

## Accepted Manuscript

Scale heterogeneity in discrete choice experiment: An application of generalized mixed logit model in air travel choice

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PII: S0165-1765(18)30358-6

DOI: <https://doi.org/10.1016/j.econlet.2018.08.037>

Reference: ECOLET 8187

To appear in: *Economics Letters*

Received date: 22 May 2018

Revised date: 26 July 2018

Accepted date: 28 August 2018

Please cite this article as: Hossain I., et al., Scale heterogeneity in discrete choice experiment: An application of generalized mixed logit model in air travel choice. *Economics Letters* (2018), <https://doi.org/10.1016/j.econlet.2018.08.037>

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## Highlights

- Generalized mixed logit model (GMIXL) is used to model air travel choice.
- It is important to account for both scale and taste heterogeneity.
- GMIXL performs better for high involvement decisions such as air travel choice.
- Accounting for variety of heterogeneity helps to identify unique consumer segments.

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