



ATT SKAPA EN PERFEKT FRUKTKORG

- CONJOINTANALYS I SAS/STAT

OSKAR ERIKSSON
ANALYSKONSULT



CONJOINTANALYS



CONJOINTANALYS VAD ÄR DET?

Pris

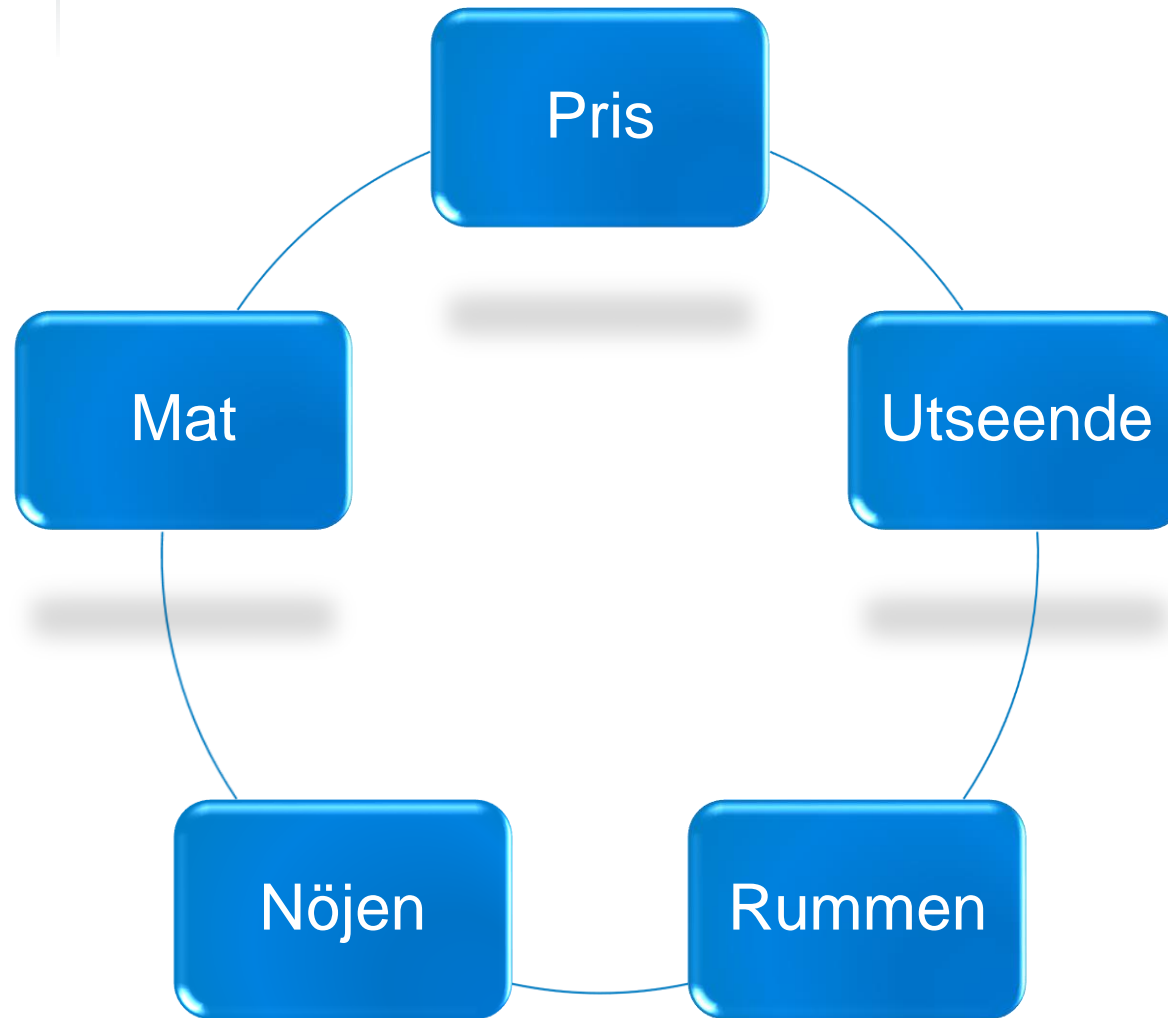
Utseende

Rummen

Nöjen

Mat

CONJOINTANALYS VAD ÄR DET?



CONJOINTANALYS VAD ÄR DET?

A NETFLIX ORIGINAL SERIES

HOUSE *of* CARDS



CONJOINTANALYS VAD ÄR DET?



COURTYARD®

Marriott®

CONJOINTANALYS VAD ÄR DET?

EXTERNAL FACTORS

Building Shape
 L-shaped w/landscape
Outdoor courtyard
 Landscaping
 Minimal
 Moderate
 Elaborate
 Pool type
 No pool
Rectangular shape
Free form shape
 Indoor/outdoor
 Pool location
In courtyard
 Not in courtyard
 Corridor/View
 Outside access/restricted view
Enclosed access/
unrestricted view/
balcony or window
 Heat size
Small (125 rooms, 2
stories)
 Large (600 rooms, 12 stories)
 ROOMS
 Entertainment
 Color TV
 Color TV w/movies at \$5
 Color TV w/30 channel cable
Color TV w/HBO, movies, etc.
 Color TV w/free movies
 Entertainment/Rental
 None
 Rental Cassettes/in-room Atari
 Rental Cassettes/stereo cassette playing in room
 Rental Movies/in-room

Sink location
 In bath only
In separate area
 In bath and separate
 Bathroom Features
 None
 Shower Massage
 Whirlpool (Jacuzzi)
 Steam bath
 Amenities
 Small bar soap
Large soap/shampoo/
shoeshine
 Large soap/bath gel/
 shower cap/sewing kit
 Above items + toothpaste, deodorant, mouthwash
 FOOD
 Restaurant in hotel
 None (coffee shop next door)
Restaurant/lounge combo,
limited menu
 Coffee shop, full menu
 Full-service restaurant, full menu
 Coffee shop/full menu and good restaurant
 Restaurant nearby
 None
 Coffee shop
 Fast food
 Fast food or coffee shop and moderate restaurant
Fast food or coffee shop
and good restaurant
 Free continental
 None
 Continental included in room rate
 Room service
 None
 Phone-in order/guest to

Type of people
 Hotel guests and friends only
Open to public — general appeal
 Open to public — many singles
 Lounge nearby
 None
 Lounge/bar nearby
 Lounge/bar w/ entertainment nearby
 SERVICES
 Reservations
Call hotel directly
501 reservation number
 Check-in
 Standard
 Pre-credit elegance
 Machine in lobby
 Check-out
At front desk
Bill under door/leave key
Key to front desk/bill by mail
 Machine in lobby
 Limo to airport
 None
 Yes
 Bellman
 None
 Yes
 Message service
 None at front desk
 Light on phone
 Light on phone and message under door
 Recorded message
 Cleanliness/appearance/management skill
 Budget motor level
 Holiday Inn level
Nonconvention 1 star level

Car rental/Airline reservations
 None
 Car rental facility
 Airline reservations
 Car rental and airline reservations
 LEISURE
 Sauna
 None
 Yes
 Whirlpool/Jacuzzi
 None
 Outdoor
Indoor
 Exercise room
 None
Basic facility w/weights
facility w/Nautilus
equipment
 Racquet ball courts
 None
 Yes
 Tennis courts
 None
 Yes
 Game room/Entertainment
 None
 Electric games/pinball
 Electric games/pinball/ping pong
 Above + movie theater, bowling
 Children's playroom/
 playground
 None
 Playground only
 Playroom only
 Playground and playroom
 Pool extras
 None
 Pool w/slides
 Pool w/slides and equipment

CONJOINTANALYS VAD INNEBÄR DET FÖR DIG?



FRUKTKORGSEXPERIMENTET





exent

CONJOINTANALYS FRUKTKORGSEXPERIMENTET



CONJOINTANALYS



1. EXPERIMENTDESIGN
2. CONJOINTANALYS
3. MARKNADSSIMULERING

CONJOINTANALYS EXPERIMENTDESIGN

- Fokusgrupp
- Enkätdesign



Hur ekologisk?

- Noll procent
- Femtio procent
- Hundra procent

Hur många bananer?

- Inga bananer
- Några stycken bananer
- Många bananer

Hur många äpplen?

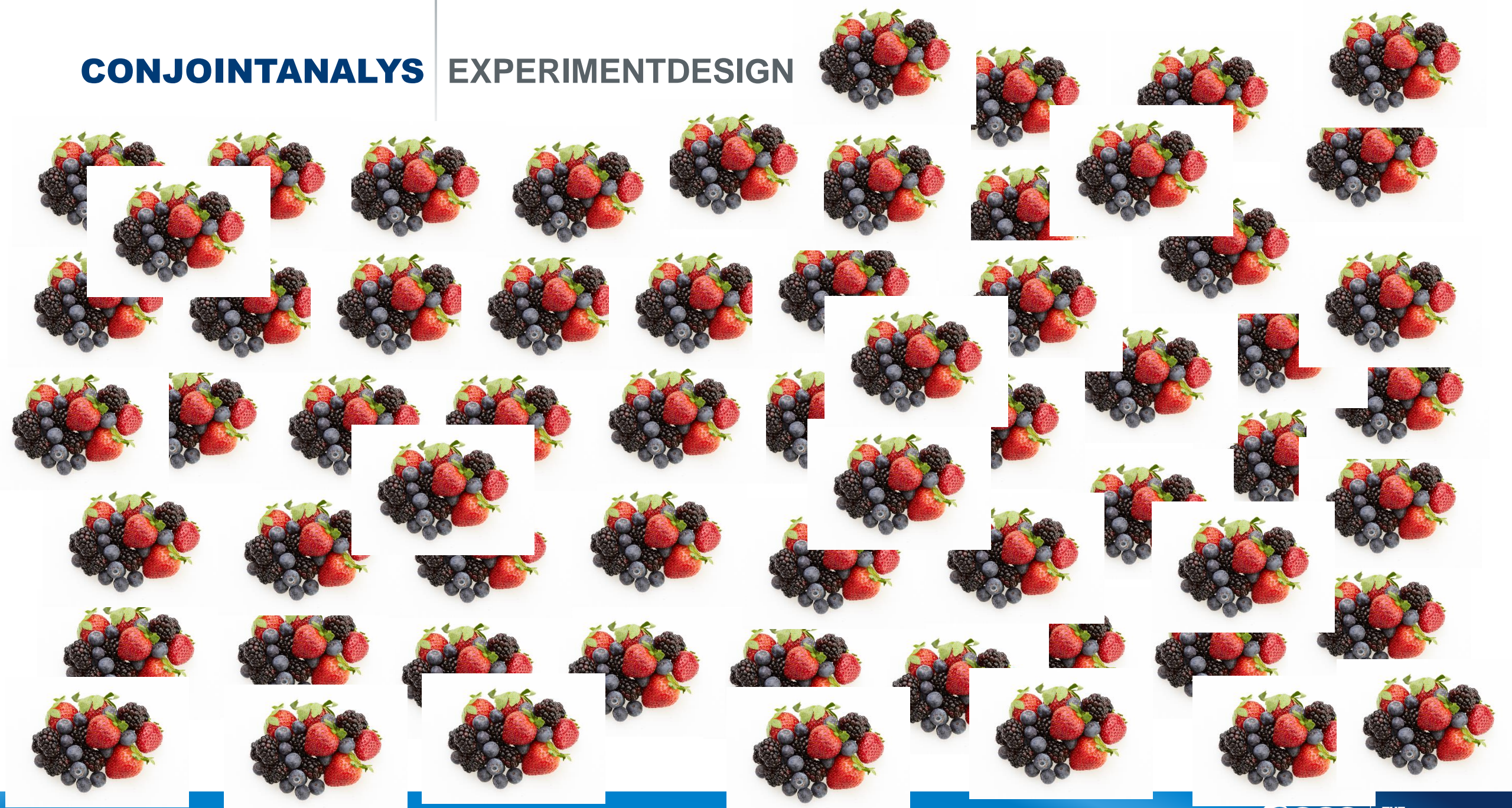
- Inga...
- Några stycken...
- Många...

Hur många...

- Inga...
- Några stycken...
- Många...

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CONJOINTANALYS EXPERIMENTDESIGN



CONJOINTANALYS EXPERIMENTDESIGN



CONJOINTANALYS EXPERIMENTDESIGN

Active

Holdout

Simulation



DEMO - EXPERIMENTDESIGN

PROC PLAN OCH PROC OPTEX



DEMO - CONJOINTANALYS

PROC TRANSREG





%MKTSHR OCH ANDRA
MARKNADSSIMULATIONSMETODER

CONJOINTANALYS | SLUTSATSER

- Experimentets kvalitet
 - Säsongsvariation
 - Saknade variabler
 - Antalet fruktkorgar
 - Svarefrekvens
- Framtida fruktskålars utseende?
 - Ekologiska bananer
- Segmentering av respondenter efter preferenser

