

**Modeling Conjoint Choice Experiments
with the Probit Model**

Marinus E. Haaijer

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RIJKSUNIVERSITEIT GRONINGEN

**Modeling Conjoint Choice Experiments
with the Probit Model**

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Contents

1	Introduction	1
2	Conjoint Analysis	5
2.1	Introduction	5
2.2	General Concepts and Classic Conjoint Analysis	5
2.3	Conjoint Choice	11
2.3.1	Conceptual	11
2.3.2	Design Issues	13
2.3.3	Modeling Issues	17
2.3.4	(Recent) Applications of Conjoint Choice Experiments	21
3	Choice Models	25
3.1	Introduction	25
3.2	Logit	26
3.2.1	The MNL Model	26
3.2.2	The IIA Property	27
3.3	Probit	29
3.3.1	The MNP Model	29
3.3.2	Simulation of Probit Probabilities	31
3.3.3	Simulation Techniques	34
3.3.4	Identification	39
3.3.5	Marketing Applications	40
4	Conjoint MNL Models and the “No-Choice” Alternative	43
4.1	Introduction	43
4.2	Conjoint Choice MNL Models	44
4.3	The Base Alternative	46
4.3.1	General Elements	46
4.3.2	No-Choice Models	49
4.4	Empirical Investigation of Modeling Options	50

4.5	Conclusions and Discussion	56
5	Conjoint MNP Models	59
5.1	Introduction	59
5.2	Conjoint Choice MNP Models	60
5.2.1	Multinomial Probit with Multiple Choice Sets	60
5.2.2	Identification Issues in the Conjoint MNP Model	63
5.2.3	Random Intercept and Random Coefficient Models	65
5.2.4	Interpretation and Restrictiveness RC Structure	67
5.3	Applications	73
5.3.1	Introduction	73
5.3.2	Estimation Results for the Car-Data	74
5.3.3	Estimation Results for the Coffee-Makers Data	78
5.3.4	Holdout Predictions and Market Share Simulations	83
5.4	Conclusions and Discussion	87
	Appendix	90
6	The Information Content of Response Latencies	93
6.1	Introduction	93
6.2	Response Times and Choice	95
6.3	Including Response Times in Conjoint Choice Models	101
6.3.1	The Gamma Model for Response Times	101
6.3.2	MNP Choice Models Including Response Times	104
6.4	Applications	108
6.4.1	Introduction	108
6.4.2	Application 1	109
6.4.3	Application 2	115
6.5	Decision Field Theory	122
6.5.1	Introduction	122
6.5.2	The Seven Steps of Decision Field Theory	123
6.5.3	Two Approaches	127
6.5.4	Comparison DFT with Variance Scaling Results	132

Contents

6.6 Conclusions and Discussion	134
7 Conclusions and Discussion	137
Appendix: The CONPRO Program	143
A.1 Introduction	143
A.2 Outline of the CONPRO Program	143
A.3 Specific Procedures	148
A.3.1 Introduction	148
A.3.2 Procedures for the (S)IP Model	149
A.3.3 Procedure for the (S)iRI and (S)iRC Model	151
A.3.4 Procedure for the (S)RI and (S)RC Model	151
A.3.5 Procedures for the SRC Simulator	152
A.3.6 Procedure for the Covariance Matrix	153
References	155
Author Index	169
Subject Index	173
Samenvatting	177