



Analyzing Decision Making: Metric Conjoint Analysis (Quantitative Applications in the Social Sciences)

Jordan J. Louviere

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This volume introduces the theory, method, and applications of one type of conjoint analysis technique. These techniques are used to study individual judgement and decision processes. Based upon Information Integration Theory, metric conjoint analysis allows for evaluation of multi-attribute alternatives based on interval level data. The model, which justifies use of metric conjoint methods and the statistical techniques drawn from it, are the core of this monograph. Also described are applications of the model in marketing, psychology, economics, sociology, planning, and other disciplines, all of which relate to forecasting the decision-making behavior of individuals.

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