



## Online Consumer Research – Course Description

In particular Online Adaptive Choice Based Conjoint (ACBC)



OTTO VON GUERICKE  
UNIVERSITÄT  
MAGDEBURG



Jun.-Prof. Consumer Behavior  
Jun.-Prof. Dr. Marcel Lichters  
Marcel.Lichters@ovgu.de

**Online Consumer Research –**  
In particular Online Adaptive Choice  
based Conjoint



Assistant Professor Consumer Behavior

[www.cb.ovgu.de](http://www.cb.ovgu.de)

Member of the Consumer Research Cluster

[www.core.ovgu.de](http://www.core.ovgu.de)

Follow me on Researchgate: [https://www.researchgate.net/profile/Marcel\\_Lichters](https://www.researchgate.net/profile/Marcel_Lichters)



OTTO VON GUERICKE  
UNIVERSITÄT  
MAGDEBURG



Jun.-Prof. Consumer Behavior  
Jun.-Prof. Dr. Marcel Lichters  
Marcel.Lichters@ovgu.de

**Online Consumer Research –**  
In particular Online Adaptive Choice  
based Conjoint

## Learning objectives: The students...

- Learn how to conduct a full online consumer research study with one of the world's leading software solutions.
- Getting started with conjoint analysis, one of the most widely applied marketing research tools in industry.
- Acquire the skills to cope with new research questions in a commercial consumer research framework.
- Learn how to analyze and report results obtained in a conjoint analysis context.
- Learn how to conduct basic market simulations.
- Intensify their project management skills as well as their social skills (e.g., team cohesion).



# Content

- Introduction into online surveying of consumers.
- Introduction into the basic concept and toolbox of conjoint analysis.
- Introduction into one specific software solution for coping with online conjoint analysis (e.g., Sawtooth Software Lighthouse Studio).
- Implementation of an online research including an (adaptive-)choice-based conjoint study (including the programming and hosting).
- Project teams that work on predefined business cases (role play simulation of a real business case).
- Multivariate data analysis of results obtained in conjoint analysis, including methods such as cluster analysis, ANOVA, regression etc.
- Independent development of user knowledge in software for statistical analyses (e.g., IBM SPSS, R, Sawtooth Lighthouse).
- Communicating results via platforms such as RMarkdown, RPubs, and GitHub.
- Permanent counselling by the instructor.
- **This course incorporates 4 SWS presence time (Wednesday 9:00-13:00) as well as substantial home work load (10 credit points).**



# Semester Schedule: 4 SWS



30% theoretical input | 70% counselling

- Appointments: Wednesday, October 23 – January 29, Room G22A-011

SEPTEMBER							OKTOBER							NOVEMBER							DEZEMBER						
S	M	D	M	D	F	S	S	M	D	M	D	F	S	S	M	D	M	D	F	S	S	M	D	M	D	F	S
1	2	3	4	5	6	7	29	30	1	2	3	4	5	27	28	29	30	31	1	2	1	2	3	4	5	6	7
8	9	10	11	12	13	14	6	7	8	9	10	11	12	3	4	5	6	7	8	9	8	9	10	11	12	13	14
15	16	17	18	19	20	21	13	14	15	16	17	18	19	10	11	12	13	14	15	16	15	16	17	18	19	20	21
22	23	24	25	26	27	28	20	21	22	23	24	25	26	17	18	19	20	21	22	23	22	23	24	25	26	27	28
29	30	1	2	3	4	5	27	28	29	30	31	1	2	24	25	26	27	28	29	30	29	30	31	1	2	3	4
6	7	8	9	10	11	12	3	4	5	6	7	8	9	1	2	3	4	5	6	7	5	6	7	8	9	10	11

JANUAR						
S	M	D	M	D	F	S
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1
2	3	4	5	6	7	8

-  Regular appointment: Wednesday 9:00-13:00
-  Extra appointment: Thursday 9:00-13:00
- Important dates:
  - January 29, 2020: Client presentation
  - March 09, 23:59, 2020: Deadline submitting research report

Resources for this course will be shared exclusively via the University's E-Learning portal (<https://elearning.ovgu.de/>)



OTTO VON GUERICKE  
UNIVERSITÄT  
MAGDEBURG



Jun.-Prof. Consumer Behavior  
Jun.-Prof. Dr. Marcel Lichters  
Marcel.Lichters@ovgu.de

Online Consumer Research –  
In particular Online Adaptive Choice  
Based Conjoint

# Examination and creditability

- The grade will be based on 2 part performances
  - A) Oral presentation (group) → simulates debriefing presentation for a commercial client (Weight=30%).
  - B) written report of results / term paper (Weight=70%).

**In case your course of study/  
specialization is listed in the Isf-system  
(<https://lsf.ovgu.de/qislsf/>), the  
seminar is available for you.**

**Please wait for the launch of the winter  
term 2019/20 in the Isf-system, before  
applying. If your course is not listed,  
please do not apply.**

**It is not advised to take more than one  
seminar within one semester.**

**Please apply no later  
than October 1<sup>st</sup> :  
Marcel.Lichters@ovgu.de**



# How to apply?!

- Please direct your application to [marcel.lichters@ovgu.de](mailto:marcel.lichters@ovgu.de)
- Any changes will be announced at: <http://www.cb.ovgu.de/News.html>
- Your application pdf (English or German) should include:
  - List of your recent grades during the course of your master studies (including those received in the summer term 2019).
  - If it is your first master semester, please turn in your transcript of records from the bachelor studies.
  - A short motivation letter (no more than 400 words).
  - This letter should include: Why are you interested, what are your specializations during study time, mention if you ever passed other lectures or seminars at the chair of Consumer Behavior, past internships or other positions related to the seminar topics.
- Applications after October 1<sup>st</sup> will not be considered!
- You will receive an email informing about acceptance/ rejection a couple of days after this deadline.





# Getting started with Adaptive Choice Based Conjoint (ACBC) – Suggested first steps

1. Get a License from instructor (student email).
2. Get Sawtooth Lighthouse studio installed on your private computer (only Windows OS) or use PC-Pool (G22A-011).
3. Form project teams and define roles (desk research, communication with instructor, programming, analysis, reporting etc.).
4. Get quick overview over literature conjoint and its benefits. →
  - <http://www.sawtoothsoftware.com/support/technical-papers/general-conjoint-analysis/understanding-conjoint-analysis-in-15-minutes-1996>
  - <http://www.sawtoothsoftware.com/support/technical-papers/general-conjoint-analysis/managerial-overview-of-conjoint-analysis-2009>
  - <http://www.sawtoothsoftware.com/support/technical-papers/general-conjoint-analysis/understanding-the-value-of-conjoint-analysis-2009>
  - <http://www.sawtoothsoftware.com/support/technical-papers/168-support/technical-papers/general-conjoint-analysis/1077-which-conjoint-method-should-i-use-2013>





# Getting started with Adaptive Choice Based Conjoint (ACBC) – Suggested first steps

5. Start with **Getting Started: 45-Minute tour of Lighthouse Studio** to get familiar with online consumer research in Lighthouse Studio.
6. Proceed with **Hands-On Tutorials for ACBC** (Beaches and Pianos).



# Getting started with Adaptive Choice Based Conjoint (ACBC) – Literature reference

Absolutely “Must Haves” for this seminar

- **Orme, B. K. (2013). *Getting started with conjoint analysis: Strategies for product design and pricing research* (3rd ed.). Sequim, WA: Research Publishers, LLC.**
- Orme, B. K., & Chrzan, K. (2017). *Becoming an expert in conjoint analysis: Choice modeling for pros*. Orem, UT: Sawtooth Software.
- **Sawtooth Software Users’ Manual:**  
<http://www.sawtoothsoftware.com/help/lighthouse-studio/manual/>  
**or Help → Lighthouse Studio Manual in PDF**

Nice to know

- Bauer, R., Menrad, K., & Decker, T. (2015). Adaptive Hybrid Methods for Choice-Based Conjoint Analysis: A Comparative Study. *International Journal of Marketing Studies*, 7(1), 1–14. doi:10.5539/ijms.v7n1p1
- Rao, V. R. (2014). *Applied conjoint analysis*. Berlin - Heidelberg: Springer.