

Die Einfache Und Multiple Regressionsanalyse Zur Darstellung Der Einseitigen Zusammenhänge - Alina Opanasenko

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Die Ziele der vorliegenden Arbeit sind, die Erläuterung der Definition, Durchführung und Zweck der Regressionsanalyse, Beschreibung der Analyseschritte zur SPSS. In dem ersten Kapitel wird die Regressionsanalyse in der Marktforschung definiert. Es wird beschrieben welche Ausprägungen das Verfahren hat und wo diese in der Fachliteratur zu finden sind. In dem zweiten Teil der Arbeit werden die verschiedenen Arten der Regressionsanalyse beschrieben. Im dritten Kapitel wird die einfache Regressionsanalyse näher betrachtet. Es werden Schritte der Vorgehensweise anhand eines Beispiels erläutert. Außerdem werden die notwendigen, für den hohen Signifikanzwert der Analyse, Prämissen beschrieben und erklärt. In der Zusammenfassung der Arbeit wird auf die Spezifik der Methode noch einmal eingegangen. Im Anschluss der Arbeit werden Nachteile und Vorteile dieses Verfahrens aufgezeigt und verglichen. Author: Opanasenko, Alina Publisher: GRIN Verlag Illustration: N Language: GER Title: Die einfache und multiple Regressionsanalyse zur Darstellung der einseitigen Zusammenhänge Pages: 00023 (Encrypted PDF) On Sale: 2010-01-01 SKU-13/ISBN: 9783640510740 Category: Business & Economics : Marketing - General

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