

The Statistical Analysis of Pizza Consumers: An Application of the Conjoint Analysis

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When asking someone in Italy whether he likes pizza or not, usually that fellow does not simply answer “yes”, but adds also lots of details about how a good pizza should be: soft or crispy, with more or less knead, long or short cooking and so on. The goal of this analysis is to find out the most important attributes consumers care of, and to discover how the “ideal” pizza should be. The methods we used are the conjoint and cluster analysis, applied at different steps. First of all the SPSS procedure Orthoplan created 10 different pizza profiles, all evaluated by 104 persons aging between 14 and 60 years in the Italian province of Rimini. Then the conjoint analysis was used to show the most relevant attributes. After applying cluster analysis two different groups of consumers are individuated. Finally, the use conjoint analysis allows us to provide the features of the “ideal” pizza.