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This is an elaboration of Example 2 in this chapter. Let us call the three sandwich options as Sandw A, Sandw B, and Sandw C. Similarly, let us call the side order as Sideo A, Sideo B, and Sideo C and the drink options as Drink A, Drink B, and Drink C. First, the nine meal combinations ( $1/3$  of the  $3 \times 3$  factorial design) can be constructed using a Latin Square design as follows:

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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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Contents 1 Problem Setting 1 1.1

Introduction 1 ... 1.2 Origins of Conjoint

Analysis 3 1.3 Some Terminology 5 1.4

Principal Types of Conjoint Analysis 5 1.5

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Focus of this Book 7 1.6 Industry Uses of Conjoint Analysis 7 1.7 An Illustration of Conjoint Method 9 ...

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'Conjoint analysis ' is a survey-based statistical technique used in market

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research that helps determine how people value different attributes (feature, function, benefits) that make up an individual product or service.

## **Conjoint analysis - Wikipedia**

Based on a 2004 Sawtooth Software customer survey, the leading company in Conjoint Software, between 5,000 and 8,000 conjoint analysis projects were conducted by Sawtooth Software users during 2003. The validation of the conjoint method can be measured not only by the companies today that utilize conjoint methods for decision-making, but also ...

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CBC is the most often applied type of conjoint analysis (Orme 2013). CBC has several advantages but it also has disadvantages. compared to a traditional conjoint analysis. First, asking.

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The conjoint analysis method can be used in IPA research framework based on these reasons: first, relative importance of attributes can be measured using the conjoint analysis method. It can be seen that a measurement of relative importance rather than direct ratings was suggested in previous research [ 13 , 38 ].

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