

Model: ChatGPT Instant (likely ChatGPT 5.6 Luna or Terra)

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Prompt: I'm working with a customer who is trying to figure out the right combination of price and features for kitchen blenders that they want to sell the price points are a \$30 \$50 or a \$100 blender. The buttons that could be included are pulse, ice crush, blend, liquefy, generic on/off, and speeds 1-5. Create a conjoint study that could be used to help this customer identify the price point and feature list that would work best for the audience of potential blender buyers.

Kitchen Blender Price & Feature Conjoint Study

Research Objective

Determine which combination of **price and blender controls/features** creates the greatest consumer preference and purchase potential among prospective blender buyers.

The study should answer four primary business questions:

1. How much does price affect blender choice at **\$30, \$50, and \$100**?
 2. Which controls/features contribute the most incremental value?
 3. Which features can be removed with relatively little impact on preference?
 4. Which combination of price and features is likely to maximize consumer choice, including whether a more feature-rich \$100 blender can outperform simpler \$30 or \$50 alternatives.
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Recommended Methodology

Use a **Choice-Based Conjoint (CBC)** design.

Respondents will repeatedly choose among hypothetical blenders with different combinations of price and controls. Rather than asking consumers directly how important each feature is, the exercise forces them to make tradeoffs similar to an actual purchase decision.

Each respondent should complete approximately **12 choice exercises**, with **3 blender alternatives plus a "None of these" option** in each exercise.

The conjoint design should be generated using a statistically efficient experimental design rather than manually assigning the combinations shown to respondents.

Target Audience

Adults who are potential purchasers of a countertop kitchen blender.

Recommended Qualification

- Age 18+
- Primary or shared responsibility for purchasing small kitchen appliances
- Currently owns a blender OR would consider purchasing one within the next 12–24 months
- Would consider spending at least \$30 on a blender

Recommended Sample Size

n = 400–600

A sample of approximately **500 respondents** provides sufficient stability for the overall market simulation while allowing some analysis by meaningful consumer segments.

Larger samples should be used if the customer needs reliable results for demographic, usage, or behavioral subgroups.

Conjoint Attributes and Levels

The experiment should treat price and each available control as attributes.

Attribute	Levels
Price	\$30 / \$50 / \$100
Pulse	Included / Not included
Ice Crush	Included / Not included
Blend	Included / Not included

Liquefy	Included / Not included
On/Off	Dedicated On/Off control / No dedicated On/Off control
Speeds 1–5	Included / Not included

Important Programming Note

"On/Off" should be described as a **dedicated On/Off control**, rather than implying that a blender without that feature cannot be turned on.

Similarly, "Speeds 1–5" should be treated as one feature: **five selectable speed settings**, rather than five separate conjoint attributes.

This produces seven conjoint attributes: one three-level price attribute and six two-level feature attributes.

Feature Definitions Shown Before Exercise

Before beginning the conjoint, respondents should see brief definitions so that everyone interprets the controls consistently.

Pulse

Runs the blender only while the Pulse control is pressed, allowing short bursts of blending.

Ice Crush

A preset designed specifically for crushing ice.

Blend

A general-purpose automatic blending setting.

Liquefy

A setting designed to create a very smooth or liquid consistency.

Dedicated On/Off

A separate control for turning the blender on and off.

Speeds 1–5

Five selectable speed levels that allow the user to manually control blending speed.

Survey Questionnaire

Introduction

We would like to understand what people look for when choosing a kitchen blender.

You will see several sets of blenders. Imagine that you were shopping for a blender and that the products were otherwise similar in brand, quality, size, appearance, warranty, and other characteristics.

For each set, select the blender you would be most likely to purchase.

There are no right or wrong answers. Choose the option you would actually prefer.

Screenener

S1. Age

What is your age?

- Under 18 → TERMINATE
 - 18–24
 - 25–34
 - 35–44
 - 45–54
 - 55–64
 - 65+
-

S2. Kitchen Appliance Purchase Responsibility

Which best describes your role in purchasing small kitchen appliances for your household?

- I am primarily responsible
 - I share responsibility with someone else
 - Someone else is primarily responsible → TERMINATE
-

S3. Blender Ownership

Do you currently own a countertop kitchen blender?

- Yes
 - No
-

S4. Future Consideration

How likely would you be to consider purchasing a countertop blender sometime within the next two years?

- Definitely would consider
- Probably would consider
- Might or might not consider
- Probably would not consider → TERMINATE
- Definitely would not consider → TERMINATE

For current blender owners, this should include replacement or additional blender purchases.

Current Behavior

Q1. Blender Usage

How often do you currently use a countertop blender?

- Daily
 - Several times a week
 - About once a week
 - Several times a month
 - About once a month
 - Less often
 - Never
 - Do not currently own one
-

Q2. Blender Uses

Which of the following would you use a blender for?

Select all that apply.

- Smoothies
- Protein or meal-replacement drinks
- Frozen drinks
- Crushing ice
- Soups
- Sauces
- Purees
- Food preparation
- Other
- None of these

Randomize items where appropriate.

Q3. Purchase Price

Thinking about your next blender purchase, which of these price ranges would you realistically consider?

Select all that apply.

- Around \$30
- Around \$50
- Around \$100
- More than \$100
- None of these

Do **not** screen out respondents based on selecting only one conjoint price point. Their unwillingness to pay higher prices is part of what the conjoint should measure.

Conjoint Exercise

Instructions

Imagine you are purchasing a new countertop blender.

All of the blenders shown perform the basic function of blending food and drinks. Unless specifically shown, assume the products are similar in brand reputation, size, appearance, quality, and warranty.

For each group, select the blender you would be most likely to purchase.

Example Choice Task

Which blender would you be most likely to purchase?

	Blender A	Blender B	Blender C
Price	\$30	\$50	\$100
Pulse	✓	✓	✓
Ice Crush	—	✓	✓
Blend	✓	✓	✓
Liquefy	—	—	✓
Dedicated On/Off	✓	—	✓
Speeds 1–5	—	✓	✓

- ☐ Blender A
- ☐ Blender B
- ☐ Blender C
- ☐ I would not purchase any of these

The actual combinations should be generated algorithmically and vary across respondents.

Experimental Design Specifications

Use:

- 12 choice tasks per respondent
- 3 blender concepts per task

- 1 "None" alternative
- Randomized or balanced concept position
- D-efficient or Bayesian-efficient CBC design
- Level balance
- Minimal level overlap within tasks where possible
- Multiple questionnaire versions

Do not simply generate all possible combinations and randomly select among them.

With six binary features and three prices, there are:

$3 \times 2^6 = 192$ possible blender configurations.

The experimental design selects a strategically balanced subset that allows the individual contribution of each price and feature to be estimated.

Recommended Design Restrictions

Avoid imposing unnecessary restrictions between features.

For example, a blender can legitimately contain:

- Pulse without Blend
- Five speeds without Liquefy
- Ice Crush without five manual speeds
- Blend without a dedicated On/Off button

These combinations are useful analytically because they allow the model to determine the independent value of each control.

The only important wording restriction is that every blender is assumed to have some mechanism for activation. The On/Off conjoint attribute therefore represents a **dedicated On/Off control**, not whether the blender is operational.

Post-Conjoint Questions

Q4. Feature Expectations

Regardless of the choices you just made, which of these features would you consider an absolute requirement in a blender you purchased?

Select all that apply.

- Pulse
- Ice Crush
- Blend
- Liquefy
- Dedicated On/Off
- Speeds 1–5
- None of these

This should **not replace the conjoint results**. It provides diagnostic context around features consumers consciously consider "must-haves."

Q5. Most Important Use

What would be the single most important use for your next blender?

- Smoothies
 - Frozen drinks
 - Crushing ice
 - Soups
 - Sauces or purees
 - General cooking/food preparation
 - Other
-

Q6. Purchase Motivation

When choosing a blender, which of the following is most important to you?

- Keeping the price as low as possible
 - Getting the features I need without paying for extras
 - Getting more controls and versatility
 - Getting the best-performing product
 - Something else
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Classification Questions

Include standard classification variables relevant to the client's market, such as:

- Age
- Gender
- Household income
- Household size
- Presence of children
- Cooking frequency
- Blender ownership
- Blender usage frequency
- Current blender brand, if useful
- Typical appliance-shopping channel

These can later be used to identify consumer segments with different feature and price preferences.

Analysis Plan

1. Estimate Part-Worth Utilities

Use hierarchical Bayes or another appropriate individual-level CBC estimation technique to calculate utilities for:

- \$30
- \$50
- \$100
- Pulse
- Ice Crush
- Blend
- Liquefy
- Dedicated On/Off
- Speeds 1–5

This will reveal the relative impact each feature and price level has on product choice.

2. Calculate Attribute Importance

Estimate how much of consumers' decisions are driven by:

- Price
- Pulse
- Ice Crush
- Blend
- Liquefy
- Dedicated On/Off
- Speeds

This provides a high-level answer to questions such as whether consumers are primarily shopping on price or whether particular controls substantially change purchase preference.

3. Calculate Willingness to Pay

Because price is included directly in the conjoint, estimate the **incremental willingness to pay** associated with individual features.

For example, the analysis could determine whether consumers behave as though:

- Ice Crush is worth approximately \$X
- Pulse is worth approximately \$Y
- Five speeds are worth approximately \$Z

These values should be interpreted as modeled tradeoffs rather than literal prices consumers would separately pay for each button.

Market Simulator

The most important deliverable should be a **market simulator** rather than simply a table of feature utilities.

The simulator should allow the customer to enter alternative blender configurations and estimate consumer preference for each.

For example:

Product	Price	Pulse	Ice Crush	Blend	Liquefy	On/Off	Speeds
Value Blender	\$30	Yes	No	Yes	No	Yes	No
Mid-Tier Blender	\$50	Yes	Yes	Yes	No	Yes	Yes
Premium Blender	\$100	Yes	Yes	Yes	Yes	Yes	Yes

The model can then estimate the relative preference/share of choice for the three configurations.

Optimization Scenarios

At minimum, run four types of simulations.

Scenario 1: Best Product at Each Price

Find the highest-preference feature combination possible at:

- \$30
- \$50
- \$100

This identifies what the feature package should look like if the customer has already chosen a price tier.

Scenario 2: Minimum Viable Feature Set

Start with the most complete blender and remove features individually.

Measure the preference loss caused by removing:

- Pulse
- Ice Crush
- Blend
- Liquefy
- On/Off
- Speeds 1–5

This identifies features that may increase manufacturing complexity without contributing enough consumer value.

Scenario 3: Price/Feature Tradeoff

Test whether adding features allows the company to move successfully from:

\$30 → \$50

and

\$50 → \$100.

For example, determine whether adding Ice Crush and five speeds provides enough utility to compensate for a \$20 price increase.

Scenario 4: Portfolio Optimization

If the company could ultimately offer more than one model, test whether two or three differentiated products would capture more demand than a single blender.

Example:

Entry

\$30 with basic controls

Core

\$50 with the highest-value additional controls

Premium

\$100 with the complete feature package

This analysis can reveal whether the \$100 product primarily cannibalizes the \$50 product or attracts a meaningfully different consumer.

Key Deliverables

The final analysis should provide:

1. **Relative importance of price versus features**
2. **Utility of every feature**
3. **Consumer willingness-to-pay estimates for features**
4. **Optimal feature package at \$30**
5. **Optimal feature package at \$50**
6. **Optimal feature package at \$100**
7. **Preference simulations comparing proposed products**

8. **Feature-removal analysis showing which buttons add little incremental value**
 9. **Consumer segments with materially different price/feature preferences**
 10. **Recommended product configuration or product portfolio**
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Recommended Enhancement: Include Performance

There is one methodological limitation in testing only buttons and price: consumers generally buy **blending capability**, not buttons themselves.

If the actual product designs also vary meaningfully in motor power or expected performance, add a performance attribute such as:

Blending Power

- Basic — suitable for everyday blending
- Enhanced — suitable for ice and frozen ingredients
- High-performance — suitable for frequent heavy-duty blending

This prevents a potentially misleading conclusion that consumers will pay \$100 merely because a blender has more buttons.

If performance is genuinely identical across all proposed products, it should remain constant and should not be included in the conjoint.

Primary Decision Framework

The study should ultimately move the customer away from asking:

"Which buttons do consumers say they want?"

and toward:

"How much additional consumer preference does each feature create, how much will consumers trade off to get it, and does that value justify including it at a particular retail price?"

That is the decision the conjoint design is structured to answer.

