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Given the attribute profiles of two products, in order to explain and predict preference, it is necessary to determine the relative importance of each of the product attributes. Once again, there is no generally accepted methodology. There are two basic approaches: The first, called the attitudinal approach, obtains importance measurements directly from respondents using one of many scaling techniques; the second, termed the inferential method endeavors to infer importances from

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PART Ie Estimating the Relative Importance of Product Attributes I. Introduction One of the most fundamental questions that arises in both adver-

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At this point in time, there is no generally accepted methodology for explaining and predicting human behavior given a product choice situation. This is true despite the critical importance of such methodology to marketing, transportation and urban planning. While the social sciences provide

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