二十七、聯合分析
Conjoint analysis

Conjoint analysis is a multivariate technique designed to estimate the trade-offs people make when choosing among a number of alternative products or services. Although the data collected is a ranking or rating of product profiles, weights or utilities are produced for each attribute in the profile. Utilities are produced on both the individual and aggregate levels. These utilities indicate the relative importance of each attribute in terms of its contribution to the overall evaluation of the product. The model is assumed to be additive, in that an individual's total utility for a multiattribute alternative is equal to the sum of the utilities for the individual attributes. In this model specifically, the utilities were directly proportional to the importance, because of the linear nature of the utility functions. Hence importances can be added to obtain an overall evaluation of a specific restaurant. The accuracy of the model is evaluated through the examination of the correlation between the actual and predicted scores for each profile.

Conjoint analysis is useful in market segmentation studies. Respondents with similar utilities can be grouped, and the groups can be examined in terms of demographics and other relevant variables. This process can assist marketers in communicating with their target markets.

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