

# The Effects of Different Alternative Representations in Conjoint Analysis on Users' Willingness to Pay for Park and Park Facilities

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**【Abstract】** The purpose of this study is to compare the differences between verbal description and pictorial representation in preference ranking, preference score and willingness to pay for each alternative. Based on the results of previous studies, four major attributes of urban parks, including various recreational facilities, diverse vegetation, exhibition stage and water scenes, were selected. Annual entrance fee was designed as the price attribute. Eight alternatives were created by orthogonal design method. On site interview was conducted in urban park. Analysis results indicated that two alternative representations have no significant difference in preference ranking and preference score for eight alternatives. WTP for each alternative also has no significant difference between vocal and pictorial representations. However, there is difference between verbal and pictorial questionnaires in the relative importance for providing water scenes and recreational facilities in the WTP.

**【Keywords】** Pictorial representation, verbal description, preference, marginal rate of substitution, willingness to pay, urban park