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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.

### Choice Based Conjoint Studies: Design and Analysis ...

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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### Applied Conjoint Analysis by Rao, Vithala R. (ebook)

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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