

# STAMATS RESEARCH SERVICES

## Choice-Based Modeling

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Choice-based modeling examines the value consumers place on various characteristics of a brand, product, or service. This sophisticated research tool evaluates your business' brand, as well as a number of competing brands by simulating trade-off scenarios. These simulations present the consumer with options comparable to those they would face in the real world.

The choice-based model attempts to determine the most influential attributes in consumers' preferences for a brand, product, or feature. Choice-based modeling has proven itself to be a robust and reliable modeling technique across a wide range of industries and is one of the most popular methods in evaluating both current and potential product and service offerings.

This research approach is particularly well-suited in evaluating a large number of attributes such as price, features, design, performance, and warranties. Businesses of all types use choice-based modeling to optimize the marketing mix of a product or service's features and estimate consumer preference.

### How It Works

Using data collected from your target customers via a web-based or telephone survey, a custom model is created to meet your needs and goals. Once the model is established, Stamats can modify particular attributes or components to illustrate how changes influence market share, revenue, or profits.

Before conducting a choice-based modeling survey, it's helpful for businesses to have a clear understanding of the following:

- Decisions that will be made based on study findings
- Departments/divisions within your company that will use the results
- Specific products, services, or scenarios your business is considering
- Number of factors and type of factors desired
- Competitive landscape of your business
- Real-world data from your customer database (for model calibration)

