

Green P E & Srinivasan V. Conjoint analysis in consumer research: issues and outlook.
J. Consum. Res. 5:103-23, 1978.
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Conjoint analysis is generally recognized as the most frequently used marketing research technique for measuring consumers' trade-offs among attribute levels in choice among products and services. This article describes some of the developments that have occurred since its introduction in 1971. [The *SSCI*® and the *SCI*® indicate that this paper has been cited in more than 280 publications.]

Methodology in Consumer Research

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Conjoint analysis is a statistical technique for decomposing a consumer's preferences for descriptions of products (or services) into part-worths associated with each attribute of the product. The part-worths can then be recombined in various ways to predict a consumer's preferences for new products. It was introduced to marketing research in 1971, by Vithala R. Rao (now at Cornell) and me.¹ It is regarded as the most frequently used marketing research technique for measuring consumers' trade-offs in their choices among products and services. Over the past 20 years, thousands of applied studies have been conducted by business and government.

I'm told that the methodology has even been imported by the Japanese and applied to a variety of consumer electronic products. (Perhaps trade barriers are not an obstacle when it comes to methodology transfer.)

Another early researcher in conjoint analysis was V. Seenu Srinivasan of Stanford University, my coauthor on the *Classic* review paper. I first met Seenu when he was a young instructor at the University of Rochester's graduate business school. Our predatory efforts to lure him to Wharton lost out to similar efforts by our Stanford counterparts.

In the mid-1970s, I noted that both academic and practitioner developments in conjoint analysis were proceeding at such a rapid pace that a review of the state of conjoint science and practice might be of interest to both the academic and business communities. A few telephone conversations with Seenu indicated that he, too, thought a review of the field would be worthwhile.

Such was the genesis of the 1978 paper. This was our first collaborative effort, and it proceeded on a coast-to-coast hook-up. I prepared the first draft and then the iterations (I forget how many) ensued.

It seemed fitting that the then-fledgling *Journal of Consumer Research* be the target vehicle for our efforts. Conjoint analysis had been designed as a measurement and modeling methodology for buyer choice. And, consumer researchers had contributed significantly to its development and testing.

As review articles often do, we attempted to structure the field in terms of a schematic that laid out various steps considered in conjoint studies and the specific models, parameter estimation procedures, and potential research areas associated with these steps.

Conjoint analysis has continued to grow as both an area of intellectual interest and as a practical tool for business researchers. This expansion led to a second review paper in 1990.² In addition, my Wharton colleague, Abba Krieger, and I have prepared a review of new product positioning and segmentation models, based on conjoint analysis input data.³

In sum, conjoint analysis and its extensions have received considerable documentation. (As an example, conjoint analysis was chosen as a topic illustrating knowledge diffusion in marketing research.⁴) I'm pleased to note that research and application of conjoint analysis are continuing at a rapid pace.

1. Green P E & Rao V R. Conjoint measurement for quantifying judgmental data. *J. Market. Res.*—Chicago 8:355-63, 1971. (Cited 125 times.) [See also: Green P E. Citation Classic. *Current Contents/Social & Behavioral Sciences* 19(9):12, 2 March 1987, and *Current Contents/Arts & Humanities* 9(9):12, 2 March 1987.]

2. Green P E & Srinivasan V. Conjoint analysis in marketing: new developments with implications for research and practice. *J. Marketing* 54:3-19, 1990.

3. Green P E & Krieger A M. Recent contributions to optimal product positioning and buyer segmentation. *Eur. J. Oper. Res.* 41:127-41, 1989.

4. Myers J G, Massy W E & Greyser S. *Marketing research and knowledge development*. Englewood Cliffs, NJ: Prentice-Hall, 1980.

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