Record Nr. UNINA9910460956503321 **Titolo** Bounded rational choice behaviour: applications in transport / / edited by Soora Rasouli, Harry Timmermans Pubbl/distr/stampa Bingley, England:,: Emerald,, 2015 ©2015 **ISBN** 1-78441-071-3 Edizione [First edition.] Descrizione fisica 1 online resource (289 p.) 388 Disciplina Soggetti Transportation - Research Consumer behavior Electronic books. Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Description based upon print version of record. Includes bibliographical references at the end of each chapters and Nota di bibliografia index. Nota di contenuto ""Front Cover""; ""Bounded Rational Choice Behaviour: Applications in Transport""; ""Copyright page""; ""Contents""; ""List of Contributors""; ""Preface""; ""Frontiers in Modelling Bounded Rationality in Travel Behaviour Research: Introduction to the Collection of Chapters"; ""References""; ""Chapter 1 Models of Bounded Rationality under Certainty""; ""1.1 Framework""; ""1.2 Non-Optimal Decision Mechanisms""; ""1.3 Considering a Subset of Influential Attributes""; ""1.4 Indifference between Small Differences in Utility or Attribute Values"" ""1.5 Considering a Subset of Choice Alternatives"""1.6 Applications""; ""1.7 Conclusions and Discussion""; ""References""; ""Chapter 2 Utility Maximisation and Regret Minimisation: A Mixture of a Generalisation""; ""2.1 Introduction""; ""2.2 Model Structures""; ""2.2.1 The Generalised RRM Model""; ""2.2.2 Mixture Model""; ""2.3 Empirical Analysis""; ""2.3.1 Data""; ""2.3.2 Results""; ""2.4 Summary and Conclusions""; ""References""; ""Chapter 3 Relative Utility Modelling""; ""3.1 Introduction""; ""3.2 Relative Utility Modelling""; ""3.2.1 General Formulation"" "3.2.2 Alternative-Oriented Relative Utility"""3.2.3 Representing Quasi-Nested Choice Structure""; ""3.2.4 Endogenous Modelling of

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## Sommario/riassunto

The book is an attempt to stimulate development in travel behaviour analysis and provide a basic source of reference to the transportation research community. The aim of the book is to give centre stage to some recent innovative approaches to models of bounded rationality, both under conditions of certainty and uncertainty.