



Understanding Consumer Reactions to Price Changes Using Conjoint Study

CLIENT

A multinational
E-commerce company in
the US

INDUSTRY

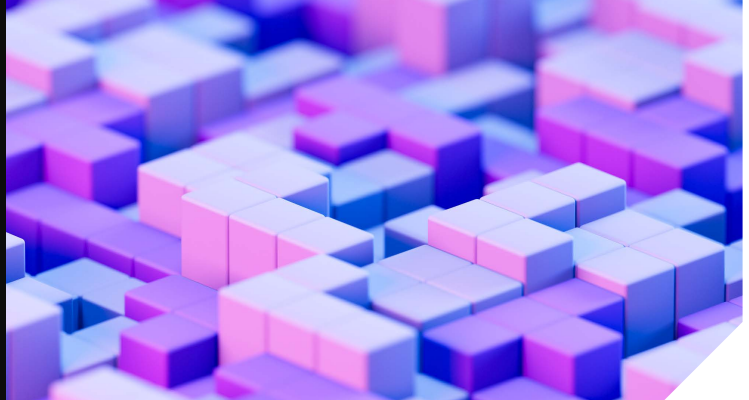
Retail



BUSINESS OBJECTIVE

The client wanted insights into customer reactions to pricing changes and features across various product categories. The aim was to understand how different price information, features, and shipping details influenced shopping behavior.

C5i'S SOLUTION APPROACH



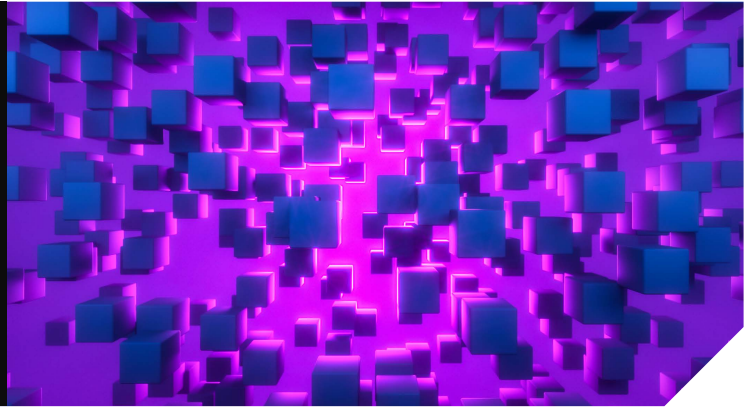
- C5i conducted an online conjoint survey in the UK with 20,000 respondents evaluating pricing and features across nearly 100,000 products in 30 categories. This included two conjoint exercises, where respondents viewed 20 product images per category on randomly assigned paths.
- Respondents chose retailers based on price, shipping, and return policy for product images.
- C5i managed the questionnaire design, conjoint file creation, QA/QC of images, survey programming for 100,000 products, quota management, data collection, and file creation.



BUSINESS IMPACT

- The analysis enabled clients to make informed decisions on pricing strategy.
- The study helped the client measure consumer preferences for different brands and their reactions to pricing for approximately 100,000 products. The insights helped guide their pricing strategy across various product categories.
- The study provided insights into respondents' shopping behavior, revealing how customers react to products with and without price information and how shipping speed and return policies influence their purchasing decisions.

SURVEY DESIGN CARD



C5i developed one integrated survey with two conjoint surveys (design A & B) incorporated into one master survey. We conducted the study among the representative online population. The approach had the following two different paths:

- Design A of the conjoint exercise displayed various elements of product information, including price in text form.
- Design B of the conjoint exercise displayed product information, including price in numerical form. Each respondent was randomly allocated one path and was asked to complete one of the conjoint exercises.

SNAPSHOTS OF THE DASHBOARD

THE CONJOINT EXERCISE SHOWING VARIOUS PRODUCT INFORMATION, INCLUDING PRICE, AS SIMPLE TEXT

In the next section, suppose you want to buy running shoes, for example, the one in the picture below. The typical price is £162.00.



We will ask you 15 questions about buying running shoes at different stores. When answering these questions, we want you to think back to the last time you purchased men's shoes.

THE CONJOINT EXERCISE SHOWING PRODUCT INFORMATION,
INCLUDING PRICE, BASED ON THE ACTUAL PRICE OF THE PRODUCT

Imagine you had the following five options to buy running shoes. Which one would you prefer?

Please select one answer.

You can assume that running shoes is the same in all stores and that the shopping options are identical in all respects not listed here.

Hover over any icon for additional information! (This will not work on mobile devices).

	Online Store 1	Online Store 2	Online Store 3	Online Store 4	Physical Store
Delivery Date and Time 	Today Delivery, Tuesday, February 18, by 7PM	5-Day Delivery, Sunday, February 23, by 7PM	14-Day Delivery, Tuesday, March 4, by 7PM	Today Delivery, Tuesday, February 18, by 9AM	I would shop in-person at my preferred physical store. The travel time is 15 to 30 minutes and the product price is £162.00 .
Product Price 	£129.60	£178.20	£145.80	£97.20	
Delivery Fees 	£16.20	£0.00	£8.10	£16.20	
Delivery Location 	Home delivery	Pick up at a collection point 30 minutes away	Home delivery	Pick up at a collection point 10 minutes away	
	☐	☐	☐	☐	☐

Sample FW status report for the UK conjoint study

Classification	Required Sample	Required %	Achieved Sample	Achieved %
Design A	10000	50%	13709	50%
Design B	10000	50%	13687	50%
Total Sample	20000	100%	27396	

gl_pr duct grou	gl_desc	asin	item_name	validation _set	competitor_name [Shared by client]	competi tor_name _no	seller_name	price	prime_shipping cost	non_prime_shipping cost	prime_shipping speed	non_prime_shipping speed	standard_returns _policy	Completes in Design A	Completes in Design B
201	Home	6E+09	Little Wigwam Flags	FALSE	Amazon,Ebay,Fi	Amazon,fi	Little Wig	6.99,5.95	0.00,3.95	4.99,3.95	Next day	3 - 5 days	Return w	4	5
201	Home	60025822	Little Wigwam Telling	FALSE	Amazon,Ebay,Fi	Amazon,fi	Little Wig	6.99,5.95	0.00,3.95	4.99,3.95	Next day	3 - 5 days	Return w	1	3
60	Home Improvem	6E+09	cabinetsforbathroom	FALSE	Amazon,Ebay	Amazon,fi	BSM Marl	9.89,13.9	0.00,0.00	4.99,0.00	Next day	3 - 5 days	Return w	2	1
60	Home Improvem	6E+09	Hafele 2 Chrome Fini	FALSE	Amazon,Ebay	Amazon,fi	BSM Marl	3.59,4.02	0.00,0.00	4.99,0.00	Next day	3 - 5 days	Return w	1	0
201	Home	6E+09	Zen Shell Coal Cubes	FALSE	Amazon,Ebay	Amazon,fi	LA BEAU	8.99,14.5	0.00,0.00	4.99,0.00	Next day	3 - 5 days	Return w	1	1
194_m	Beauty	6E+09	ATNails Acrylic Liquid	FALSE	Amazon,Ebay	Amazon,fi	Just Nails	2.85,4.33	0.00,0.00	4.99,0.00	Next day	3 - 5 days	Return w	1	2
121_fe	Health & Persona	6E+09	Pro11 3/4 Length Slim	FALSE	Amazon,Ebay	Amazon,fi	World Of	6.95,9.17	0.00,0.00	4.99,0.00	Next day	3 - 5 days	Return w	4	5
309_m	Shoes	6E+09	PRO 11 WELLBEING O	FALSE	Amazon,Ebay,Fi	Amazon,fi	World Of	7.99,12.3	0.00,0.00	4.99,0.00	Next day	3 - 5 days	Return w	6	2
199	Pet Products	6E+09	NERVOUS (Give Me S	FALSE	Amazon,Ebay	Amazon,fi	Friendly	10.99,16.4	0.00,0.00	4.99,0.00	Next day	3 - 5 days	Return w	1	2
75	Baby	6E+09	Baby's Comfort Duve	FALSE	Amazon,Ebay	Amazon,fi	Amazon	11.85,14.4	0.00,0.00	4.99,0.00	Next day	3 - 5 days	Return w	1	1
60	Home Improvem	6.1E+09	Everbuild Sugar Soap	FALSE	Amazon,Ebay,M	Amazon,fi	Amazon	3.95,3.95	0.00,0.00	4.99,0.00	Next day	3 - 5 days	Return w	1	1
60	Home Improvem	60950265	Everbuild One Strike	FALSE	Amazon,Ebay,FF	Amazon,fi	Amazon	5.25,7.08	0.00,0.00	4.99,0.00	Next day	3 - 5 days	Return w	1	1
229	Office Products	6.2E+09	Mindfulness Self-Car	FALSE	Amazon,Ebay	Amazon,fi	Find Your	24.90,33.4	0.00,0.00	0.00,0.00	Next day	3 - 5 days	Return w	3	1
194_m	Beauty	7.2E+09	HANZ DE FUKO Claym	FALSE	ASOS,Amazon,E	ASOS,Am	Amaz	18.00,18.4	0.00,0.00	4.00,4.99	1 - 6 days	1 - 6 days	Return w	2	2
121_fe	Health & Persona	7.4E+09	Wizard Vapes 30ml U	FALSE	Amazon,Ebay	Amazon,fi	Wizard V	4.49,4.99	0.00,0.00	4.99,0.00	Next day	3 - 5 days	Return w	5	5
194_m	Beauty	7.4E+09	Ted Baker Ted's Opu	FALSE	Amazon,Ebay	Amazon,fi	Fashion 4	20.95,15.4	0.00,0.00	0.00,0.00	Next day	3 - 5 days	Return w	1	1
23	Electronics	7.6E+09	SKY Q HUB WIRELESS	FALSE	Amazon,Ebay	Amazon,fi	All Good	56.99,19.4	0.00,0.00	0.00,0.00	Next day	3 - 5 days	Return w	5	8
21	Toys	8.5E+09	Vallejo Airbrush & W	FALSE	Amazon,Ebay	Amazon,fi	Amazon	27.07,24.4	0.00,2.98	0.00,2.98	Next day	3 - 5 days	Return w	2	2
229	Office Products	8.9E+09	Moleskine 9 x 14 cm f	FALSE	Amazon,OnBuy,	Amazon,fi	Amazon	8.99,9.02	0.00,0.00	4.99,0.00	Next day	3 - 5 days	Return w	1	2
229	Office Products	8.9E+09	Moleskine Classic Ru	FALSE	Amazon,Ebay,St	Amazon,fi	Cowling	12.17,15.4	0.00,0.00	4.99,0.00	Next day	3 - 5 days	Return w	1	2

ABOUT US

C5i is a pure-play AI & Analytics provider that combines the power of human perspective with AI technology to deliver trustworthy intelligence. The company drives value through a comprehensive solution set, integrating multifunctional teams that have technical and business domain expertise with a robust suite of products, solutions, and accelerators tailored for various horizontal and industry-specific use cases. At the core, C5i's focus is to deliver business impact at speed and scale by driving adoption of AI-assisted decision-making.

C5i caters to some of the world's largest enterprises, including many Fortune 500 companies. The company's clients span Technology, Media, and Telecom (TMT), Pharma & Lifesciences, CPG, Retail, Banking, and other sectors. C5i has been recognized by leading industry analysts like Gartner and Forrester for its Analytics and AI capabilities and proprietary AI-based platforms.



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