Package 'conjoint'

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Title Conjoint analysis package

Description Conjoint is a simple package that implements a conjoint analysis method to measure the preferences.

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Imports AlgDesign, clusterSim

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R topics documented:

`caBTL` *Function caBTL estimates participation (market share) of simulation profiles*

Description

Function caBTL estimates participation of simulation profiles using probabilistic model BTL (Bradley-Terry-Luce). Function returns vector of percentage participations. The sum of participation should be 100%.

Usage

```
caBTL(sym, y, x)
```

Arguments

`sym`	matrix of simulation profiles
`y`	matrix of preferences
`x`	matrix of profiles

Author(s)

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References

Bak A. (2009), *Analiza Conjoint [Conjoint Analysis]*, [In:] Walesiak M., Gatnar E. (Eds.), *Statystyczna analiza danych z wykorzystaniem programu R [Statistical Data Analysis using R]*, Wydawnictwo Naukowe PWN, Warszawa.

Green P.E., Srinivasan V. (1978), *Conjoint Analysis in Consumer Research: Issues and Outlook*, "Journal of Consumer Research", September, 5, 103-123.

SPSS 6.1 Categories (1994), SPSS Inc., Chicago.

See Also

`caLogit` and `caMaxUtility`

Examples

```
#Example 1
library(conjoint)
data(herbata)
simutil<-caBTL(hsimp,hpref,hprof)
print("Percentage participation of profiles: ", quote=FALSE)
print(simutil)

#Example 2
library(conjoint)
data(czekolada)
simutil<-caBTL(csimp,cpref,cprof)
print("Percentage participation of profiles:", quote=FALSE)
print(simutil)
```

`caEncodedDesign` *Function caEncodedDesign encodes full or fractional factorial design*

Description

Function caEncodedDesign encodes full or fractional factorial design. Function converts design of experiment to matrix of profiles.

Usage

```
caEncodedDesign(design)
```

Arguments

`design`	design of experiment returned by caFactorialDesign function

Author(s)

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References

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Green P.E., Srinivasan V. (1978), *Conjoint Analysis in Consumer Research: Issues and Outlook*, "Journal of Consumer Research", September, 5, 103-123.

SPSS 6.1 Categories (1994), SPSS Inc., Chicago.

See Also

caFactorialDesign

Examples

```
#Example 1
library(conjoint)
experiment<-expand.grid(
price<-c("low","medium","high"),
variety<-c("black","green","red"),
kind<-c("bags","granulated","leafy"),
aroma<-c("yes","no"))
design<-caFactorialDesign(data=experiment,type="orthogonal")
print(design)
code<-caEncodedDesign(design)
print(code)
print(cor(code))
write.csv2(design,file="orthogonal_factorial_design.csv",row.names=FALSE)
write.csv2(code,file="encoded_orthogonal_factorial_design.csv",row.names=FALSE)
```

---

caFactorialDesign *Function caFactorialDesign makes full or fractional factorial design*

Description

Function caFactorialDesign makes full or fractional factorial design. Function can return orthogonal factorial design.

Usage

```
caFactorialDesign(data, type="null", cards=NA)
```

Arguments

data	experiment whose design consists of two or more factors, each with with 2 or more discrete levels
type	type of factorial design (possible values: "full", "fractional", "ca", "aca", "orthogonal"; default value: type="null")
cards	number of experimental runs

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References

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Green P.E., Srinivasan V. (1978), *Conjoint Analysis in Consumer Research: Issues and Outlook*, "Journal of Consumer Research", September, 5, 103-123.

SPSS 6.1 Categories (1994), SPSS Inc., Chicago.

See Also

caEncodedDesign

Examples

```
#Example 1
library(conjoint)
experiment<-expand.grid(
price<-c("low","medium","high"),
variety<-c("black","green","red"),
kind<-c("bags","granulated","leafy"),
aroma<-c("yes","no"))
design<-caFactorialDesign(data=experiment,type="full")
print(design)
print(cor(caEncodedDesign(design)))

#Example 2
library(conjoint)
experiment<-expand.grid(
price<-c("low","medium","high"),
variety<-c("black","green","red"),
kind<-c("bags","granulated","leafy"),
aroma<-c("yes","no"))
design<-caFactorialDesign(data=experiment)
print(design)
print(cor(caEncodedDesign(design)))

#Example 3
library(conjoint)
experiment<-expand.grid(
price<-c("low","medium","high"),
variety<-c("black","green","red"),
kind<-c("bags","granulated","leafy"),
aroma<-c("yes","no"))
design<-caFactorialDesign(data=experiment,type="fractional",cards=16)
print(design)
print(cor(caEncodedDesign(design)))

#Example 4
library(conjoint)
experiment<-expand.grid(
price<-c("low","medium","high"),
```

```
variety<-c("black","green","red"),
kind<-c("bags","granulated","leafy"),
aroma<-c("yes","no"))
design<-caFactorialDesign(data=experiment,type="fractional")
print(design)
print(cor(caEncodedDesign(design)))

#Example 5
library(conjoint)
experiment<-expand.grid(
price<-c("low","medium","high"),
variety<-c("black","green","red"),
kind<-c("bags","granulated","leafy"),
aroma<-c("yes","no"))
design<-caFactorialDesign(data=experiment,type="ca")
print(design)
print(cor(caEncodedDesign(design)))

#Example 6
library(conjoint)
experiment<-expand.grid(
price<-c("low","medium","high"),
variety<-c("black","green","red"),
kind<-c("bags","granulated","leafy"),
aroma<-c("yes","no"))
design<-caFactorialDesign(data=experiment,type="aca")
print(design)
print(cor(caEncodedDesign(design)))

#Example 7
library(conjoint)
experiment<-expand.grid(
price<-c("low","medium","high"),
variety<-c("black","green","red"),
kind<-c("bags","granulated","leafy"),
aroma<-c("yes","no"))
design<-caFactorialDesign(data=experiment,type="orthogonal")
print(design)
print(cor(caEncodedDesign(design)))
```

`caImportance` *Function caImportance calculates importance of attributes*

Description

Function caImportance calculates importance of all attributes. Function returns vector of percentage attributes' importance and corresponding chart (barplot). The sum of importance should be 100%.

Usage

```
caImportance(y, x)
```

Arguments

y	matrix of preferences
x	matrix of profiles

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References

Bak A. (2009), *Analiza Conjoint [Conjoint Analysis]*, [In:] Walesiak M., Gatnar E. (Eds.), *Statystyczna analiza danych z wykorzystaniem programu R [Statistical Data Analysis using R]*, Wydawnictwo Naukowe PWN, Warszawa.

Green P.E., Srinivasan V. (1978), *Conjoint Analysis in Consumer Research: Issues and Outlook*, "Journal of Consumer Research", September, 5, 103-123.

SPSS 6.1 Categories (1994), SPSS Inc., Chicago.

Examples

```
#Example 1
library(conjoint)
data(herbata)
imp<-caImportance(hpref,hprof)
print("Importance summary: ", quote=FALSE)
print(imp)
print(paste("Sum: ", sum(imp)), quote=FALSE)

#Example 1
library(conjoint)
data(czekolada)
imp<-caImportance(cpref,cprof)
print("Importance summary: ", quote=FALSE)
print(imp)
print(paste("Sum: ", sum(imp)), quote=FALSE)
```

---

caLogit *Function caLogit estimates participation (market share) of simulation profiles*

Description

Function caLogit estimates participation of simulation profiles using logit model. Function returns vector of percentage participations. The sum of participation should be 100%.

Usage

```
caLogit(sym, y, x)
```

Arguments

sym	matrix of simulation profiles
y	matrix of preferences
x	matrix of profiles

Author(s)

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Green P.E., Srinivasan V. (1978), *Conjoint Analysis in Consumer Research: Issues and Outlook*, "Journal of Consumer Research", September, 5, 103-123.

SPSS 6.1 Categories (1994), SPSS Inc., Chicago.

See Also

caBTL and caMaxUtility

Examples

```
#Example 1
library(conjoint)
data(herbata)
simutil<-caLogit(hsimp,hpref,hprof)
print("Percentage participation of profiles:", quote=FALSE)
print(simutil)

#Example 2
library(conjoint)
data(czekolada)
simutil<-caLogit(csimp,cpref,cprof)
print("Percentage participation of profiles:", quote=FALSE)
print(simutil)
```

caMaxUtility *Function caMaxUtility estimates participation (market share) of simulation profiles*

Description

Function caMaxUtility estimates participation of simulation profiles using model of maximum utility ("first position"). Function returns vector of percentage participations. The sum of participation should be 100%.

Usage

```
caMaxUtility(sym, y, x)
```

Arguments

sym	matrix of simulation profiles
y	matrix of preferences
x	matrix of profiles

Author(s)

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References

Bak A. (2009), *Analiza Conjoint [Conjoint Analysis]*, [In:] Walesiak M., Gatnar E. (Eds.), *Statystyczna analiza danych z wykorzystaniem programu R [Statistical Data Analysis using R]*, Wydawnictwo Naukowe PWN, Warszawa.

Green P.E., Srinivasan V. (1978), *Conjoint Analysis in Consumer Research: Issues and Outlook*, "Journal of Consumer Research", September, 5, 103-123.

SPSS 6.1 Categories (1994), SPSS Inc., Chicago.

See Also

caBTL and caLogit

Examples

```
#Example 1
library(conjoint)
data(herbata)
simutil<-caMaxUtility(hsimp,hpref,hprof)
print("Percentage participation of profiles:", quote=FALSE)
print(simutil)

#Example 2
library(conjoint)
data(czekolada)
simutil<-caMaxUtility(csimp,cpref,cprof)
print("Percentage participation of profiles:", quote=FALSE)
print(simutil)
```

---

caModel *Function caModel estimates parameters of conjoint analysis model*

Description

Function caModel estimates parameters of conjoint analysis model. Function caModel returns vector of estimated parameters of traditional conjoint analysis model.

Usage

```
caModel(y, x)
```

Arguments

y	vector of preferences, vector should be like single profil of preferences
x	matrix of profiles

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References

Bak A. (2009), *Analiza Conjoint [Conjoint Analysis]*, [In:] Walesiak M., Gatnar E. (Eds.), *Statystyczna analiza danych z wykorzystaniem programu R [Statistical Data Analysis using R]*, Wydawnictwo Naukowe PWN, Warszawa.

Green P.E., Srinivasan V. (1978), *Conjoint Analysis in Consumer Research: Issues and Outlook*, "Journal of Consumer Research", September, 5, 103-123.

SPSS 6.1 Categories (1994), SPSS Inc., Chicago.

Examples

```
#Example 1
library(conjoint)
data(herbata)
x<-as.data.frame(hprof)
y1<-as.data.frame(hpref[1:nrow(x),1])
model<-caModel(y1, x)
print(model)

#Example 2
library(conjoint)
data(czekolada)
x<-as.data.frame(cprof)
y1<-as.data.frame(cpref[1:nrow(x),1])
model<-caModel(y1, x)
print(model)
```

---

caPartUtilities *Function caPartUtilities calculates matrix of individual utilities*

Description

Function caPartUtilities calculates matrix of individual utilities for respondents. Function returns matrix of partial utilities (parameters of regresion) for all artificial variables including parameters for reference levels for respondents (with intercept on first place).

Usage

```
caPartUtilities(y, x, z)
```

Arguments

y	matrix of preferences
x	matrix of profiles
z	vector of levels names

Author(s)

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References

Bak A. (2009), *Analiza Conjoint [Conjoint Analysis]*, [In:] Walesiak M., Gatnar E. (Eds.), *Statystyczna analiza danych z wykorzystaniem programu R [Statistical Data Analysis using R]*, Wydawnictwo Naukowe PWN, Warszawa.

Green P.E., Srinivasan V. (1978), *Conjoint Analysis in Consumer Research: Issues and Outlook*, "Journal of Consumer Research", September, 5, 103-123.

SPSS 6.1 Categories (1994), SPSS Inc., Chicago.

Examples

```
#Example 1
library(conjoint)
data(herbata)
uslall<-caPartUtilities(hpref,hprof,hlevn)
print(uslall)

#Example 2
library(conjoint)
data(czekolada)
uslall<-caPartUtilities(cpref,cprof,clevn)
print(uslall)
```

`caSegmentation` *Function caSegmentation rates respondents on clusters*

Description

Function caSegmentation rates respondents on 3 or n clusters using k-means method. Function takes n = 3 (3 clusters) when there are only two attributes used - y (matrix of preferences) and x (matrix of profiles). Otherwise function caSegmentation rates renspondents on n clusters.

Usage

```
caSegmentation(y, x, c)
```

Arguments

y	matrix of preferences
x	matrix of profiles
c	number of clusters (optional), default value: c=3

Author(s)

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References

Bak A. (2009), *Analiza Conjoint [Conjoint Analysis]*, [In:] Walesiak M., Gatnar E. (Eds.), *Statystyczna analiza danych z wykorzystaniem programu R [Statistical Data Analysis using R]*, Wydawnictwo Naukowe PWN, Warszawa.

Green P.E., Srinivasan V. (1978), *Conjoint Analysis in Consumer Research: Issues and Outlook*, "Journal of Consumer Research", September, 5, 103-123.

SPSS 6.1 Categories (1994), SPSS Inc., Chicago.

Examples

```
#Example 1
library(conjoint)
data(herbata)
segments<-caSegmentation(hpref,hprof)
print(segments)

#Example 2
library(conjoint)
data(herbata)
segments<-caSegmentation(hpref,hprof, 4)
print(segments)
```

`caTotalUtilities` *Function caTotalUtilities calculates matrix of theoreticall total utilities*

Description

Function caTotalUtilities calculates matrix of theoreticall total utilities for respondents. Function returns matrix of total utilities for n profiles and all respondents.

Usage

```
caTotalUtilities(y, x)
```

Arguments

y	matrix of preferences
x	matrix of profiles

Author(s)

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References

Bak A. (2009), *Analiza Conjoint [Conjoint Analysis]*, [In:] Walesiak M., Gatnar E. (Eds.), *Statystyczna analiza danych z wykorzystaniem programu R [Statistical Data Analysis using R]*, Wydawnictwo Naukowe PWN, Warszawa.

Green P.E., Srinivasan V. (1978), *Conjoint Analysis in Consumer Research: Issues and Outlook*, "Journal of Consumer Research", September, 5, 103-123.

SPSS 6.1 Categories (1994), SPSS Inc., Chicago.

See Also

caUtilities

Examples

```
#Example 1
library(conjoint)
data(herbata)
Usi<-caTotalUtilities(hpref,hprof)
print(Usi)

#Example 1
library(conjoint)
data(czekolada)
Usi<-caTotalUtilities(hpref,hprof)
print(Usi)
```

`caUtilities` *Function caUtilities calculates utilities of levels of atrtributes*

Description

Function caUtilities calculates utilities of attribute's levels. Function returns vector of utilities.

Usage

```
caUtilities(y,x,z)
```

Arguments

y	matrix of preferences
x	matrix of profiles
z	matrix of levels names

Author(s)

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Green P.E., Srinivasan V. (1978), *Conjoint Analysis in Consumer Research: Issues and Outlook*, "Journal of Consumer Research", September, 5, 103-123.

SPSS 6.1 Categories (1994), SPSS Inc., Chicago.

See Also

caTotalUtilities

Examples

```
#Example 1
library(conjoint)
data(herbata)
ul<-caUtilities(hpref,hprof,hlevn)
print(ul)

#Example 2
library(conjoint)
data(czekolada)
ul<-caUtilities(cpref,cprof,clevn)
print(ul)
```

Conjoint *Function Conjoint sums up the main results of conjoint analysis*

Description

Function Conjoint is a combination of following conjoint pakage's functions: caPartUtilities, caUtilities and caImportance. Therefore it sums up the main results of conjoint analysis. Function Conjoint returns matrix of partial utilities for levels of variables for respondents, vector of utilities for attribute's levels and vector of percentage attributes' importance with corresponding chart (barplot). The sum of importance should be 100

Usage

```
Conjoint(y, x, z)
```

Arguments

y	matrix of preferences
x	matrix of profiles
z	matrix of levels names

Author(s)

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References

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Green P.E., Srinivasan V. (1978), *Conjoint Analysis in Consumer Research: Issues and Outlook*, "Journal of Consumer Research", September, 5, 103-123.

SPSS 6.1 Categories (1994), SPSS Inc., Chicago.

See Also

caImportance, caPartUtilities and caUtilities

Examples

```
#Example 1
library(conjoint)
data(herbata)
Conjoint(hpref,hprof,hlevn)

#Example 2
library(conjoint)
data(czekolada)
Conjoint(cpref,cprof,clevn)
```

---

czekolada *Sample data for conjoint analysis.*

Description

Data collected in the survey conducted by W. Nowak in 2000.

Usage

```
data(czekolada)
cpref
cprefm
cprof
clevn
csimp
```

Format

`cpref` Vector of preferences (length 1392).

`cprefm` Matrix of preferences (87 respondents and 16 profiles).

`cprof` Matrix of profiles (5 attributes and 16 profiles).

`clevn` Character vector of names for the attributes' levels.

`csimp` Matrix of simulation profiles.

Examples

```
library(conjoint)
data(czekolada)
print(cprof)
print(clevn)
print(cprefm)
print(csimp)
```

---

herbata *Sample data for conjoint analysis.*

Description

Data collected in the survey conducted by M. Baran in 2007.

Usage

```
data(herbata)
hpref
hprefm
hprof
hlevn
hsimp
```

Format

`hpref` Vector of preferences (length 1300).

`hprefm` Matrix of preferences (100 respondents and 13 profiles).

`hprof` Matrix of profiles (4 attributes and 13 profiles).

`hlevn` Character vector of names for the attributes' levels.

`hsimp` Matrix of simulation profiles.

Examples

```
library(conjoint)
data(herbata)
print(hprof)
print(hlevn)
print(hprefm)
print(hsimp)
```

---

plyty *Sample data for conjoint analysis.*

Description

Artificial data.

Usage

```
data(plyty)
ppref
pprof
plevn
```

Format

`ppref` Matrix of preferences (6 respondents and 8 profiles).

`pprof` Matrix of profiles (3 attributes and 8 profiles).

`plevn` Character vector of names for the attributes' levels.

Examples

```
library(conjoint)
data(plyty)
print(pprof)
print(ppref)
print(plevn)
```

ShowAllSimulations *Function ShowAllSimulations sums up the main results of conjoint simulations*

Description

Function ShowAllSimulations is a combination of following conjoint pakage's functions: caMaxUtility, caBTL and caLogit. Therefore it sums up the main results of simulation using conjoint analysis method. Function ShowAllSimulations returns three vectors of percentage participations using maximum utility, BTL and logit models. The sum of importance for every vector should be 100%.

Usage

```
ShowAllSimulations(sym, y, x)
```

Arguments

sym	matrix of simulation profiles
y	matrix of preferences
x	matrix of profiles

Author(s)

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References

Bak A. (2009), *Analiza Conjoint [Conjoint Analysis]*, [In:] Walesiak M., Gatnar E. (Eds.), *Statystyczna analiza danych z wykorzystaniem programu R [Statistical Data Analysis using R]*, Wydawnictwo Naukowe PWN, Warszawa.

Green P.E., Srinivasan V. (1978), *Conjoint Analysis in Consumer Research: Issues and Outlook*, "Journal of Consumer Research", September, 5, 103-123.

SPSS 6.1 Categories (1994), SPSS Inc., Chicago.

See Also

caBTL, caLogit and caMaxUtility

Examples

```
#Example 1
library(conjoint)
data(herbata)
ShowAllSimulations(hsimp,hpref,hprof)

#Example 2
library(conjoint)
data(czekolada)
ShowAllSimulations(csimp,cpref,cprof)
```

ShowAllUtilities *Function ShowAllUtilities sums up all results of utility measures*

Description

Function ShowAllUtilities is a combination of following conjoint pakage's functions: caPartUtilities, caTotalUtilities, caUtilities and caImportance. Function ShowAllUtilities returns: matrix of partial utilities (basic matrix of utilities with the intercept), matrix of total utilities for n profiles and all respondents, vector of utilities for attribute's levels and vector of percentage attributes' importance, with sum of importance. The sum of importance should be 100%.

Usage

```
ShowAllUtilities(y, x, z)
```

Arguments

y	matrix of preferences
x	matrix of profiles
z	matrix of levles names

Author(s)

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Tomasz Bartlomowicz <tomasz.bartlomowicz@ue.wroc.pl>

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References

Bak A. (2009), *Analiza Conjoint [Conjoint Analysis]*, [In:] Walesiak M., Gatnar E. (Eds.), *Statystyczna analiza danych z wykorzystaniem programu R [Statistical Data Analysis using R]*, Wydawnictwo Naukowe PWN, Warszawa.

Green P.E., Srinivasan V. (1978), *Conjoint Analysis in Consumer Research: Issues and Outlook*, "Journal of Consumer Research", September, 5, 103-123.

SPSS 6.1 Categories (1994), SPSS Inc., Chicago.

See Also

caImportance, caPartUtilities, caTotalUtilities and caUtilities

Examples

```
#Example 1
library(conjoint)
data(herbata)
ShowAllUtilities(hpref,hprof,hlevn)

#Example 2
library(conjoint)
data(czekolada)
ShowAllUtilities(cpref,cprof,clevn)
```

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tea *Sample data for conjoint analysis.*

Description

Data collected in the survey conducted by M. Baran in 2007.

Usage

```
data(tea)
tpref
tprefm
tprof
tlevn
tsimp
```

Format

`tpref` Vector of preferences (length 1300).

`tprefm` Matrix of preferences (100 respondents and 13 profiles).

`tprof` Matrix of profiles (4 attributes and 13 profiles).

`tlevn` Character vector of names for the attributes' levels.

`tsimp` Matrix of simulation profiles.

Examples

```
library(conjoint)
data(tea)
print(tprof)
print(tlevn)
print(tprefm)
print(tsimp)
```

Index