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It can be described as a set of techniques ideally suited to studying customers' decision-making processes and determining tradeoffs. Though this book is oriented towards methods and applications of conjoint analysis in marketing, conjoint methods are also applicable for other business and social sciences. After an introduction to the basic ideas of conjoint analysis the book describes the steps involved in designing a ratings-based conjoint study, it covers various methods for estimating ...

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Abstract One of the major objectives in conjoint analysis has been to predict the choices made by a sample of individuals for a new item which is described in terms of a set of attributes used in a conjoint study.

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Conjoint analysis is a survey-based statistical technique used in market research that helps determine how people value different attributes that make up an individual product or service. The objective of conjoint analysis is to determine what combination of a limited number of attributes is most influential on respondent choice or decision making. A controlled set of potential products or services is shown to survey respondents and by analyzing how they make choices among these products, the im

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Conjoint analysis is only one special case within this framework. We summarize cutting edge research and identify fruitful directions for future investigations pertaining to the framework's three components and to their integration.

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The conceptual model of conjoint analysis is quite straightforward; it postulates that the utility of a multi-attributed item can be decomposed into specific contributions of each attribute and possibly their interactions. The approach is easy to implement if the number of attributes is small.

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