

ANALYZING DECISION MAKING

Metric Conjoint Analysis

JORDAN J. LOUVIERE University of Alberta





CONTENTS

Acknowledgments 4

7

Series Editor's Introduction 5

Preface

1. Background Concepts and Theory 9

- 1.0 Complex Decision Making and Conjoint Analysis 9
- 1.1 A Theory of Complex Decision Making 12
- 1.2 Algebraic Foundations of the Information Integration Theory Approach to Conjoint Analysis 14
- 1.3 Comparison with Rank-Order Conjoint Methods 25

2. Design and Analysis of Conjoint Experiments 27

- 2.0 Introduction # 27
- 2.1 The Design of Factorial Experiments 28
- 2.2 Fractional Factorial Designs 35
- 2.3 Analysis of Data from Factorial Conjoint Experiments 44
- 2.4 Analysis of Individual Differences . 47
- 3. Practical Applications of Conjoint Theory and Methods 49
 - 3.0 Introduction 49
 - 3.1 Understanding the Decision Problem 50
 - 3.2 Identifying Determinant Attributes 50
 - 3.3 Developing Product Positioning Measures 52
 - 3.4 Practical Approaches to Solving Conjoint Problems 54
 - 3.5 Examples of Previous Applications of Conjoint Models to Practical Problems 63
- 4. Predicting Likely Market Choices from Conjoint Studies and Other Strategic Applications of Conjoint Models 67
 - 4.0 Introduction 67
 - 4.1 Approaches to Simulating Aggregate Market Choices Based on Conjoint Data or Individual Conjoint Models 68
 - 4.2 Integrating Conjoint and Discrete Choice Techniques to Study Choice Behavior Directly 76
 - 4.3 Concluding Remarks About Choice Experiments 87
- References 89

About the Author 95