

```
1 # Traditionelle Conjointanalyse mit R (Kapitel 1)
2
3 # 1. Zuweisen von Werten (J, K, L, y, X)
4 J=18; K=3; L=c(3,2,3)
5 y=c(13,7,1,16,10,4,14,8,2,17,11,5,15,9,3,18,12,6)
6 X=matrix(c(1,1,1, 1,1,2, 1,1,3, 1,2,1, 1,2,2, 1,2,3,
7           2,1,1, 2,1,2, 2,1,3, 2,2,1, 2,2,2, 2,2,3,
8           3,1,1, 3,1,2, 3,1,3, 3,2,1, 3,2,2, 3,2,3),
9         ncol=K,byrow=TRUE); colnames(X)=c("A","B","C")
10 Data=as.data.frame(cbind(X,y)); Data$A=as.factor(Data$A)
11 Data$B=as.factor(Data$B); Data$C=as.factor(Data$C); head(Data)
12
13 # 2. Regressionsanalyse
14 fit=lm(y~A+B+C,data=Data); summary(fit); barplot(fit$coefficients)
```

14:67 (Top Level) R Script

Console Terminal x Jobs x

C:/Users/Alpha/Conjointanalyse/Cola/R/

Coefficients:

	Estimate	Std. Error	t value	Pr(> t )	
(Intercept)	1.300e+01	1.092e-15	1.190e+16	<2e-16	***
A2	1.000e+00	1.092e-15	9.153e+14	<2e-16	***
A3	2.000e+00	1.092e-15	1.831e+15	<2e-16	***
B2	3.000e+00	8.921e-16	3.363e+15	<2e-16	***
C2	-6.000e+00	1.092e-15	-5.492e+15	<2e-16	***
C3	-1.200e+01	1.092e-15	-1.098e+16	<2e-16	***

---  
Signif. codes: 0 '\*\*\*' 0.001 '\*\*' 0.01 '\*' 0.05 '.' 0.1 ' ' 1

Residual standard error: 1.892e-15 on 12 degrees of freedom  
Multiple R-squared: 1, Adjusted R-squared: 1  
F-statistic: 2.706e+31 on 5 and 12 DF, p-value: < 2.2e-16

