

SCORE-BASED CONJOINT ANALYSIS VIA BETA REGRESSION MODEL

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- **ABSTRACT:** *The traditional model of conjoint analysis assumes that attributed scores follow a Normal distribution. However, normality assumption may not be reasonable since the scores are limited. Since any limited scores can be standardized to values from 0 to 1, this paper presents a new methodology to allow modeling these scores by a Beta distribution. In addition, the paper presents a general procedure to calculate the relative importance, which can be applied to any other distribution. The presented methodology is illustrated on a numerical application of a smartphone production and on simulated data. The Beta regression model showed a more accurate technique for adjusting the traditional conjoint analysis models.*
- **KEYWORDS:** *Stated preference analysis; relative importance; utility functions.*

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