

Researching a Price

Marketing

Methods for finding what people will actually pay.

Method and reliability.

Method	How	Reliability
Direct question	What would you pay?	Low
Van Westendorp	Four price perception questions	Moderate
Gabor-Granger	Would you buy at X? Vary X	Moderate
Conjoint	Trade-offs between bundles	High
Live price test	Actual sales at different prices	Highest

Trade-off methods work because they force a choice under constraint, which is what a real purchase does.