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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

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

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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)
```