

Appendix G: Regressionsanalysen

(i) Lineare Regression für den Erfolgsparameter Profitabilität:

Tabelle G1:

Descriptive Statistics

	Mean	Std. Deviation	N
Erfolgsparameter - Profitabilitaet	2.7517	.9467	145
Strategie 1	1.68E-02	1.0595869	145
Strategie 2	1.21E-02	.8262864	145
Strategie 3	-2.2E-02	.8919347	145
Strategie 4	3.02E-02	.8909095	145
Strategie 5	4.99E-02	.9430335	145
Strategie 6	8.85E-03	.8728647	145
Strategie 7	2.96E-02	.7536436	145
Struktur 1	1.26E-03	.9098310	145
Struktur 2	-8.8E-03	.9662289	145
Struktur 3	1.72E-02	.9088959	145

Tabelle G2:

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.374 ^a	.140	.076	.9101	.140	2.183	10	134	.022	1.717

a. Predictors: (Constant), Struktur 3 , Strategie 5, Strategie 2, Strategie 3, Strategie 4, Strategie 7, Strategie 6, Struktur 1, Struktur 2, Strategie 1

b. Dependent Variable: MARKT5

Tabelle G3:

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18.081	10	1.808	2.183	.022 ^a
	Residual	110.981	134	.828		
	Total	129.062	144			

a. Predictors: (Constant), Struktur 3 , Strategie 5, Strategie 2, Strategie 3, Strategie 4, Strategie 7, Strategie 6, Struktur 1, Struktur 2, Strategie 1

b. Dependent Variable: MARKT5

Tabelle G4:

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	2.752	.076		36.273	.000					
	Strategie 1	.156	.078	.174	1.986	.049	.220	.169	.159	.832	1.202
	Strategie 2	7.212E-02	.094	.063	.765	.445	.057	.066	.061	.949	1.054
	Strategie 3	.232	.089	.218	2.597	.010	.260	.219	.208	.908	1.101
	Strategie 4	7.578E-02	.086	.071	.882	.379	.075	.076	.071	.982	1.018
	Strategie 5	-6,25E-02	.082	-.062	-.761	.448	-.097	-.066	-.061	.959	1.043
	Strategie 6	-4,51E-02	.089	-.042	-.508	.612	-.032	-.044	-.041	.959	1.043
	Strategie 7	.117	.102	.093	1.155	.250	.110	.099	.092	.981	1.019
	Struktur1	4.870E-03	.088	.005	.056	.956	.040	.005	.004	.906	1.104
	Struktur2	8.522E-02	.083	.087	1.024	.307	.189	.088	.082	.890	1.123
	Struktur3	1.935E-02	.091	.019	.213	.832	.103	.018	.017	.843	1.186

a. Dependent Variable: MARKT5

Tabelle G5:

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.6526	3.7200	2.7517	.3544	145
Residual	-1.9414	2.1744	-6.43E-17	.8779	145
Std. Predicted Value	-3.102	2.732	.000	1.000	145
Std. Residual	-2.133	2.389	.000	.965	145

a. Dependent Variable: MARKT5

Abbildung G1:

Histogram

Dependent Variable: MARKT5

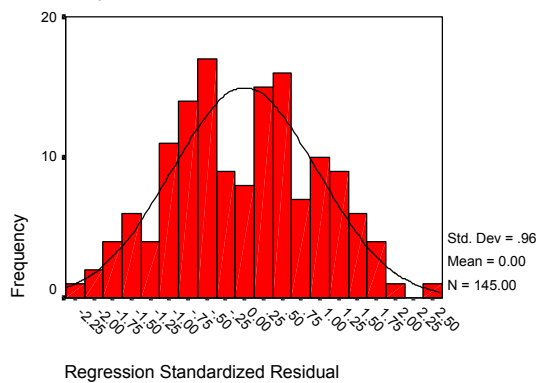
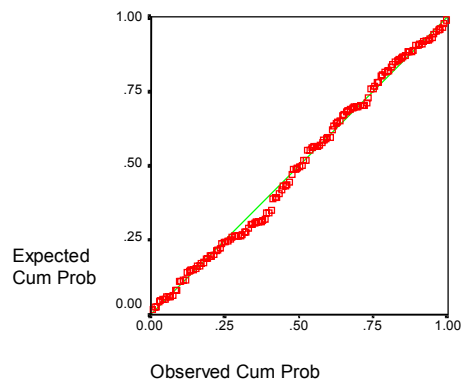


Abbildung G2:

Normal P-P Plot of Regression Standardized Residual: Dependent Variable: MARKT5



(ii) Lineare Regression für den Erfolgsparameter Umsatzwachstum:

Tabelle G6:

Descriptive Statistics

	Mean	Std. Deviation	N
Erfolgsparameter -Umsatzwachstum	3,0710	.8612	155
Strategie 1	-4,0E-03	1.0585187	155
Strategie 2	-1,2E-02	.8059286	155
Strategie 3	-3,3E-04	.9272690	155
Strategie 4	-1,3E-02	.8708717	155
Strategie 5	3,47E-03	.9391649	155
Strategie 6	1,09E-02	.9042447	155
Strategie 7	-9,0E-03	.7582122	155
Struktur 1	6,74E-03	.8824516	155
Struktur 2	-2,1E-02	.9565148	155
Struktur 3	9,16E-04	.9110472	155

Tabelle G7:

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.470 ^a	.221	.167	.7861	.221	4.085	10	144	.000	2.225

a. Predictors: (Constant), Struktur 3, Strategie 5, Strategie 2, Strategie 3, Strategie 7, Strategie 4, Strategie 6, Struktur 1, Struktur 2, Strategie 1

b. Dependent Variable: MARKT6

Tabelle G8:

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.243	10	2.524	4.085	.000 ^a
	Residual	88.976	144	.618		
	Total	114.219	154			

a. Predictors: (Constant), Struktur 3, Strategie 5, Strategie 2, Strategie 3, Strategie 7, Strategie 4, Strategie 6, Struktur 1, Struktur 2, Strategie 1

b. Dependent Variable: MARKT6

Tabelle G9:

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	3.076	.063		48.689	.000					
	Strategie 1	.309	.066	.380	4.658	.000	.381	.362	.343	.812	1,23
	Strategie 2	5.113E-03	.081	.005	.063	.950	.000	.005	.005	.950	1,05
	Strategie 3	4.348E-02	.070	.047	.617	.538	.091	.051	.045	.941	1,06
	Strategie 4	7.042E-02	.073	.071	.959	.339	.057	.080	.071	.981	1,02
	Strategie 5	-.143	.069	-.156	-2.075	.040	-.195	-.170	-.153	.962	1,04
	Strategie 6	-1,80E-02	.071	-.019	-.252	.801	-.015	-.021	-.019	.970	1,03
	Strategie 7	-.101	.084	-.089	-1.194	.235	-.077	-.099	-.088	.983	1,02
	Struktur1	-2,29E-02	.075	-.023	-.305	.761	-.002	-.025	-.022	.920	1,09
	Struktur2	.140	.070	.156	2.011	.046	.240	.165	.148	.903	1,11
	Struktur3	-8,78E-02	.077	-.093	-1.137	.258	.074	-.094	-.084	.811	1,23

a. Dependent Variable: MARKT6

Tabelle G10:

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.8043	3.9663	3.0710	.4049	155
Residual	-2.2418	2.1243	2.865E-17	.7601	155
Std. Predicted Value	-3.129	2.211	.000	1.000	155
Std. Residual	-2.852	2.702	.000	.967	155

a. Dependent Variable: MARKT6

Abbildung G3:

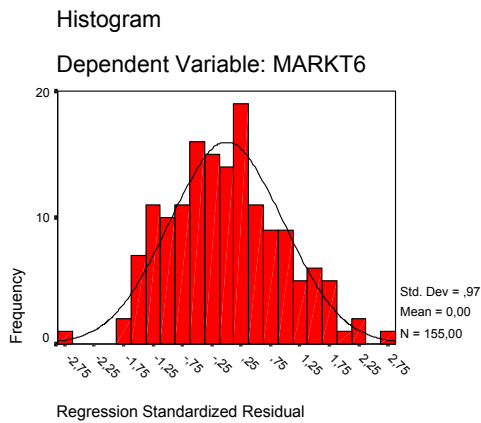
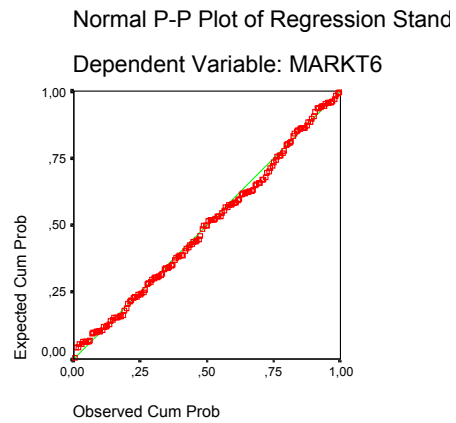


Abbildung G4:



(iii) Lineare Regression für den Erfolgsparameter Marktanteilswachstum:

Tabelle G11:

Descriptive Statistics

	Mean	Std. Deviation	N
Erfolgsparameter - Marktanteilswachstum	3.1169	.8241	154
Strategie 1	-4,9E-03	1.0619049	154
Strategie 2	-1,2E-02	.8085420	154
Strategie 3	4,77E-03	.9281064	154
Strategie 4	-1,9E-02	.8710883	154
Strategie 5	6,73E-03	.9413478	154
Strategie 6	1,54E-02	.9054320	154
Strategie 7	-4,4E-03	.7584962	154
Struktur 1	1,34E-02	.8814316	154
Struktur 2	-1,8E-02	.9585629	154
Struktur 3	-6,7E-03	.9090535	154

Tabelle G12:

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				Durbin-Watson	
					R Square Change	F Change	df1	df2		Sig. F Change
1	.516 ^a	.266	.214	.7304	.266	5.177	10	143	.000	2.181

a. Predictors: (Constant), Struktur 3, Strategie 5, Strategie 2, Strategie 3, Strategie 7, Strategie 4, Strategie 6, Struktur 1, Struktur 2, Strategie 1

b. Dependent Variable: MARKT9

Tabelle G13:

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27.614	10	2.761	5.177	.000 ^a
	Residual	76.282	143	.533		
	Total	103.896	153			

a. Predictors: (Constant), Struktur 3, Strategie 5, Strategie 2, Strategie 3, Strategie 7, Strategie 4, Strategie 6, Struktur 1, Struktur 2, Strategie 1

b. Dependent Variable: MARKT9

Tabelle G14:

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	3.117	.059		52.923	.000					
	Strategie 1	.226	.062	.291	3.656	.000	.349	.292	.262	.812	1,2
	Strategie 2	-.131	.075	-.129	-1.752	.082	-.120	-.145	-.13	.950	1,1
	Strategie 3	.157	.065	.177	2.395	.018	.230	.196	.172	.944	1,1
	Strategie 4	-1,14E-02	.068	-.012	-.167	.868	-.004	-.014	-.01	.982	1,0
	Strategie 5	-4,08E-03	.064	-.005	-.064	.949	-.061	-.005	.00	.962	1,0
	Strategie 6	9.522E-02	.066	.105	1.436	.153	.108	.119	.103	.968	1,0
	Strategie 7	-.162	.079	-.149	-2.065	.041	-.118	-.170	-.15	.981	1,0
	Struktur1	-2,67E-02	.070	-.029	-.383	.703	-.007	-.032	-.03	.920	1,1
	Struktur2	.210	.065	.245	3.245	.001	.318	.262	.233	.902	1,1
	Struktur3	7.480E-03	.072	.008	.104	.918	.143	.009	.007	.810	1,2

a. Dependent Variable: MARKT9

Tabelle G15:

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.6860	4.1952	3.1169	.4248	154
Residual	-2.0827	1.7903	-2,51E-16	.7061	154
Std. Predicted Value	-3.368	2.538	.000	1.000	154
Std. Residual	-2.852	2.451	.000	.967	154

a. Dependent Variable: MARKT9

Abbildung G5:

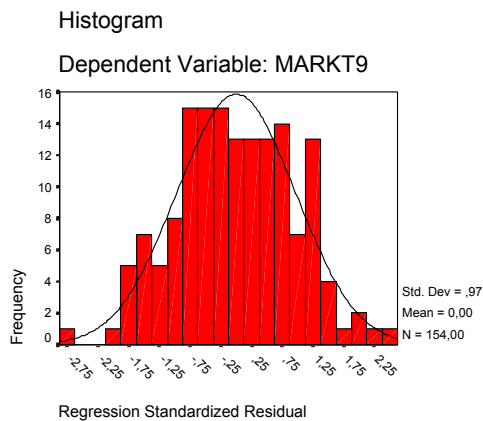
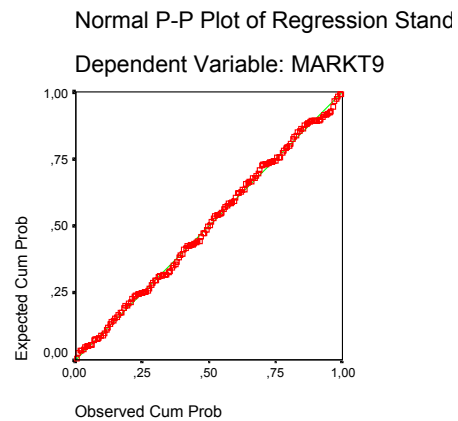


Abbildung G6:



(iv) Lineare Regression für die Dimension Unternehmenserfolg:

Tabelle G16:

Descriptive Statistics

	Mean	Std. Deviation	N
Dimension - Unternehmenserfolg	2.9648	.6508	142
Strategie 1	1,18E-02	1.0694552	142
Strategie 2	-7,0E-04	.8259652	142
Strategie 3	-1,8E-02	.8990364	142
Strategie 4	1,07E-02	.8892805	142
Strategie 5	5,82E-02	.9322819	142
Strategie 6	2,57E-02	.8741054	142
Strategie 7	2,55E-02	.7530298	142
Struktur 1	1,24E-02	.9043639	142
Struktur 2	-1,5E-02	.9709222	142
Struktur 3	2,12E-02	.9070014	142

Tabelle G17:

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.541 ^a	.293	.239	.5677	.293	5.431	10	131	.000	1.772

a. Predictors: (Constant), Struktur 3, Strategie 5, Strategie 2, Strategie 3, Strategie 7, Strategie 4, Strategie 6, Struktur 1, Struktur 2, Strategie 1

b. Dependent Variable: Unternehmenserfolg (5)+(6)+(9)

Tabelle G18:

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17.500	10	1.750	5.431	.000 ^a
	Residual	42.213	131	.322		
	Total	59.713	141			

a. Predictors: (Constant), Struktur 3, Strategie 5, Strategie 2, Strategie 3, Strategie 7, Strategie 4, Strategie 6, Struktur 1, Struktur 2, Strategie 1

b. Dependent Variable: Unternehmenserfolg (5)+(6)+(9)

Tabelle G19:

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	2.972	.048		62.152	.000					
	Strategie 1	.213	.049	.350	4.332	.000	.396	.354	.318	.828	1,208
	Strategie 2	-1,8E-02	.060	-.023	-.302	.763	-.021	-.026	-.022	.943	1,060
	Strategie 3	.179	.056	.247	3.215	.002	.331	.270	.236	.911	1,098
	Strategie 4	2,1E-02	.054	.029	.390	.697	.023	.034	.029	.978	1,023
	Strategie 5	-4,4E-02	.052	-.063	-.848	.398	-.115	-.074	-.062	.965	1,036
	Strategie 6	-8,3E-03	.056	-.011	-.149	.882	-.011	-.013	-.011	.960	1,041
	Strategie 7	-4,8E-02	.064	-.056	-.752	.454	-.036	-.066	-.055	.980	1,021
	Struktur1	-1,0E-04	.055	.000	-.002	.999	.051	.000	.000	.912	1,096
	Struktur2	.139	.052	.207	2.660	.009	.322	.226	.195	.892	1,121
	Struktur3	-2,8E-02	.058	-.039	-.480	.632	.121	-.042	-.035	.832	1,203

a. Dependent Variable: Unternehmenserfolg (5)+(6)+(9)

Tabelle G20:

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.9728	3.9046	2.9648	.3523	142
Residual	-1.5374	1.5327	6.568E-17	.5472	142
Std. Predicted Value	-2.816	2.668	.000	1.000	142
Std. Residual	-2.708	2.700	.000	.964	142

a. Dependent Variable: Unternehmenserfolg (5)+(6)+(9)

Abbildung G7:

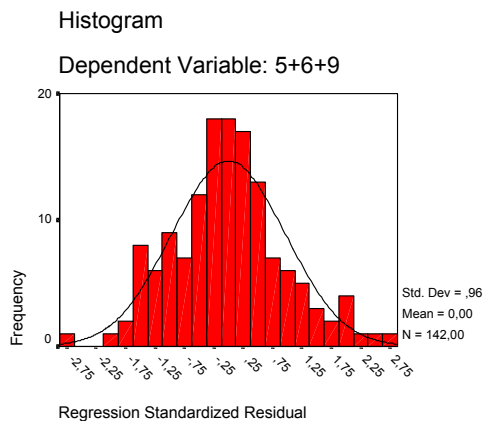
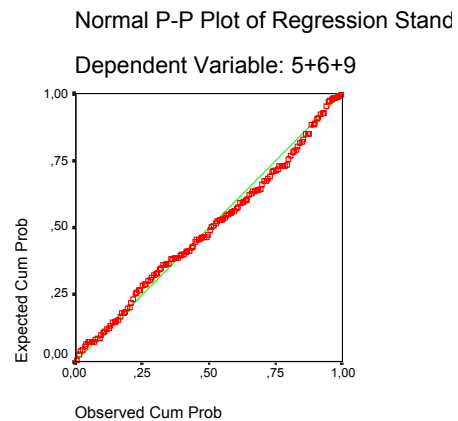


Abbildung G8:



(v) Lineare Regression der Gruppe von Niederlassungen mit MA >75 für den Erfolgsparameter Profitabilität:

Tabelle G21:

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.880 ^a	.774	.585	.4757	1.504

a. Predictors: (Constant), Struktur 3, Strategie 7, Strategie 2, Strategie 5, Strategie 6, Struktur 1, Strategie 3, Strategie 4, Strategie 1, Struktur 2

b. Dependent Variable: MARKT5

Tabelle G22:

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.284	10	.928	4.102	.012 ^a
	Residual	2.716	12	.226		
	Total	12.000	22			

a. Predictors: (Constant), Struktur 3, Strategie 7, Strategie 2, Strategie 5, Strategie 6, Struktur 1, Strategie 3, Strategie 4, Strategie 1, Struktur 2

b. Dependent Variable: MARKT5

Tabelle G23:

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.442	.219		11.166	.000
	Strategie 1	-5,33E-02	.178	-.070	-.299	.770
	Strategie 2	6.268E-03	.216	.005	.029	.977
	Strategie 3	.209	.201	.253	1.040	.319
	Strategie 4	-7,67E-02	.179	-.094	-.430	.675
	Strategie 5	.167	.127	.204	1.315	.213
	Strategie 6	.599	.143	.660	4.177	.001
	Strategie 7	.345	.185	.387	1.860	.088
	Struktur1	.696	.153	.897	4.540	.001
	Struktur2	-.229	.171	-.317	-1.339	.205
	Struktur3	-.277	.170	-.357	-1.625	.130

a. Dependent Variable: MARKT5

Tabelle G24:

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.9108	4.1996	3.0000	.6496	23
Residual	-.6710	.5018	5.792E-17	.3513	23
Std. Predicted Value	-1.677	1.847	.000	1.000	23
Std. Residual	-1.411	1.055	.000	.739	23

a. Dependent Variable: MARKT5

Abbildung G9:

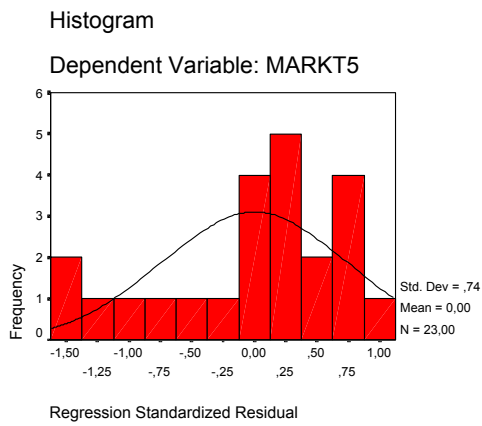


Abbildung G10:

