

# Attribute non-attendance in choice experiment-based latent-class models: The role of self-reported information and visual attributes

**Nelyda Campos-Requena**

Universidad del Desarrollo

**Jun Yao**

Macquarie University

**Harmen Oppewal**

Monash University

Cite as:

Campos-Requena Nelyda, Yao Jun, Oppewal Harmen (2023), Attribute non-attendance in choice experiment-based latent-class models: The role of self-reported information and visual attributes. *Proceedings of the European Marketing Academy, 52nd*, (114124)

Paper from the 52nd Annual EMAC Conference, Odense/Denmark, May 23-26, 2023



# Attribute non-attendance in choice experiment-based latent-class models: The role of self-reported information and visual attributes

## **Abstract**

When making their buying decisions, consumers often only attend to a subset of all product attributes. This is known as attribute non-attendance. Whereas attribute non-attendance can be expected to influence segmentation analyses based on attribute weights as estimated in choice experiments, the marketing literature has not much considered this potential impact. This study aims to assess how outcomes of a latent class-based segmentation analysis would differ when attribute non-attendance is accounted for. In particular, we incorporate self-reported attribute non-attendance and the presentation format of an attribute in the model estimations. The results of a choice experiment involving the yoghurt category show that accounting for attribute non-attendance improves the model estimation and uncovers additional segments. The results also reveal how the influence of visual attribute representations differs between classes and consequently would affect the segmentation results.

**Subject Areas:** *Consumer Behaviour, Decision-Making, Information Processing, Segmentation*

**Track:** Methods, Modelling & Marketing Analytics