Regression Analysis

Multivariate Solutions

Basics of Linear Regression Analysis

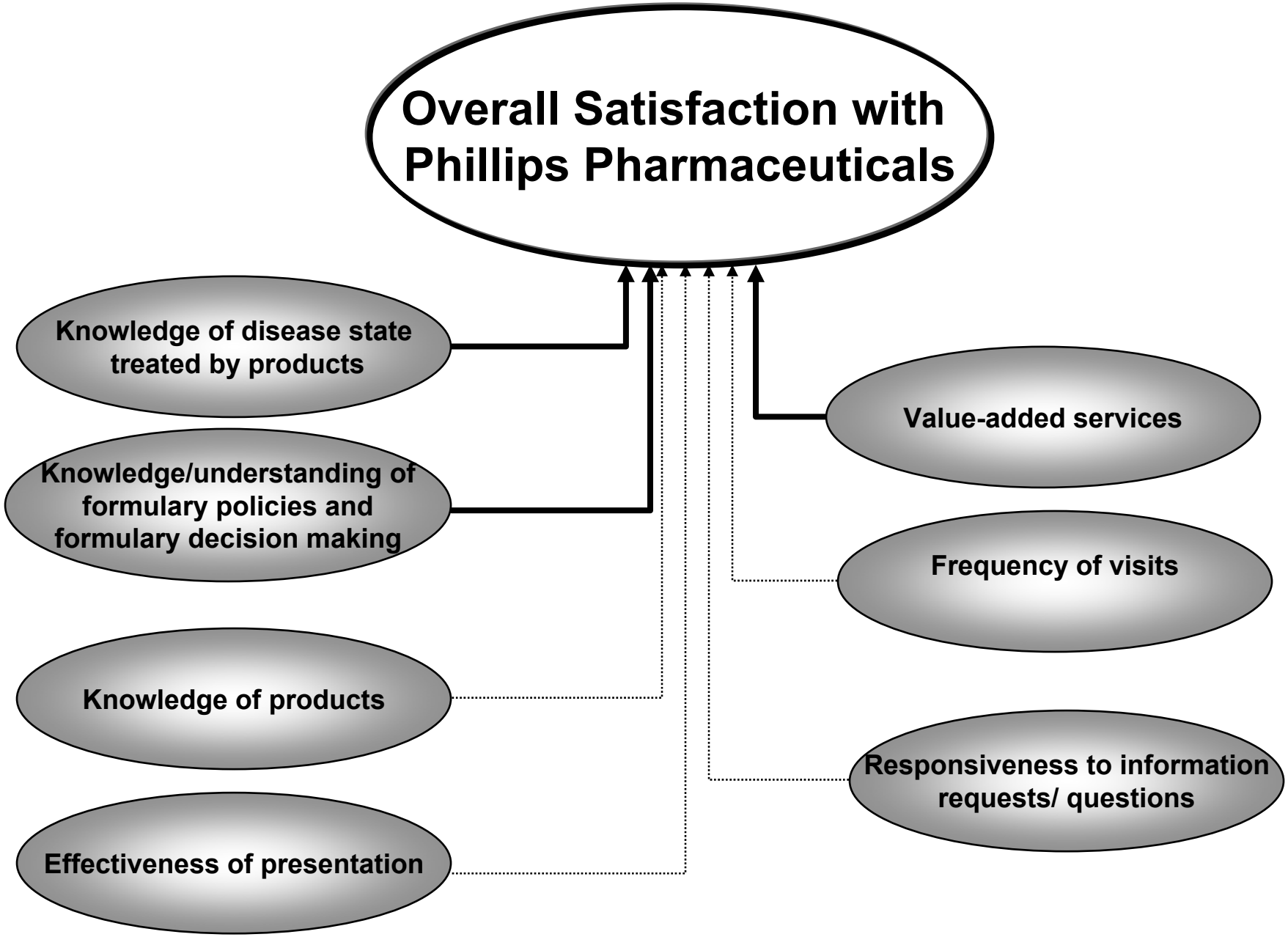
- Linear regression analysis uses ratings of independent variables to form a linear equation that predicts the dependent variable.
- The resulting equation yields beta scores that show the order of association of each dependent variable to the dependent
- It ranks the importance of each attribute to the dependent
- Significance
  - P-value (P-value of .04 means 96% chance of not being zero)
  - Use P-value of .10 or less
  - For example, if 'Is A Brand I Trust' has a p-value of .05, it is significant and has a (1-.05) or 95% chance of making an impact on the independent variable

When to Use of Regression Analysis

- Key associations
  - Likelihood to Purchase
  - Overall Satisfaction
  - Likelihood to Switch
  - Likelihood to Vote
- Brand equity
- Customer satisfaction research
- Political campaign drivers
- Corporate Image

Multivariate Solutions Standard Regression Output

Company Ratings--Phillips Pharmaceuticals		
Overall Satisfaction with Phillips Pharmaceuticals	*Standardized Coefficients*	*P-Value*
Knowledge of disease states treated by products	0.43	0.00
Value-added services such as assistance with research, meeting attendance, etc.	0.41	0.00
Knowledge/understanding of formulary policies and formulary decision making	0.25	0.01
Frequency of visits	0.10	0.18
Knowledge of products	0.04	0.68
Responsiveness to information requests/ questions	-0.01	0.96
Effectiveness of presentation	-0.13	0.23
Dependent Variable: Overall Satisfaction with Phillips Pharmaceuticals		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