brand 2 | Brand 2 | Brand 1 |
| Color | Light | Dark | Light | Dark |
| Shape | Oval | Round | Square | Round |
| Price | 1000 | 1400 | 1200 | 1400 |

Your answer:

* A
* B
* C
* D

Among the four products displayed below, without considering budget or any other factors, which do you think best matches your identity?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Product A | Product B | Product C | Product D |
| Brand | Brand 1 | Brand 1 | Brand 2 | Brand 2 |
| Color | Dark | Light | Light | Dark |
| Shape | Round | Square | Oval | Round |
| Price | 1600 | 1200 | 1000 | 1600 |

Your answer:

* A
* B
* C
* D

Among the four products displayed below, without considering budget or any other factors, which do you think best matches your identity?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Product A | Product B | Product C | Product D |
| Brand | Brand 2 | Brand 2 | Brand 1 | Brand 1 |
| Color | Light | Dark | Light | Dark |
| Shape | Round | Oval | Round | Square |
| Price | 1400 | 1200 | 1600 | 1000 |

Your answer:

* A
* B
* C
* D

Among the four products displayed below, without considering budget or any other factors, which do you think best matches your identity?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Product A | Product B | Product C | Product D |
| Brand | Brand 1 | Brand 2 | Brand 1 | Brand 2 |
| Color | Light | Light | Dark | Dark |
| Shape | Round | Round | Oval | Square |
| Price | 1400 | 1600 | 1200 | 1000 |

Your answer:

* A
* B
* C
* D

In this section, we will present you with four different sunglasses models in each question. Please do **not consider budget** or any other factors, select the pair that **can serve as the best reward to yourself.**

Among the four products displayed below, without considering budget or any other factors, which do you think can serve as the best reward to yourself?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Product A | Product B | Product C | Product D |
| Brand | Brand 1 | Brand 1 | Brand 2 | Brand 2 |
| Color | Dark | Light | Light | Dark |
| Shape | Round | Square | Oval | Round |
| Price | 1000 | 1400 | 1600 | 1000 |

Your answer:

* A
* B
* C
* D

Among the four products displayed below, without considering budget or any other factors, which do you think can serve as the best reward to yourself?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Product A | Product B | Product C | Product D |
| Brand | Brand 1 | Brand 2 | Brand 1 | Brand 2 |
| Color | Dark | Light | Light | Dark |
| Shape | Round | Square | Oval | Round |
| Price | 1200 | 1400 | 1600 | 1200 |

Your answer:

* A
* B
* C
* D

Among the four products displayed below, without considering budget or any other factors, which do you think can serve as the best reward to yourself?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Product A | Product B | Product C | Product D |
| Brand | Brand 2 | Brand 1 | Brand 1 | Brand 2 |
| Color | Light | Dark | Light | Dark |
| Shape | Round | Oval | Round | Square |
| Price | 1200 | 1400 | 1200 | 1600 |

Your answer:

* A
* B
* C
* D

Among the four products displayed below, without considering budget or any other factors, which do you think can serve as the best reward to yourself?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Product A | Product B | Product C | Product D |
| Brand | Brand 2 | Brand 2 | Brand 1 | Brand 1 |
| Color | Light | Dark | Dark | Light |
| Shape | Round | Oval | Square | Round |
| Price | 1000 | 1400 | 1600 | 1000 |

Your answer:

* A
* B
* C
* D

Among the four products displayed below, without considering budget or any other factors, which do you think can serve as the best reward to yourself?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Product A | Product B | Product C | Product D |
| Brand | Brand 1 | Brand 2 | Brand 2 | Brand 1 |
| Color | Light | Dark | Light | Dark |
| Shape | Oval | Round | Square | Round |
| Price | 1000 | 1400 | 1200 | 1400 |

Your answer:

* A
* B
* C
* D

Among the four products displayed below, without considering budget or any other factors, which do you think can serve as the best reward to yourself?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Product A | Product B | Product C | Product D |
| Brand | Brand 1 | Brand 1 | Brand 2 | Brand 2 |
| Color | Dark | Light | Light | Dark |
| Shape | Round | Square | Oval | Round |
| Price | 1600 | 1200 | 1000 | 1600 |

Your answer:

* A
* B
* C
* D

Among the four products displayed below, without considering budget or any other factors, which do you think can serve as the best reward to yourself?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Product A | Product B | Product C | Product D |
| Brand | Brand 2 | Brand 2 | Brand 1 | Brand 1 |
| Color | Light | Dark | Light | Dark |
| Shape | Round | Oval | Round | Square |
| Price | 1400 | 1200 | 1600 | 1000 |

Your answer:

* A
* B
* C
* D

Among the four products displayed below, without considering budget or any other factors, which do you think can serve as the best reward to yourself?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Product A | Product B | Product C | Product D |
| Brand | Brand 1 | Brand 2 | Brand 1 | Brand 2 |
| Color | Light | Light | Dark | Dark |
| Shape | Round | Round | Oval | Square |
| Price | 1400 | 1600 | 1200 | 1000 |

Your answer:

* A
* B
* C
* D

In this section, we will present you with four different sunglasses models in each question. Please do **not consider budget** or any other factors, select the pair that **has the best quality.**

Among the four products displayed below, without considering budget or any other factors, which do you think has the best quality?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Product A | Product B | Product C | Product D |
| Brand | Brand 1 | Brand 1 | Brand 2 | Brand 2 |
| Color | Dark | Light | Light | Dark |
| Shape | Round | Square | Oval | Round |
| Price | 1000 | 1400 | 1600 | 1000 |

Your answer:

* A
* B
* C
* D

Among the four products displayed below, without considering budget or any other factors, which do you think has the best quality?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Product A | Product B | Product C | Product D |
| Brand | Brand 1 | Brand 2 | Brand 1 | Brand 2 |
| Color | Dark | Light | Light | Dark |
| Shape | Round | Square | Oval | Round |
| Price | 1200 | 1400 | 1600 | 1200 |

Your answer:

* A
* B
* C
* D

Among the four products displayed below, without considering budget or any other factors, which do you think has the best quality?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Product A | Product B | Product C | Product D |
| Brand | Brand 2 | Brand 1 | Brand 1 | Brand 2 |
| Color | Light | Dark | Light | Dark |
| Shape | Round | Oval | Round | Square |
| Price | 1200 | 1400 | 1200 | 1600 |

Your answer:

* A
* B
* C
* D

Among the four products displayed below, without considering budget or any other factors, which do you think has the best quality?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Product A | Product B | Product C | Product D |
| Brand | Brand 2 | Brand 2 | Brand 1 | Brand 1 |
| Color | Light | Dark | Dark | Light |
| Shape | Round | Oval | Square | Round |
| Price | 1000 | 1400 | 1600 | 1000 |

Your answer:

* A
* B
* C
* D

Among the four products displayed below, without considering budget or any other factors, which do you think has the best quality?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Product A | Product B | Product C | Product D |
| Brand | Brand 1 | Brand 2 | Brand 2 | Brand 1 |
| Color | Light | Dark | Light | Dark |
| Shape | Oval | Round | Square | Round |
| Price | 1000 | 1400 | 1200 | 1400 |

Your answer:

* A
* B
* C
* D

Among the four products displayed below, without considering budget or any other factors, which do you think has the best quality?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Product A | Product B | Product C | Product D |
| Brand | Brand 1 | Brand 1 | Brand 2 | Brand 2 |
| Color | Dark | Light | Light | Dark |
| Shape | Round | Square | Oval | Round |
| Price | 1600 | 1200 | 1000 | 1600 |

Your answer:

* A
* B
* C
* D

Among the four products displayed below, without considering budget or any other factors, which do you think has the best quality?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Product A | Product B | Product C | Product D |
| Brand | Brand 2 | Brand 2 | Brand 1 | Brand 1 |
| Color | Light | Dark | Light | Dark |
| Shape | Round | Oval | Round | Square |
| Price | 1400 | 1200 | 1600 | 1000 |

Your answer:

* A
* B
* C
* D

Among the four products displayed below, without considering budget or any other factors, which do you think has the best quality?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Product A | Product B | Product C | Product D |
| Brand | Brand 1 | Brand 2 | Brand 1 | Brand 2 |
| Color | Light | Light | Dark | Dark |
| Shape | Round | Round | Oval | Square |
| Price | 1400 | 1600 | 1200 | 1000 |

Your answer:

* A
* B
* C
* D