Stated Choice Methods: Analysis and Applications

Jordan J. Louviere, David A. Hensher, Joffre D. Swait
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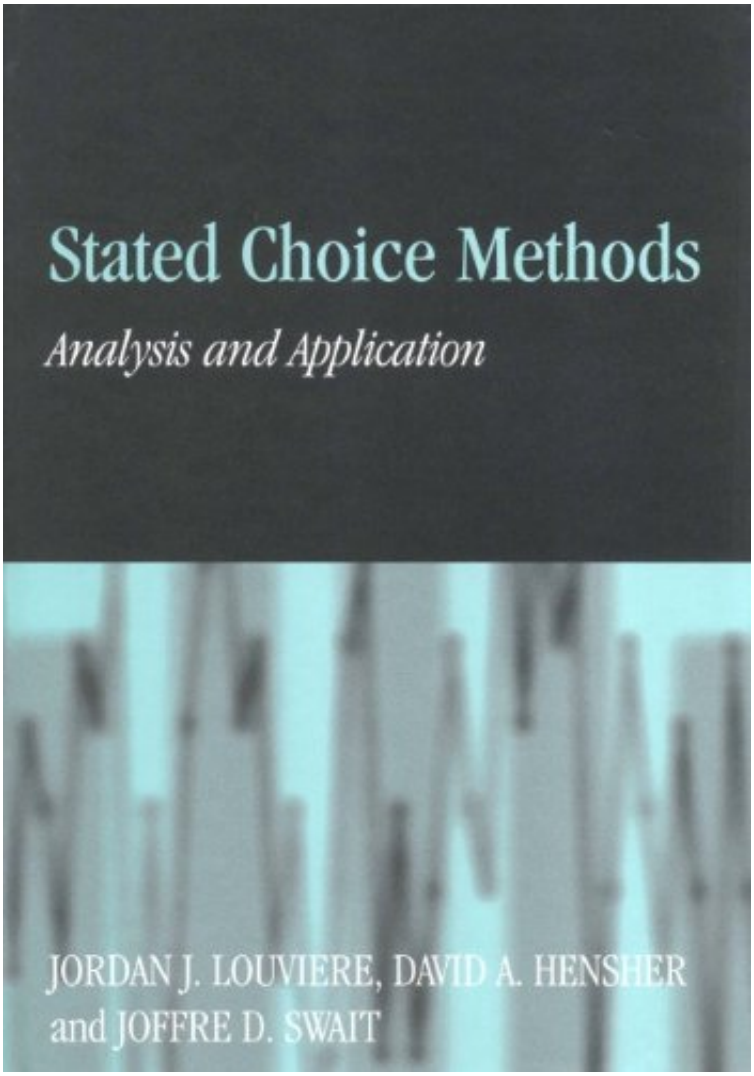

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Jordan J. Louviere, David A. Hensher, Joffre D. Swait : Stated Choice Methods: Analysis and Applications before purchasing it in order to gage whether or not it would be worth my time, and all praised Stated Choice Methods: Analysis and Applications:

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well19 of 20 people found the following review helpful. a long awaited guideBy A CustomerThis book finally provides a comprehensive guide to designing and analysing choice experiments. (Probably a niche market). The authors (and W. Adamowicz, who contributes one chapter and is acknowledged in the inner title page) have been writing the book on choice experiments for many years, in the form of research papers. Until now readers have been left to guess at the intricacies of the mathematics used to construct the surveys, or set off in search of texts and papers on economics and statistical experimental design (particularly factorial design, which is not always well covered), or contact the authors directly. Finally it is all here in one place. This book explains the economics as well as the statistics. Examples are provided in transportation, environment and marketing. A great guide to understanding this area of social research.

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.

"It can be recommended not only as an excellent reference book, but also as an excellent textbook." Mathematical sAbout the AuthorJordan J. Louviere is Research Professor at the School of Marketing, University of South Australia Business School. He is particularly known for pioneering work in the design and application of discrete choice experiments (also called 'choice-based conjoint') and he also pioneered best-worst scaling (also known as 'Max-Diff Scaling'). He is co-author of Stated Choice Methods: Analysis and Application (Cambridge University Press, 2000).David Hensher is Professor of Management at the University of Sydney. He is the author of numerous books and articles on discrete choice models, including Stated Choice Methods (Cambridge, 2000) and Applied Choice Analysis (Cambridge, 2005). He teaches discrete choice modelling to academic, business and government audiences, and is also a partner in Econometric Software, the developers of Nlogit and Limdep.