Package 'faisalconjoint'

February 22, 2012

Type Package

Title Faisal Conjoint Model: A New Approach to Conjoint Analysis

Version 1.0

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Description It is used for systematic analysis of decisions based on attributes and its levels.

License GPL-3

LazyLoad yes

R topics documented:

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faisalconjoint-package

FCM: A New Approach of Conjoint Analysis

Description

Faisal Conjoint Model (FCM) is a conjoint model, developed by Faisal Afzal Siddiqui, Ghulam Hussain, and Mudassiruddin in 2011. Its algorithm was written in R statistical language. It is independent from any design. It could be used for any research design, i.e., randomization, replication, blocking, orthogonal, factorial, fuzzy, etc. Another important point about FCM is rank procedure. It works for every kind of ranks i.e. unique ranks, percentage ranks, tight ranks, missing ranks etc.

Details

Package:	faisalconjoint
Type:	Package
Version:	1.0
Date:	2012-02-08
License:	What license is it under?
LazyLoad:	yes

It has been tested with many published data (SPSS 19, SAS 9.3, Baheri et al., 2011, Orme 2010, Hair et al. 2009, Chan 2005, Green and Wind 1973, Green and Wind 1975, SAS Technical Report 1993, http://www.marketingengineering.com, www.sawtoothsoftware.com,) . Most of time the results are same with same magnitudes, and some time the rank of results are in same order with different magnitudes.

Author(s)

Faisal Afzal Siddiqui, Ghulam Hussain, Mudassiruddin

Maintainer: Faisal Afzal Siddiqui <brc.khi@gmail.com>

References

SPSS 19 SAS 9.3 Baheri et al., 2011 Orme 2010 Hair et al. 2009 Chan 2005 Green and Wind 1973 Green and Wind 1975 SAS Technical Report 1993 http://www.marketingengineering.com www.sawtoothsoftware.com

Examples

```
# Example 1: SAS Teclmical Report R-109, Conjoint Analysis Examples
library(faisalconjoint)
data(candies_data)
data(candies_levels)
faisalconjoint(candies_data,candies_levels)

# Example 2: Hair et al. 2009, Multivariate Data Analysis, 5/ed, Prenhall
library(faisalconjoint)
data(cleanser_data)
data(cleanser_levels)
```

```
faisalconjoint(cleanser_data,cleanser_levels)

# Example 3: SPSS 19 Conjoint (2011)
library(faisalconjoint)
data(carpet_data)
data(carpet_levels)
faisalconjoint(carpet_data,carpet_levels)

# Example 4: Orme, B. (2010) Getting Started with Conjoint Analysis
library(faisalconjoint)
data(traditional_data)
data(traditional_levels)
faisalconjoint(traditional_data,traditional_levels)
```

---

candies_data	*Chocolate Candy*

Description

Metric Conjoint Analysis Example

Usage

```
data(candies_data)
```

Format

A data frame with 8 observations on the following 5 variables.

Profile Profile no

Chco Chocolate Type, two levels: Dark, Milk

Center Center, two levels: Hard, Soft

Nuts Nuts, two levels: Nuts, No nuts

Ranks Rank by respondents, Greatest to Least

Details

SAS Technical Report R-109 was created and written by Warren F. Kuhfeld. Development and support of the TRANSREJG procedure is the responsibility of Warren F. Kuhfeld. available at : http://support.sas.com/documentation/onlinedoc/v82/techreport_r109.pdf

Source

SAS

References

SAS Technical Report R-l 09

Examples

```
library(faisalconjoint)
data(candies_data)
candies_data
```

---

candies_levels   *Chocolate Candy Levels*

Description

Levels of all chocolate candy's attributes

Usage

```
data(candies_levels)
```

Format

A data frame with 6 observations on the following variable.

2 + 2 + 2 = 6 Dark, Hard, Milk, No Nuts, Nuts

Details

SAS Technical Report R-109 was created and written by Warren F. Kuhfeld. Development and support of the TRANSREJG procedure is the responsibility of Warren F. Kuhfeld. available at : http://support.sas.com/documentation/onlinedoc/v82/techreport_r109.pdf

Source

SAS

References

SAS Technical Report R-l 09

Examples

```
library(faisalconjoint)
data(candies_levels)
candies_levels
```

---

carpet_data   *Carpet Data*

Description

Carper research design (orthogonal design)

Usage

```
data(carpet_data)
```

Format

A data frame with 16 observations on the following 7 variables.

Profile Profile no
Package package design has three levels; A, B, C
Brand brand name has three levels; K2R, Glory, Bissell
Price has three levels; $1.19, $1.39, $1.59
Seal Good Housekeeping seal has two levels, No, Yes
Money money-back guarante has two levels; No, Yes
Ranks Rank by respondents, Greatest to Least

Details

http://www.unileon.es/ficheros/servicios/informatica/spss/english/IBM-SPSS_conjoint.pdf

Source

SPSS 19

References

Green, P. E. and Y. Wind (1973), Multi-Attribute Decisions in Marketing. New York: Holt, Rinehart & Winston

Examples

```
library(faisalconjoint)
data(carpet_data)
carpet_data
```

---

carpet_levels *Carpet Levels*

Description

Levels of all carpet's attributes

Usage

```
data(carpet_levels)
```

Format

A data frame with 13 observations on the following variable.
$$3 + 3 + 3 + 2 + 2 = 13$$

A, B, C, K2R, Glory, Bissell, $1.19, $1.39, $1.59, No, Yes, No, Yes

Details

http://www.unileon.es/ficheros/servicios/informatica/spss/english/IBM-SPSS_conjoint.pdf

Source

SPSS 19

References

Green, P. E. and Y. Wind (1973), Multi-Attribute Decisions in Marketing. New York: Holt, Rinehart & Winston

Examples

```
library(faisalconjoint)
data(carpet_levels)
carpet_levels
```

---

cleanser_data   *Cleanser Example*

Description

Hypothetical product with three attributes

Usage

```
data(cleanser_data)
```

Format

A data frame with 8 observations on the following 5 variables.

Profile Profile no

Form Form of cleanser, two levels: Liquid, Powder

Ingredients Core Ingredients, two levels: Phosphate-fee, Phosphate-based

Brand Brand name, two levels: HBAT, Generic Band

Rank Rank by respondents, Greatest to Least

Details

Hair et al. 2009, Multivariate Data Analysis, 7/ed, Prenhal

Source

Hair et al. 2009, Multivariate Data Analysis, 7/ed, Prenhal

References

Hair et al. 2009, Multivariate Data Analysis, 7/ed, Prenhal

Examples

```
library(faisalconjoint)
data(cleanser_data)
cleanser_data
```

cleanser_levels	*Cleanser Levels*

Description

Levels of all chocolate cleanser's attributes

Usage

```
data(cleanser_levels)
```

Format

A data frame with 6 observations on the following variable.

2 + 2 + 2 = 6 Liquid, Powder, Phosphate-free, Phosphate-base, HATCO, Generic

Details

Hair et al. 2009, Multivariate Data Analysis, 7/ed, Prenhal

Source

Hair et al. 2009, Multivariate Data Analysis, 7/ed, Prenhal

References

Hair et al. 2009, Multivariate Data Analysis, 7/ed, Prenhal

Examples

```
library(faisalconjoint)
data(cleanser_levels)
cleanser_levels
```

traditional_data	*Traditional Conjoint Analysis*

Description

Traditional Conjoint Analysis with Excel

Usage

```
data(traditional_data)
```

Format

A data frame with 18 observations on the following 5 variables.

`Profile` Profile no

`Brand` Brand name, three levels: A, B, C

`Color` Color, two level: Red, Blue

`Price` Price, three levels: $50, $100, $150

`Ranks` Rank by respondents, Greatest to Least

Details

http://www.sawtoothsoftware.com/download/techpap/caexcel.pdf

Source

Orme, B. (2010) Getting Started with Conjoint Analysis: Strategies for Product Design and Pricing Research. Second Edition, Madison, Wis.: Research Publishers LLC.

References

Orme, B. (2010) Getting Started with Conjoint Analysis: Strategies for Product Design and Pricing Research. Second Edition, Madison, Wis.: Research Publishers LLC.

Examples

```
library(faisalconjoint)
data(traditional_data)
traditional_data
```

---

traditional_levels   *Traditional Conjoint Analysis*

Description

Traditional Conjoint Analysis with Excel

Usage

```
data(traditional_levels)
```

Format

A data frame with 8 observations on the following variable.
    A,B,C, Red, Blue, 50, 100, 150

Details

http://www.sawtoothsoftware.com/download/techpap/caexcel.pdf

Source

Orme, B. (2010) Getting Started with Conjoint Analysis: Strategies for Product Design and Pricing Research. Second Edition, Madison, Wis.: Research Publishers LLC.

References

Orme, B. (2010) Getting Started with Conjoint Analysis: Strategies for Product Design and Pricing Research. Second Edition, Madison, Wis.: Research Publishers LLC.

Examples

```
library(faisalconjoint)
data(traditional_levels)
traditional_levels
```

Index