MINERAL WATER CONSUMPTION HABITS OF UNIVERSITY STUDENTS WITH CONJOINT ANALYSIS

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Since the 70's conjoint analysis has been commonly used in practice for analysing a wide range of products. Since then several market and scientific research have proven its efficiency and relevance. Conjoint analysis is an effective method to reveal consumer preferences. It proceeds on the assumption that the consumer tries to maximise utility when purchasing products. Through the method the utility of certain product attributes and the importance of them in consumer decision can be determined; it can also be used to position the product on the market. We have chosen the so-called full profile task to reveal the mineral water consumption habits of university students since the following conditions were met: the target group members are consuming mineral waters, they are aware of the product attributes and in the product features a small number of well-separated utility levels could have been defined. In order to reduce the invaluable (large amount of) potential product versions we applied orthogonal matrix. We proved that the importance of the price is significant in decision making, but it is not the most important factor. The decision was determined primarily by carbonation (35.8%) and by the brand (29.2%). Important factors are the price (14.2%) and promotion games (13.5%). The importance of awards was low (7.4%). The ideal product for university students: sparkling Naturaqua with a promotion games where the grand prize is a car, costing HUF 86 and showing the 'Quality food from Hungary' logo.

Keywords: mineral water consumption, consumer habit, conjoint analysis, full profile task, orthogonal matrix.