

## Table of Contents

<b>Abstract .....</b>	<b>4</b>
<b>1. Introduction .....</b>	<b>5</b>
1.1 Background.....	5
1.2 Scientific and Social Relevance .....	6
1.3 Problem Statement and Research Questions.....	7
1.4 Research Objective.....	7
1.5 Research Structure.....	8
1.6 Research Process and Methodology .....	8
<b>2. Literature Review .....</b>	<b>10</b>
2.1 Blackbox Model .....	10
2.1.1 Product Attribute .....	12
2.1.2 Consumer Lifestyle .....	13
2.1.3 Self-Expression Theory .....	14
2.1.4 Consumer Preference.....	15
2.2 Hypothesis Formulation .....	16
2.2.1 Formulation of Hypothesis 1 .....	16
2.2.2 Formulation of Hypothesis 2 .....	16
2.2.3 Formulation of Hypothesis 3 .....	17
<b>3. Research Methodology .....</b>	<b>19</b>
3.1 Research Design .....	19
3.1.1 Conceptualizing DCE .....	19
3.1.2 Random Utility Theory.....	20
3.1.3 Designing Choices in JMP .....	21
3.2 Measures.....	22
3.3 Pretest .....	23
3.4 Data Collection Procedure.....	24
<b>4. Results Analysis .....</b>	<b>25</b>
4.1 Survey Results .....	25
4.2 Questionnaire Reliability.....	26
4.3 Utility Analysis.....	26



4.3.1 Utility Profiler .....	27
4.3.2 Marginal Effects .....	27
4.4 Testing the Conceptual Model.....	29
4.4.1 Hypothesis One .....	30
4.4.2 Hypothesis Two.....	32
4.4.3 Hypothesis Three.....	35
4.5 Summary of Results .....	35
<b>5. Conclusion .....</b>	<b>36</b>
5.1 Conclusion.....	36
5.2 Implication for Managers .....	36
5.3 Limitation and Future Research .....	37
<b>References .....</b>	<b>39</b>
<b>Appendix 1: Questionnaire .....</b>	<b>42</b>
<b>Appendix 2: Research Design.....</b>	<b>46</b>