

# WP8 Conjoint analysis design and questionnaire

## Points of discussion

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# Choice of products

- Two propositions : ripened sheep cheese or sauerkraut

⇒ The chosen product must be considered traditional in all countries

⇒ Do we keep the term ripened for sheep cheese?

⇒ Is sauerkraut consumption seasonal ?



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# Discussion on orthogonality

Design suggested → generated correctly by SPSS in 9 profiles

Orthogonality OK but in the broad sense only

*=> Each level of one attribute is presented the same number of times with each level of another. But the reverse is not always true (not same number but proportional).*

Ex:

		Geographical origin		
		Level1	Level2	Level3
packaging	Level1	2	2	2
	Level2	1	1	1

A little less robust than the ideal case of strict orthogonality but still efficient and permit us to have a relevant design with only 9 cards (+2 holdouts).

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# Possible designs

Some other possible orthogonal designs from SPSS if we need to change:

□ Strictly orthogonal designs:

- 5 attributes with 2,2,2,4,2 levels → 8 profiles (+2 holdouts) *proposed in the document*
- 5 attributes with 2,2,2,2,2 levels → 8 profiles (+2 holdouts)
- 4 attributes with 2,2,2,2 levels → 8 profiles (+2 holdouts)
- 4 attributes with 2,2,2,4 levels → 8 profiles (+2 holdouts)
- 4 attributes with 3,3,3,3 levels → 9 profiles (+2 holdouts)

□ Orthogonal designs in the broad sense:

- 5 attributes with 2,2,2,3,2 levels → 8 profiles (+2 holdouts)
- **4 attributes with 3,2,3,3 levels → 9 profiles (+2 holdouts)** *new proposal*
- 4 attributes with 2,2,3,3 levels → 9 profiles (+2 holdouts)
- 4 attributes with 2,2,2,3 levels → 8 profiles (+2 holdouts)

*A strictly orthogonal design created without SPSS: 4 attributes 2,2,2,3 levels → 12 profiles(+2)*

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# Validation of attributes and levels

- **Geographical origin**

Local / Localized in a specific area / Localized in the country

- **Packaging**

Vacuum pack / Sold on desired weight

- **Price**

Low / medium / high

- **Production**

Merchant homemade / Farmhouse made / Factory made

⇒ Place of purchase ? Hygiene certification ? More attributes = too many cards

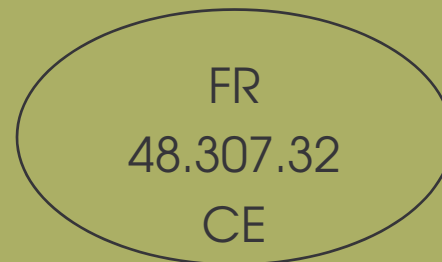
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# Attribute Hygiene certification

Why we remove this attribute ?

- All products sold must follow good hygiene practices
- Is there an official hygiene mark used in each country ?
- How to design this attribute on cards ?



There is an official health mark on the packaging that shows that the processing complies with the hygiene regulations.

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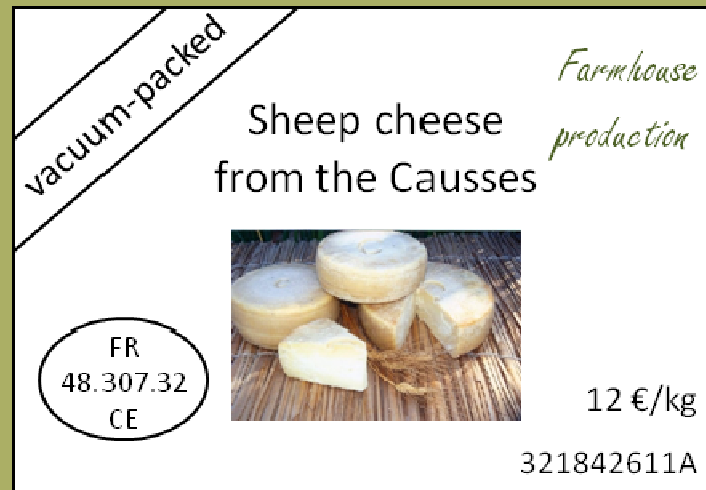


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# Presentation of cards

- As a label ?



- With sentences ?

This ripened sheep cheese is made by Mrs Martin, a farmer's wife, in the Causses.

The cheese is vacuum-packed.

There is an official health mark on the packaging that shows that the processing complies with the hygiene regulations.

The price is 12€/kg.



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# Including traditional or not in the card



- If we write traditional:
  - Different perception of traditional products
  - Measure preferences only for traditional products
- If we do not write traditional:
  - Measure which traditional characteristics of the product are important
  - We do not know if the product is considered as traditional

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# Sampling

- Location :
  - In a **large city** of the same region where the partners did the focus group.
  - Half of consumers living in a **large city** from the region where the partners did the focus group and half living in a **rural area**.
- Distinction between rural and urban consumers ?
- Problem of definition of rural area according to the country.
- Difficulty to implement study in rural areas ?

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# Questionnaire

Any remarks or suggestions ?

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