

# ***Max-Diff Analysis***

***Multivariate Solutions***

# *Maximum Difference Analysis*

- The Maximum Difference (Max-Diff) survey exercise is based on a measure of customer choice and trade-off, instead of typical rating scale responses.
- In a Max-Diff exercise, consumers evaluate multiple sets of four to six attributes. For each set, the consumer indicates both the most important item and also the least important item.
  - Responses are analyzed using various techniques to derive attribute importance scores at the individual respondent level.
- Max-Diff is often used for attribute prioritization.
  - Other uses include product benefits and brand preferences as well as customer needs and attitudes.
  - Its greater differentiation and lack of scale usage effects also means that Max-Diff is a great input to a segmentation analysis.

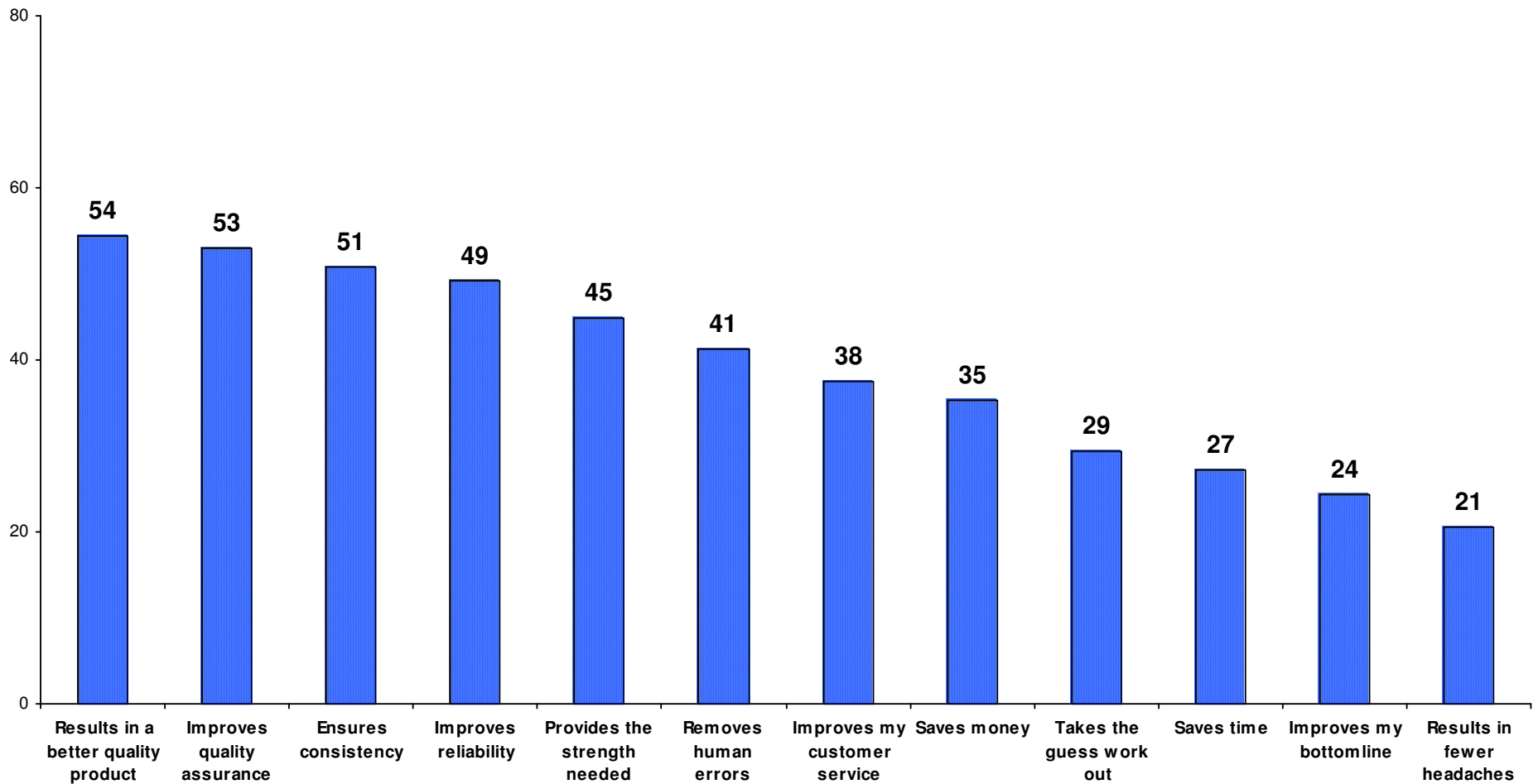
# *Maximum Difference*

## *Survey Structure*

- Please think about what is appealing to you about the product concept. I am going to read a group of phrases, please pick the ONE phrase that is MOST appealing to you and the ONE phrase that is LEAST appealing to you. You will do this exercise 6 times.
  - Results in a better quality product
  - Improves quality assurance
  - Ensures consistency
  - Improves reliability
  - Provides the strength needed
  - Removes human errors
  - Improves my customer service
  - Saves money
  - Takes the guess work out
  - Saves time
  - Improves my bottomline
  - Results in fewer headaches

# Max-Diff Analysis

Percentage Chance Attribute Will Be Among 'Most Important'



# Max-Diff Analysis

## Mean Summary Max-Diff Impacts

Max-Diff Point Mean Allocations			
	Total Sample	Consumer Group 1	Consumer Group 2
Results in a better quality product	5.8	4.6	4.8
Improves quality assurance	4.2	2.7	7.2
Ensures consistency	3.2	4.1	4.5
Improves reliability	3.1	1.7	5.7
Provides the strength needed	2.5	2.0	5.1
Removes human errors	0.8	1.0	-3.6
Improves my customer service	0.4	1.5	-0.9
Saves money	-0.4	0.7	1.5
Takes the guess work out	-0.6	-0.8	-3.9
Saves time	-1.5	-2.4	-1.5
Improves my bottomline	-1.7	-0.7	-1.5
Results in fewer headaches	-2.8	-3.2	-3.6