Conjoint Analysis on cars Data

Obs	Brand	BodyType	Price	Rating
1	Toyota	Sedan	25000	7
2	Toyota	Sedan	30000	6
3	Toyota	SUV	25000	6
4	Toyota	SUV	30000	4
5	VW	Sedan	25000	9
6	VW	Sedan	30000	8
7	VW	SUV	25000	9
8	VW	SUV	30000	7

The TRANSREG Procedure

Dependent Variable Identity(Rating)

Class Level Information

Class	Levels	Values
Brand	2	Toyota VW
BodyType	2	SUV Sedan
Price	2	25000 30000

Number of Observations Read 8

Number of Observations Used 8

The TRANSREG Procedure Hypothesis Tests for Identity(Rating)

Univariate ANOVA Table Based on the Usual Degrees of Freedom

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	3	19.00000	6.333333	25.33	0.0046
Error	4	1.00000	0.250000		
Corrected Total	7	20.00000			

Root MSE	0.50000	R-Square	0.9500
Dependent Mean	7.00000	Adj R-Sq	0.9125
Coeff Var	7.14286		

Utilities Table Based on the Usual Degrees of Freedom

Label	Utility	Standard Error	Importance (% Utility Range)	Variable
Intercept	7.0000	0.17678		Intercept
Brand Toyota	-1.2500	0.17678	50.000	Class.BrandToyota
Brand VW	1.2500	0.17678		Class.BrandVW

Utilities Table Based on the Usual Degrees of Freedom

Label	Utility	Standard Error	Importance (% Utility Range)	Variable
BodyType SUV	-0.5000	0.17678	20.000	Class.BodyTypeSUV
BodyType Sedan	0.5000	0.17678		Class.BodyTypeSedan
Price 25000	0.7500	0.17678	30.000	Class.Price25000
Price 30000	-0.7500	0.17678		Class.Price30000