

2009 School Seminar Series

Waikato Management School
Te Raupapa



Non-attendance and its Treatment in Stated Choice

Wednesday, 12 August 2009
1.00pm – 2:00pm
MSB.0.01

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Abstract

Stated choice between multi-attribute alternatives has enjoyed a surge in popularity since simulation-based estimation has relaxed many of the limitations of the classic multinomial logit model. However, some basic choice behaviour based on simplified decision rules have received little attention. Amongst these rules attribute "non-attendance" (or AN-A) seems to be of increased interest to practitioners. The presentation illustrates the main modeling techniques of AN-A and compares the results in a number of stated choice studies in which this issue is addressed in preference estimation. The data examined range from choices of outdoor destinations to choices of food. For all these the existence of AN-A cannot be rejected.

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