

Seminars on Statistics in Marketing and Psychology

Tuesdays 12.15 -- 1.45pm.

Box lunch will be provided at Fisher Hall.

Bring your own lunch at Cockins Hall.

(Two stat dept seminars are also listed for your interest)

Mar 30 Qing Liu
"The Level Effect", (see below for abstract)
Fisher Hall 800

April 6 David Bakken, HarrisInteractive
Fisher Hall 800

April 13 Bayesian Methods in Psychology , TBA
Cockins Hall 212

(Thurs April 15) Stat Dept seminar 3.30pm EA170
David Cameron, Merkle Direct Marketing
Applications of Statistics in Database Marketing
<http://www.stat.ohio-state.edu/~seminar/cameron.html>

April 20 Jeff Brazell, TheModellers
Fisher Hall 800

April 27 Bayesian Methods in Psychology TBA
Cockins Hall 212

(Thurs April 29) Stat Dept seminar 3.30pm EA170
David Harville, IBM Thomas J. Watson Research Center
Cost (or Price) Forecasting in the Face of Technological Advance
<http://www.stat.ohio-state.edu/~seminar/harville.html>

May 4 Tim Renken, MSN
Fisher Hall 800

May 11 Bayesian Methods in Psychology TBA
Cockins Hall 212

May 18 Bayesian Methods in Psychology TBA
Cockins Hall 212

May 25 Student presentation: Tim Gilbride
Fisher 500

June 1 Student Presentations, TBA
Fisher 500

Qing Liu
The Level Effect

Conjoint Analysis is a method widely used in market research to study consumers' preferences among products or services. Features that characterize a product are called "product attributes". In conjoint analysis, respondents are usually asked to evaluate a number of product concepts (also called "profiles"). These profiles are created by varying level-combinations on the attributes of interest. The "part-worth" of a given level of a certain attribute measures the influence of that attribute at that specific level. "Attribute Importance" is then calculated as the difference between the highest level part-worth and the lowest level part-worth on that attribute. Attribute importance is a measure often used by marketers to find the relative importance of product attributes that affect consumers' decision making.

It has been found in many studies that a 'level effect' is apparent; that is, the estimates on the part-worth difference between the lowest and highest level tend to increase when there are more in-between levels.

This talk looks at some of the psychology literature that helps to explain the level effect, and our early attempts to formalise these ideas into a Bayesian model. Some problems for experimental design related to this work will be identified.

This is joint work with Greg Allenby and Angela Dean.