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Author: Kelvin Balcombe Iain Fraser Louis Williams Eugene McSorley

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Examining the Relationship Between Visual Attention and Stated Preferences: A Discrete Choice Experiment Using Eye-Tracking

Kelvin Balcombe
University of Reading

Iain Fraser*
University of Kent
&
La Trobe University

Louis Williams
University of Reading

Eugene McSorley
University of Reading

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Highlights

- We examine the relationship between visul attention and value
- We employ a Bayesian Infinite Mixiture Logit specification
- Our econometric specification reveals interesting aspects of heterogeneity
- We find a weak relationship between visual attention and attribute value