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Stated Choice Methods

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 book is a reference work dealing with the study and prediction of consumer choice behaviour, concentrating on stated preference (SP) methods rather than revealed preferences (RP) – placing decision makers in controlled experiments that yield hypothetical choices rather than 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.

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Stated Choice Methods

Analysis and Applications

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PUBLISHED BY THE PRESS SYNDICATE OF THE UNIVERSITY OF CAMBRIDGE
The Pitt Building, Trumpington Street, Cambridge, United Kingdom

CAMBRIDGE UNIVERSITY PRESS
The Edinburgh Building, Cambridge CB2 2RU, UK
40 West 20th Street, New York, NY 10011-4211, USA
477 Williamstown Road, Port Melbourne, VIC 3207, Australia
Ruiz de Alarcón 13, 28014 Madrid, Spain
Dock House, The Waterfront, Cape Town 8001, South Africa

http://www.cambridge.org

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First published 2000
Third printing 2004

Printed in the United Kingdom at the University Press, Cambridge

Typeface *Times* System *3B2*

A catalogue record for this book is available from the British Library

Library of Congress Cataloguing in Publication data

Louviere, Jordan J.
Stated choice methods / Jordan J. Louviere, David A. Hensher, Joffre Swait, Jr.
p. cm.
Includes bibliographical references and index.
ISBN 0 521 78275 9
1. Consumer behavior–Mathematical models. 2. Decision-making–Mathematical models. I. Hensher, David A., 1947– II. Swait, Joffre Dan.

HF5415.32.L687 2000
658.8′342–dc21 00-023024

ISBN 0 521 78275 9 hardback
ISBN 0 521 78830 7 paperback

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Acknowledgements

Many individuals have contributed intellectually to this book. The literature on discrete choice analysis, combining sources of preference data and experimental design, is vast, with a history spanning at least sixty years. This book is a contribution to that literature, inspired by a need at the end of the twentieth century for a single source accessible to both practitioners and researchers who need some assistance in 'travelling' through the essential components of the extant literature in order to undertake an appropriate systematic study of consumer choice behaviour.

To Daniel McFadden, Norman Anderson and Moshe Ben-Akiva we owe a special debt for their contribution to the literature and for their inspiration to all authors. Wiktor Adamowicz and graduate students and staff in the Faculty of Economics and Business at the University of Sydney read earlier versions of the book and guided us in revisions. The influence of a number of other colleagues has been substantial in our appreciation of the topic. We especially thank Bill Greene, Don Anderson, Axel Boersch-Supan, Bob Meyer, Frank Koppelman, Deborah Street and Chandra Bhat. We would like to express our gratitude to Advanis Inc., and particularly to Michael Williams, its President, for his support.

We dedicate this book to Cathy Louviere, Johanna Hensher and Carolyn Swait for their support and patience and understanding during all the long hours needed to bring this work to fruition.

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