

1. Record Nr.	UNINA9910780090403321
Autore	Louviere Jordan J
Titolo	Stated choice methods [[electronic resource]] : analysis and applications / / Jordan J. Louviere, David A. Hensher, Joffre D. Swait (with a contribution by Wiktor Adamowicz)
Pubbl/distr/stampa	Cambridge, : CUP, 2000
ISBN	9780511753831 (e-book) 9780521788304 (pbk.)
Descrizione fisica	1 online resource (xv, 402 p.) : ill
Altri autori (Persone)	HensherDavid A. <1947-> SwaitJoffre Dan
Disciplina	658.8342
Soggetti	Consumer behavior - Mathematical models Decision making - Mathematical models Mathematical models
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references (p. 382-398) and index.
Nota di contenuto	1 - Choosing as a way of life -- 2 - Introduction to stated preference models and methods -- 3 - Choosing a choice model -- 4 - Experimental design -- 5 - Design of choice experiments -- 6 - Relaxing the IID assumption – introducing variants of the MNL model -- 7 - Complex, non-IID multiple choice designs -- 8 - Combining sources of preference data -- 9 - Implementing SP choice behaviour projects -- 10 - Marketing case studies -- 11 - Transportation case studies -- 12 - Environmental valuation case studies -- 13 - Cross validity and external validity of SP models -- References -- Index.
Sommario/riassunto	Understanding and predicting the behaviour of decision makers when choosing among discrete goods has been one of the most fruitful areas of applied research over the last thirty years. An understanding of individual consumer behaviour can lead to significant changes in product or service design, pricing strategy, distribution channel and communication strategy selection, as well as public welfare analysis. This graduate and practitioner guide, first published in 2000, deals with the study and prediction of consumer choice behaviour, concentrating on stated preference (SP) methods - placing decision

makers in controlled experiments that yield hypothetical choices - rather than revealed preferences (RP) - actual choices in the market. It shows how SP methods can be implemented, from experimental design to econometric modelling, and suggests how to combine RP and SP data to get the best from each type. The book also presents an update of econometric approaches to choice modelling.

---