

Applied Conjoint Analysis

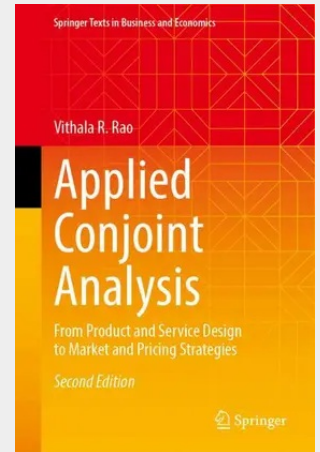
From Product and Service Design to Market and Pricing Strategies

This book provides different applications and methods of conjoint analysis in marketing. It gives an introduction into the basic ideas of conjoint analysis and describes the steps involved in designing a ratings-based conjoint study. This new revised second edition offers newer methods for estimating utility functions for products with multiple attributes such as Best-Worst Scaling, incorporating non-compensatory aspects, and auction methods. It features new chapters on advanced methods of analysis (e.g., machine-learning based and others) and conjoint analysis with other types of data such as eye tracking, visual design evaluations, search data and GPT, among others. While the focus of the book is on methods in marketing, these methods are also applicable for other business and social sciences.

This book is useful to academics, researchers, and scholars applied marketing science. This book is also suitable as a textbook for quantitative marketing coursework.

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