

## Author Index

- Aaker, D.A., 95  
Addelman, S., 15  
Agrawal, J., 17, 45  
Akaike, H., 51, 74  
Allenby, G.M., 17, 22, 66, 81, 88  
Amemiya, T., 31, 66  
Aptech, 73  
Arora, N., 17, 22  
Audley, R.J., 95, 97, 122
- Balkrishnan, N., 103  
Barnard, P.O., 15  
Baron, J., 47  
Batsell, R.R., 40, 46  
Bekker, P.A., 64, 75, 79, 90, 91  
Ben-Akiva, M., 27, 31, 40, 61, 105  
Bergestuen, T., 9  
Berlyne, D.E., 97  
Bettman, J.R., 96  
Bijmolt, T.H.A., 99, 102  
Bockenholt, U., 97  
Borgers, A.W.J., 17, 22  
Börsch-Supan, A., 32, 38, 49, 82, 106  
Bunch, D.S., 39, 40, 64, 65  
Burhenne, W., 6  
Busemeyer, J.R., 95, 96, 122, 123,  
128, 130
- Campbell, K., 95  
Carley, S.S., 95, 96  
Carroll, J.D., 5, 8, 12, 17, 18  
Carson, R.T., 40, 46  
Cattin, P., 6, 8, 10
- Chintagunta, P.K., 17, 28, 31, 41, 45,  
106  
Chrzan, K., 20, 22  
Clark, C.E., 31  
Cohen, S.H., 12, 17, 22  
Currim, I.S., 17, 18, 40, 106
- Daganzo, C.F., 18, 31, 61, 73, 105  
Dansie, B.R., 39  
Davey, K.S., 11-13, 20, 22, 45  
De Palma, A., 98, 134  
Dellaert, B.G.C., 17, 22  
DeSarbo, W.S., 10, 12, 17, 22  
Dhar, R., 46, 47, 119
- Edland, A., 96  
Effrein, E.A., 97  
Elrod, T., 11-13, 20, 22, 41, 45, 65,  
105, 106  
Espinoza-Varas, B., 97
- Fazio, R.H., 97, 112
- Garratt, M., 15  
Geweke, J., 32, 38, 106  
Ginter, J.L., 17, 22  
Goldberg, S.M., 8, 11  
Gönül, F., 66  
Gray-Lee, J., 20, 22  
Green, P.E., 5, 7, 8, 10-12, 17, 18, 28,  
86

- Haaijer, M.E., 17, 20, 43, 59, 93, 100, 106  
 Hajivassiliou, V.A., 31, 32, 34, 35, 37, 38, 73, 106, 148  
 Hausman, J.A., 17, 28, 30, 40, 41, 61, 62, 66, 105, 106  
 Havlena, W.J., 98, 99  
 Heckman, J.J., 39, 63  
 Hendrick, C., 97  
 Hensher, D.A., 15  
 Hirshman, E.C., 98, 99  
 Holbrook, M.B., 98, 99  
 Honoré, B.E., 17  
 Horowitz, J.L., 31, 40  
 Houlihan, M., 95  
 Huber, J., 15, 16, 19, 47, 107, 134  
 Hutchinson, J.W., 95  
 Hwang, M.L., 95, 96  
  
 Jamieson, D.G., 95  
 Johnson, E.J., 96  
 Johnson, N.L., 103  
 Johnson, R.M., 8, 13, 16, 21, 23, 43, 46, 102, 108, 119  
  
 Kamakura, W.A., 17, 18, 30, 40, 43, 45, 50, 63, 93, 106  
 Keane, M.P., 17, 30, 32, 38-41, 63-65, 74, 105, 106  
 Kersholt, J.H., 95  
 Kiesler, C.A., 95, 97  
 Kim, B.-D., 50  
 Kitamura, R., 39, 40, 64  
 Kotz, S., 103  
 Krieger, A.M., 11  
 Krishnamurthi, L., 41  
  
 Kruskal, J.B., 8  
 Kuhfeld, W.F., 15  
  
 Langdon, M.G., 31  
 Lee, J., 50  
 Lee, L.-F., 32, 38  
 Lenn, T.M., 97  
 Lerman, S.R., 27, 31, 32, 61, 105  
 Link, S.W., 95  
 Louviere, J.J., 5, 10-15, 18, 20, 22, 27, 28, 40, 45, 46  
 Luce, R.D., 5  
  
 MacLachlan, J., 95  
 Madansky, A., 11  
 Maddala, G.S., 27, 30, 63, 73  
 Mahajan, V., 11  
 Manski, C.F., 31, 32  
 Mantrala, M.K., 95  
 McCulloch, R.E., 66, 73  
 McFadden, D., 17, 18, 26, 28, 30-32, 34-37, 40, 45, 50, 51, 63, 73, 74, 148  
 Merckens, A., 64, 75, 79, 90, 91  
 Mills, J., 97  
 Montemayor, M., 8  
 Moore, J., 20, 22  
 Mühleisen, M., 32, 36-38  
 Myers, J.G., 95, 98  
  
 Nowlis, S.M., 19  
  
 Oliphant, K., 7, 17, 20, 22  
 Oppewal, H., 12, 13, 21, 22  
 Orme, B.K., 13, 16, 21, 23, 46, 102, 119

- Pakes, A., 34  
Papageorgiou, Y., 98  
Papatla, P., 41, 62, 106  
Park, C.W., 95, 99  
Parker Lessig, V., 95, 99  
Payne, J.W., 19, 96  
Pekelman, D., 8  
Petrusic, W.M., 95  
Pollard, D., 34  
Pollay, R.W., 95, 97, 122  
Pudney, S., 65  
Puto, C., 19
- Raman, K., 95  
Ramaswamy, V., 12, 17, 22  
Rao, V.R., 8  
Ritov, I., 47  
Rossi, P.E., 66, 73, 74, 81, 88  
Runkle, D., 32, 38, 106  
Ruud, P., 32, 73, 148
- Sawtooth Software Inc., 12  
Schifferstein, H.N.J., 7  
Schwarz, G., 51, 74  
Sedlacek, G., 39, 63  
Sen, S., 8  
Sergent, J., 95, 103, 122  
Shocker, A.D., 8  
Shugan, S.M., 95, 96  
Simonson, I., 19, 20, 68, 89  
Smith, P.L., 95  
Sparmann, J.M., 31  
Srinivasan, K., 66  
Srinivasan, V., 5, 8, 18, 28, 87  
Srivastava, R.K., 18, 40, 106  
Steenkamp, J.E.B.M., 14, 15
- Stelmack, R.M., 95  
Stone, M., 95  
Struhl, S., 7  
Swait, J., 27
- Takane, Y., 95, 103, 122  
Timmermans, H.J.P., 10, 13-15, 17, 18, 20, 22, 45  
Tobias, R.D., 15  
Townsend, J.T., 95, 96, 122, 123, 128, 130  
Tudor, R.K., 95, 96  
Tukey, J.W., 5  
Tversky, A., 19, 20, 68, 89  
Tyebjee, T.T., 95, 96, 99, 103
- Van Noortwijk, L., 20, 22  
Verlegh, P.W.J., 7  
Vriens, M., 6-8, 12, 21, 22, 59
- Wansbeek, T.J., 59, 64, 75, 79, 90, 91  
Watson, C.S., 97  
Wedel, M., 12, 17, 21, 22, 29, 43, 45, 59, 90, 93, 99, 102  
Winston, W.L., 127, 128  
Wise, D.A., 17, 28, 30, 40, 41, 61, 62, 66, 105, 106  
Wittink, D.R., 6-10  
Woodworth, G., 11, 13-15, 18, 27, 28, 45, 46
- Zwerina, K., 15, 16, 47, 107, 134



# Subject Index

- Adaptive Conjoint Analysis (ACA), 8, 20
- Aggregate data, 9, 10, 20
- AIC, 51, 74
- Alternative specific model, 25
  
- Background contrast effect, 19, 20, 63, 68, 78, 82-85, 89, 141
- Base alternative, 12, 16, 23, 43, 45-47, 60, 67, 145, 146
- Bayes, 17, 20, 21, 66, 88, 89, 141
- BIC, 51, 74
  
- CBC, 21, 93
- Choleski factor, 33
- Clark approximation, 31, 40, 41
- Classic conjoint, 2, 3, 5, 7, 10, 15, 20
- CONPRO, 4, 51, 73, 109, 132, 143-147
- Context effect, 19, 20, 59, 66, 68, 89
  
- Decision Field Theory (DFT), 95, 123, 125, 127, 128, 130-133, 144
- Decompositional, 5
- Degrees of freedom (df), 64, 74
- Design
  - Blocking, 15, 19
  - Fixed, 16, 17, 145
  - Fractional factorial, 7, 14, 18, 19, 45
  - Individualized, 16, 17, 44, 147
  - Randomized, 16, 17
  - Discrete choice, 11, 25, 32, 38, 39, 93, 104
  - Dissimilarity coefficient, 49, 50, 53
  - Dummy coding, 14, 43, 48
  
  - Effects-type coding, 14, 43, 48, 51, 57, 64, 69, 72
  - Eigenvalue, 64, 74, 75, 79, 88, 148
  - Entropy, 113, 120
  - Error distribution, 26, 31
  - Exclusion restriction, 39, 64
  
  - Factor structure, 41, 59, 66, 67, 105
  - Fatigue effect, 16, 99-101
  - First-choice rule, 10
  - Full profile method, 7
  
  - Gamma model, 101, 103, 104, 121, 132
  - Gauss, 73, 143, 144, 147, 148
  
  - Hessian matrix, 64, 75, 79, 88, 147
  - Heterogeneity, 17, 59, 61, 63, 68, 77, 88-90, 105, 108, 110, 116, 122
  - Holdout, 9, 20, 21, 65, 139
  - Hybrid conjoint, 8, 20
  
  - Identification, 38, 39, 59, 63, 64, 88, 90, 91, 130, 147
  - Inclusive value, 50
  - Independence of Irrelevant Alternatives (IIA), 18, 19,

- 27, 28, 30, 39, 45-47, 66, 86
- Individual level, 8, 10, 12, 17, 20, 21
- Interaction effect, 6, 7, 10, 14, 15, 18, 25, 28, 46
- Latent class, 17, 20, 21
- Learning effect, 16, 19
- Level balance, 15
- Likelihood, 25, 26, 32, 35, 38, 45, 61, 62, 73, 74
- Likelihood Ratio (LR), 30, 51, 52, 74, 108, 109
- Linear attribute, 14, 43, 48, 49, 51, 55-57
- LINMAP, 8, 9
- Local contrast effect, 19, 20, 62, 68, 83-85, 89, 141
- Logit
  - Binary, 8
  - Multinomial (MNL), 2, 11, 17-19, 26, 28, 30, 39, 44, 49, 50, 66
  - Nested (NMNL), 49, 50, 52, 57, 145
  - No-choice, 49, 52
- Main effect, 7, 10, 13-15, 25, 45
- Market share, 1, 10, 12, 21, 46, 59, 85
- Market simulation, 10, 23, 87, 138
- Markov model, 127, 128
- Maximum Likelihood (ML), 11, 13, 26, 30, 35, 38
- Me-too brand, 60, 85, 87
- Meancentering, 51
- Memory recall, 93, 94, 96, 97, 99, 103, 119, 122
- Minimal overlap, 15
- Moments equation, 36
- MONANOVA, 8, 9
- No-choice constant, 48, 55, 57, 145
- Normal density, 29, 129
- Number of levels effect, 7
- Order effect, 100, 102-104
- Orthogonality, 13-16, 45
- Paired comparison, 8
- Parsimony, 65, 105
- Part-worth, 6-8, 14, 48, 51
- Predictive validity, 9, 21
- PREFMAP, 8
- Probit
  - Binary, 8
  - Independent (IP), 30, 66, 67, 73, 106
  - Multinomial (MNP), 2, 18, 29, 30, 59, 60, 63, 65, 73, 74, 90, 94, 105
- Product line extension, 85
- Product modification, 10, 85
- Pseudo R<sup>2</sup>, 51, 74
- Random coefficients (RC), 65, 66, 68, 74, 88
  - Independent (iRC), 67, 68, 74
- Random draws, 33, 34, 36, 144
- Random intercepts (RI), 66, 68, 74
  - Independent (iRI), 67, 68, 74
- Random taste variation, 59, 131

- 
- Random utility, 2, 11, 18, 25, 104, 130
- Ranking conjoint, 1, 5, 7, 10, 12, 45
- Rating conjoint, 1, 5, 7, 9, 10, 12, 20, 21
- Relabeling, 16, 64
- Replications, 31, 34, 38, 73, 144
- Response time, 3, 23, 93-104, 106-108, 128, 130-132
- Filtered, 4, 100, 104, 106, 108, 131, 132
- Scale parameter, 27
- Segmentation, 6, 8, 21
- Simulation
- Simulated ML (SML), 34, 38, 63, 89, 106
- Simulated moments (MSM), 34, 36, 37, 41
- Simulated scores (MSS), 34, 37
- Smooth SML (SSML), 38
- Simulator
- Crude frequency (CFS), 31
- Smooth, 32, 34
- SRC/GHK, 32-34, 37, 38, 148
- Time pressure, 96, 135
- Tradeoff matrix, 8
- Utility balance, 15, 16, 47
- Weibull density, 26
- Weighted regression, 11, 14

