

# Conjoint Analysis in WP8

## Use of the Focus Group results

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## Focus Groups used for:

- **hypotheses** (find or confirm answers, test new hypotheses)
- choice of **products**
- choice of **regions/areas/towns**
- choice of **attributes**

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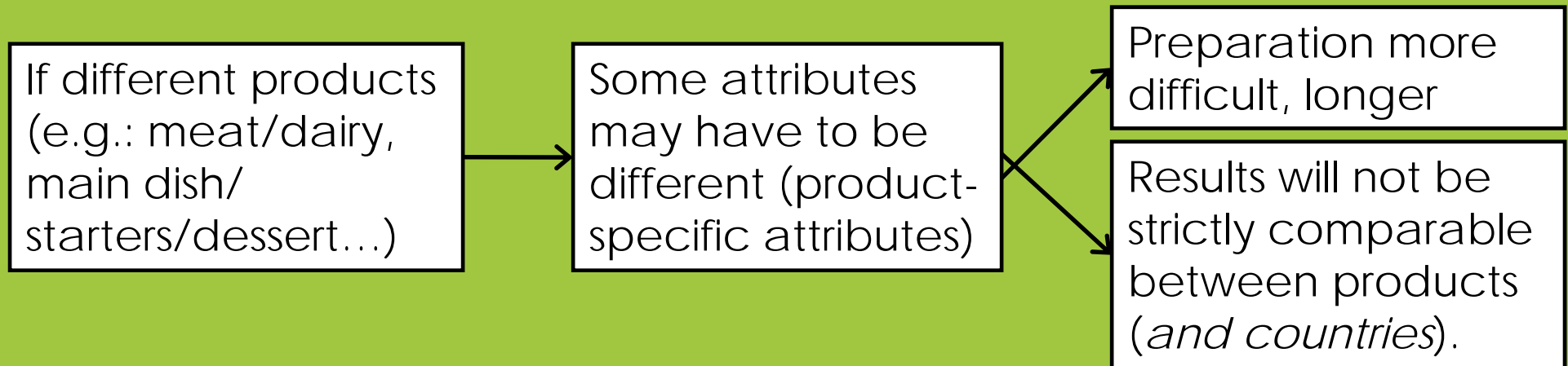
## Hypotheses:

- Re-use some of the hypotheses from the focus groups: which induced most **discussion** / for which the answers appeared clearly and need **confirming** with quantitative survey.
- Also question of the **price**: Are traditional products more expensive (*due to quality of ingredients, processing methods, scale of production*)? Or are they cheaper because of local origin?
- Maybe new hypothesis specific to Balkans will be induced by the focus group discussions.

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## Products:

- One (*or may be two*) products in each country. May be similar product in all countries / may be product specific to country.
- If very similar product, must not be asking for a PDO.



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## Regions:

If **focus groups** show strong differences between **rural and urban** behaviour and perception

Conjoint analysis in both **rural and urban** areas

If we want **several products** per country

In each country,  
100 respondents in **Rural** area,  
100 in **Urban** area

~~In each country,  
50 **Rural** area / **product 1**  
50 **Rural** area / **product 2**  
50 **Urban** area / **product 1**  
50 **Urban** area / **product 2**~~

In each country,  
100 for **product 1**,  
100 for **product 2**

The focus groups can only show strong differences between urban and rural areas if we combine all country results to have several urban and several rural focus groups.

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## Attributes:

- Need to be “generic”: transposable for all traditional products to allow comparison between products or countries.

**Levels** have to be adapted to each country (specific “translation” (e.g. brand names, localities, prices)) or to each product if the products are slightly different.

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Final data:

	<b>1200 Respondents</b>	<b>6 Countries</b>	<b>Product ? (=Country?)</b>
<b>Attributes and Levels</b>	Individual Utilities for each respondent AND each level of each attribute	Mean Utilities for each country AND each level of each attribute	Mean Utilities for each product AND each level of each attribute

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**Analysis:** At the aggregate level then at the individual level.

- PCA factor analysis and multiple factor analysis (MFA) as an exploratory analysis. Visualise country effects.
- If serious differences between countries, either measurement problem or reality.
  - > Need interpretation for national data
  - > Either leave data as it is or find a way to adjust it?
- Cluster Analysis on individual utilities – Internal Preference Mapping? – Cross-tabulation with respondents characteristics

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