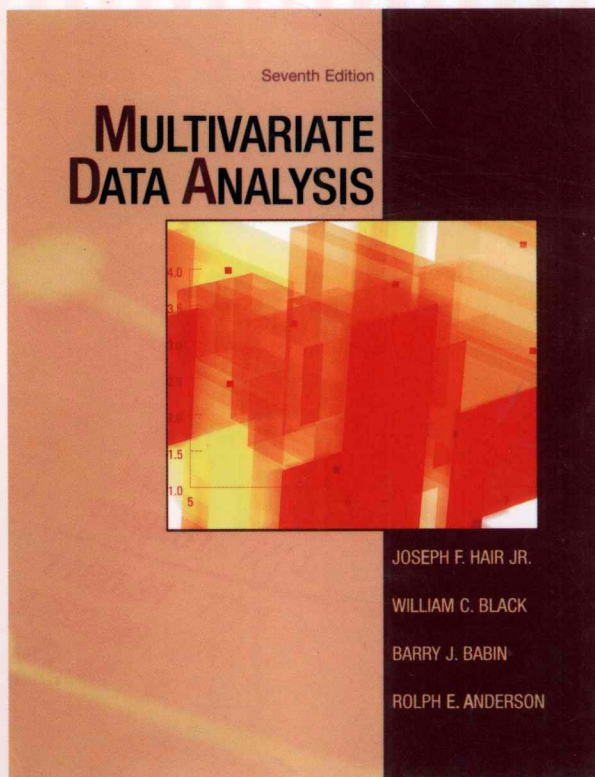


# 多元数据分析

*Multivariate Data Analysis* (Seventh Edition)

(英文版 · 第7版)



(美) Joseph F. Hair, Jr. William C. Black Barry J. Babin Rolph E. Anderson 著  
肯尼索州立大学 路易斯安那州立大学 路易斯安那理工大学 Drexel大学



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# PREFACE

More than 30 years ago when the first edition of *Multivariate Data Analysis* was published, we could not have imagined the applications of multivariate statistics would be as pervasive as they are today. During this time, we have seen phenomenal changes in the environment faced by both academic and applied researchers. First, developing technology has provided desktop analytical capabilities that no one could have anticipated just a few years ago. In a little more than 3 decades, we have gone from punch cards to speech recognition, revolutionizing the way we can interact with and use computers and information. At the same time, we have seen tremendous advances in statistical software, particularly in its ease of use, ranging from completely integrated computer packages such as SPSS and SAS to specialized programs for such techniques as neural networks and conjoint analysis. Today, researchers can find almost any conceivable technique in an accessible, easy-to-use format and often at a reasonable price.

On the statistical front, we have seen widespread application of new techniques, such as structural equation modeling and partial least squares. These advances, however, have been matched by an ever-increasing need for more analytical capability and better metrics. The information explosion has not only challenged our ability to physically handle and analyze the available information, but also required a reassessment of data analysis approaches. Finally, the complexity of the topics being addressed and the increased role of theory and measurement in research design have combined to require more rigorous and sophisticated techniques to perform the necessary confirmatory analyses.

These events have all contributed to the acceptance of the past six editions of this text and the demand for this 7th edition. In approaching this revision, we have tried to embrace both academic and applied researchers with a presentation strongly grounded in statistical techniques, but focusing on design, estimation, and interpretation. We continually strive to reduce our reliance on statistical notation and terminology and instead to identify the fundamental concepts which affect application of these techniques and then express them in simple terms—the result being an applications-oriented introduction to multivariate analysis for the non-statistician. Our commitment remains to provide a firm understanding of the statistical and managerial principles underlying multivariate analysis so as to develop a “comfort zone” not only for the statistical but also the practical issues involved.

## NEW FEATURES

First, the authors are continuously working to simplify and streamline coverage of the techniques, and the 7th edition is no exception. This edition is shorter and simpler in its organization, with chapters focusing on a single topic. Moreover, all chapters have been revised to incorporate advances in technology, and several chapters have undergone more extensive change. For example, the initial discussion of topics focuses on a basic understanding of a technique and how to apply it. More advanced issues and concerns are addressed either later in the chapter or in a separate chapter, such as with structural equations modeling. Two chapters, cluster analysis and conjoint, were extensively revised to more effectively demonstrate straightforward approaches to obtain solutions.

Metrics increasingly are relied upon in both scholarly and business applications. This edition updates and expands coverage of important metrics, such as power and effect size. Based on much positive feedback, the “Rules of Thumb” for the application and interpretation of the various techniques have been expanded in this edition, including important issues like sample size. The rules of thumb are highlighted throughout the chapters to facilitate their use. We are confident these guidelines will facilitate your utilization of the techniques.

Another major change is the expansion and reorganization in coverage of structural equations modeling. Chapter 11 provides an overview of structural equation modeling. Chapter 12 then focuses on confirmatory factor analysis, issues in estimating and testing structural models, and advanced topics in both confirmatory factor analysis and structural equations modeling, such as testing higher-order factor models, group models, moderating and mediating variables and PLS. We also worked to eliminate and minimize the use of technical terms and mathematical and statistical notation that often is confusing. These chapters provide a comprehensive overview and explanation of this technique.

Special thanks are due to Pei-ju Lucy Ting and Hsin-Ju Stephanie Tsai, both from University of Manchester, for the revision of the chapter on canonical correlation analysis (Chapter 5). They updated this chapter with an example using the HBAT database, added recently published material, and reorganized it to facilitate understanding.

An important development is the expansion of a Web site ([www.mvstats.com](http://www.mvstats.com)) devoted to multivariate analysis, titled "Great Ideas in Teaching Multivariate Statistics." This Web site acts as a resource center for individuals interested in multivariate analysis, providing links to resources for each technique as well as a forum for identifying new topics or statistical methods. In this way, we can provide more timely feedback to researchers other than if they were to wait for a new edition of the book. The Web site also represents a clearinghouse for materials on teaching multivariate statistics, including exercises, datasets, and project ideas.

Each of these changes, and others not mentioned, will assist readers in gaining a more thorough understanding of both the statistical and applied issues underlying these techniques.

## ACKNOWLEDGMENTS

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# CONTENTS

*Preface*   iii

*About the Authors*   v

<b>Chapter 1</b>	<b>Introduction: Methods and Model Building</b>	<b>1</b>
	What Is Multivariate Analysis?	3
	Multivariate Analysis in Statistical Terms	4
	Some Basic Concepts of Multivariate Analysis	4
	The Variate	4
	Measurement Scales	5
	Measurement Error and Multivariate Measurement	7
	Statistical Significance Versus Statistical Power	8
	Types of Statistical Error and Statistical Power	9
	Impacts on Statistical Power	9
	Using Power with Multivariate Techniques	11
	A Classification of Multivariate Techniques	11
	Dependence Techniques	14
	Interdependence Techniques	14
	Types of Multivariate Techniques	15
	Principal Components and Common Factor Analysis	16
	Multiple Regression	16
	Multiple Discriminant Analysis and Logistic Regression	16
	Canonical Correlation	17
	Multivariate Analysis of Variance and Covariance	17
	Conjoint Analysis	18
	Cluster Analysis	18
	Perceptual Mapping	19
	Correspondence Analysis	19
	Structural Equation Modeling and Confirmatory Factor Analysis	19
	Guidelines for Multivariate Analyses and Interpretation	20
	Establish Practical Significance as Well as Statistical Significance	20
	Recognize That Sample Size Affects All Results	21
	Know Your Data	21
	Strive for Model Parsimony	21
	Look at Your Errors	22
	Validate Your Results	22
	A Structured Approach to Multivariate Model Building	22



Stage 1: Define the Research Problem, Objectives, and Multivariate Technique to Be Used	23
Stage 2: Develop the Analysis Plan	23
Stage 3: Evaluate the Assumptions Underlying the Multivariate Technique	23
Stage 4: Estimate the Multivariate Model and Assess Overall Model Fit	23
Stage 5: Interpret the Variate(s)	24
Stage 6: Validate the Multivariate Model	24
A Decision Flowchart	24
Databases	24
Primary Database	25
Other Databases	27
Organization of the Remaining Chapters	28
Section I: Understanding and Preparing For Multivariate Analysis	28
Section II: Analysis Using Dependence Techniques	28
Section III: Interdependence Techniques	28
Section IV: Structural Equations Modeling	28
Summary	28 • Questions 30 • Suggested Readings 30
References	30

## **SECTION I Understanding and Preparing For Multivariate Analysis 31**

Chapter 2	Cleaning and Transforming Data	33
	Introduction	36
	Graphical Examination of the Data	37
	Univariate Profiling: Examining the Shape of the Distribution	38
	Bivariate Profiling: Examining the Relationship Between Variables	39
	Bivariate Profiling: Examining Group Differences	40
	Multivariate Profiles	41
	Missing Data	42
	The Impact of Missing Data	42
	A Simple Example of a Missing Data Analysis	43
	A Four-Step Process for Identifying Missing Data and Applying Remedies	44
	An Illustration of Missing Data Diagnosis with the Four-Step Process	54
	Outliers	64
	Detecting and Handling Outliers	65
	An Illustrative Example of Analyzing Outliers	68
	Testing the Assumptions of Multivariate Analysis	70

Assessing Individual Variables Versus the Variate	70
Four Important Statistical Assumptions	71
Data Transformations	77
An Illustration of Testing the Assumptions Underlying Multivariate Analysis	79
Incorporating Nonmetric Data with Dummy Variables	86
<i>Summary</i>	88 • <i>Questions</i> 89 • <i>Suggested Readings</i> 89
<i>References</i>	90

## Chapter 3 Factor Analysis 91

What Is Factor Analysis?	94
A Hypothetical Example of Factor Analysis	95
Factor Analysis Decision Process	96
Stage 1: Objectives of Factor Analysis	96
Specifying the Unit of Analysis	98
Achieving Data Summarization Versus Data Reduction	98
Variable Selection	99
Using Factor Analysis with Other Multivariate Techniques	100
Stage 2: Designing a Factor Analysis	100
Correlations Among Variables or Respondents	100
Variable Selection and Measurement Issues	101
Sample Size	102
Summary	102
Stage 3: Assumptions in Factor Analysis	103
Conceptual Issues	103
Statistical Issues	103
Summary	104
Stage 4: Deriving Factors and Assessing Overall Fit	105
Selecting the Factor Extraction Method	105
Criteria for the Number of Factors to Extract	108
Stage 5: Interpreting the Factors	112
The Three Processes of Factor Interpretation	112
Rotation of Factors	113
Judging the Significance of Factor Loadings	116
Interpreting a Factor Matrix	118
Stage 6: Validation of Factor Analysis	122
Use of a Confirmatory Perspective	122
Assessing Factor Structure Stability	122
Detecting Influential Observations	123
Stage 7: Additional Uses of Factor Analysis Results	123
Selecting Surrogate Variables for Subsequent Analysis	123
Creating Summated Scales	124

Computing Factor Scores	127
Selecting Among the Three Methods	128
An Illustrative Example	129
Stage 1: Objectives of Factor Analysis	129
Stage 2: Designing a Factor Analysis	129
Stage 3: Assumptions in Factor Analysis	129
Component Factor Analysis: Stages 4 Through 7	132
Common Factor Analysis: Stages 4 and 5	144
A Managerial Overview of the Results	146
Summary	148 • Questions 150 • Suggested Readings 150
References	150

## **SECTION II Analysis Using Dependence Techniques 153**

### **Chapter 4 Simple and Multiple Regression 155**

What Is Multiple Regression Analysis?	161
An Example of Simple and Multiple Regression	162
Prediction Using a Single Independent Variable: Simple Regression	162
Prediction Using Several Independent Variables: Multiple Regression	165
Summary	167
A Decision Process for Multiple Regression Analysis	167
Stage 1: Objectives of Multiple Regression	169
Research Problems Appropriate for Multiple Regression	169
Specifying a Statistical Relationship	171
Selection of Dependent and Independent Variables	171
Stage 2: Research Design of a Multiple Regression Analysis	173
Sample Size	174
Creating Additional Variables	176
Stage 3: Assumptions in Multiple Regression Analysis	181
Assessing Individual Variables Versus the Variate	182
Methods of Diagnosis	183
Linearity of the Phenomenon	183
Constant Variance of the Error Term	185
Independence of the Error Terms	185
Normality of the Error Term Distribution	185
Summary	186
Stage 4: Estimating the Regression Model and Assessing Overall Model Fit	186
Selecting an Estimation Technique	186
Testing the Regression Variate for Meeting the Regression Assumptions	191

Examining the Statistical Significance of Our Model	192
Identifying Influential Observations	194
Stage 5: Interpreting the Regression Variate	197
Using the Regression Coefficients	197
Assessing Multicollinearity	200
Stage 6: Validation of the Results	206
Additional or Split Samples	206
Calculating the PRESS Statistic	206
Comparing Regression Models	206
Forecasting with the Model	207
Illustration of a Regression Analysis	207
Stage 1: Objectives of Multiple Regression	207
Stage 2: Research Design of a Multiple Regression Analysis	208
Stage 3: Assumptions in Multiple Regression Analysis	208
Stage 4: Estimating the Regression Model and Assessing Overall Model Fit	208
Stage 5: Interpreting the Regression Variate	223
Stage 6: Validating the Results	226
Evaluating Alternative Regression Models	227
A Managerial Overview of the Results	231
Summary	231
Questions	234
Suggested Readings	234
References	234
<b>Chapter 5 Canonical Correlation</b>	<b>235</b>
What Is Canonical Correlation?	237
Hypothetical Example of Canonical Correlation	238
Developing a Variate of Dependent Variables	238
Estimating the First Canonical Function	238
Estimating a Second Canonical Function	240
Relationships of Canonical Correlation Analysis to Other Multivariate Techniques	241
Stage 1: Objectives of Canonical Correlation Analysis	242
Selection of Variable Sets	242
Evaluating Research Objectives	242
Stage 2: Designing a Canonical Correlation Analysis	243
Sample Size	243
Variables and Their Conceptual Linkage	243
Missing Data and Outliers	244
Stage 3: Assumptions in Canonical Correlation	244
Linearity	244
Normality	244
Homoscedasticity and Multicollinearity	244

Stage 4: Deriving the Canonical Functions and Assessing Overall Fit	245
Deriving Canonical Functions	246
Which Canonical Functions Should Be Interpreted?	246
Stage 5: Interpreting the Canonical Variate	250
Canonical Weights	250
Canonical Loadings	250
Canonical Cross-Loadings	250
Which Interpretation Approach to Use	251
Stage 6: Validation and Diagnosis	251
An Illustrative Example	252
Stage 1: Objectives of Canonical Correlation Analysis	253
Stages 2 and 3: Designing a Canonical Correlation Analysis and Testing the Assumptions	253
Stage 4: Deriving the Canonical Functions and Assessing Overall Fit	253
Stage 5: Interpreting the Canonical Variates	254
Stage 6: Validation and Diagnosis	257
A Managerial Overview of the Results	258
Summary	258
Questions	259
References	260

## Chapter 6 Conjoint Analysis 261

What Is Conjoint Analysis?	266
Hypothetical Example of Conjoint Analysis	267
Specifying Utility, Factors, Levels, and Profiles	267
Gathering Preferences from Respondents	268
Estimating Part-Worths	269
Determining Attribute Importance	270
Assessing Predictive Accuracy	270
The Managerial Uses of Conjoint Analysis	271
Comparing Conjoint Analysis with Other Multivariate Methods	272
Compositional Versus Decompositional Techniques	272
Specifying the Conjoint Variate	272
Separate Models for Each Individual	272
Flexibility in Types of Relationships	273
Designing a Conjoint Analysis Experiment	273
Stage 1: The Objectives of Conjoint Analysis	276
Defining the Total Utility of the Object	276
Specifying the Determinant Factors	276
Stage 2: The Design of a Conjoint Analysis	277
Selecting a Conjoint Analysis Methodology	278

Designing Profiles: Selecting and Defining Factors and Levels	278
Specifying the Basic Model Form	283
Data Collection	286
Stage 3: Assumptions of Conjoint Analysis	293
Stage 4: Estimating the Conjoint Model and Assessing Overall Fit	294
Selecting an Estimation Technique	294
Estimated Part-Worths	297
Evaluating Model Goodness-of-Fit	298
Stage 5: Interpreting the Results	299
Examining the Estimated Part-Worths	300
Assessing the Relative Importance of Attributes	302
Stage 6: Validation of the Conjoint Results	303
Managerial Applications of Conjoint Analysis	303
Segmentation	304
Profitability Analysis	304
Conjoint Simulators	305
Alternative Conjoint Methodologies	306
Adaptive/Self-Explicated Conjoint: Conjoint with a Large Number of Factors	306
Choice-Based Conjoint: Adding Another Touch of Realism	308
Overview of the Three Conjoint Methodologies	312
An Illustration of Conjoint Analysis	312
Stage 1: Objectives of the Conjoint Analysis	313
Stage 2: Design of the Conjoint Analysis	313
Stage 3: Assumptions in Conjoint Analysis	316
Stage 4: Estimating the Conjoint Model and Assessing Overall Model Fit	316
Stage 5: Interpreting the Results	320
Stage 6: Validation of the Results	324
A Managerial Application: Use of a Choice Simulator	325
Summary	327
Questions	330
Suggested Readings	330
References	330
<b>Chapter 7 Multiple Discriminant Analysis and Logistic Regression</b>	<b>335</b>
What Are Discriminant Analysis and Logistic Regression?	339
Discriminant Analysis	340
Logistic Regression	341
Analogy with Regression and MANOVA	341
Hypothetical Example of Discriminant Analysis	342
A Two-Group Discriminant Analysis: Purchasers Versus Nonpurchasers	342



A Geometric Representation of the Two-Group Discriminant Function	345
A Three-Group Example of Discriminant Analysis: Switching Intentions	346
The Decision Process for Discriminant Analysis	348
Stage 1: Objectives of Discriminant Analysis	350
Stage 2: Research Design for Discriminant Analysis	351
Selecting Dependent and Independent Variables	351
Sample Size	353
Division of the Sample	353
Stage 3: Assumptions of Discriminant Analysis	354
Impacts on Estimation and Classification	354
Impacts on Interpretation	355
Stage 4: Estimation of the Discriminant Model and Assessing Overall Fit	356
Selecting an Estimation Method	356
Statistical Significance	358
Assessing Overall Model Fit	359
Casewise Diagnostics	368
Stage 5: Interpretation of the Results	369
Discriminant Weights	369
Discriminant Loadings	370
Partial $F$ Values	370
Interpretation of Two or More Functions	370
Which Interpretive Method to Use?	373
Stage 6: Validation of the Results	373
Validation Procedures	373
Profiling Group Differences	374
A Two-Group Illustrative Example	375
Stage 1: Objectives of Discriminant Analysis	375
Stage 2: Research Design for Discriminant Analysis	375
Stage 3: Assumptions of Discriminant Analysis	376
Stage 4: Estimation of the Discriminant Model and Assessing Overall Fit	376
Stage 5: Interpretation of the Results	387
Stage 6: Validation of the Results	390
A Managerial Overview	391
A Three-Group Illustrative Example	391
Stage 1: Objectives of Discriminant Analysis	391
Stage 2: Research Design for Discriminant Analysis	392
Stage 3: Assumptions of Discriminant Analysis	392

Stage 4: Estimation of the Discriminant Model and Assessing Overall Fit	392
Stage 5: Interpretation of Three-Group Discriminant Analysis Results	404
Stage 6: Validation of the Discriminant Results	410
A Managerial Overview	412
Logistic Regression: Regression with a Binary Dependent Variable	413
Representation of the Binary Dependent Variable	414
Sample Size	415
Estimating the Logistic Regression Model	416
Assessing the Goodness-of-Fit of the Estimation Model	419
Testing for Significance of the Coefficients	421
Interpreting the Coefficients	422
Calculating Probabilities for a Specific Value of the Independent Variable	425
Overview of Interpreting Coefficients	425
Summary	425
An Illustrative Example of Logistic Regression	426
Stages 1, 2, and 3: Research Objectives, Research Design, and Statistical Assumptions	426
Stage 4: Estimation of the Logistic Regression Model and Assessing Overall Fit	426
Stage 5: Interpretation of the Results	432
Stage 6: Validation of the Results	433
A Managerial Overview	434
Summary	434
Questions	437
Suggested Readings	437
References	437
<b>Chapter 8 ANOVA and MANOVA</b>	<b>439</b>
MANOVA: Extending Univariate Methods for Assessing Group Differences	443
Multivariate Procedures for Assessing Group Differences	444
A Hypothetical Illustration of MANOVA	447
Analysis Design	447
Differences from Discriminant Analysis	448
Forming the Variate and Assessing Differences	448
A Decision Process for MANOVA	449
Stage 1: Objectives of MANOVA	450
When Should We Use MANOVA?	450
Types of Multivariate Questions Suitable for MANOVA	451
Selecting the Dependent Measures	452

Stage 2: Issues in the Research Design of MANOVA	453
Sample Size Requirements—Overall and by Group	453
Factorial Designs—Two or More Treatments	453
Using Covariates—ANCOVA and MANCOVA	455
MANOVA Counterparts of Other ANOVA Designs	457
A Special Case of MANOVA: Repeated Measures	457
Stage 3: Assumptions of ANOVA and MANOVA	458
Independence	458
Equality of Variance—Covariance Matrices	459
Normality	460
Linearity and Multicollinearity Among the Dependent Variables	460
Sensitivity to Outliers	460
Stage 4: Estimation of the MANOVA Model and Assessing Overall Fit	460
Estimation with the General Linear Model	462
Criteria for Significance Testing	463
Statistical Power of the Multivariate Tests	463
Stage 5: Interpretation of the MANOVA Results	468
Evaluating Covariates	468
Assessing Effects on the Dependent Variate	468
Identifying Differences Between Individual Groups	472
Assessing Significance for Individual Dependent Variables	474
Stage 6: Validation of the Results	475
Summary	476
Illustration of a MANOVA Analysis	476
Example 1: Difference Between Two Independent Groups	477
Stage 1: Objectives of the Analysis	478
Stage 2: Research Design of the MANOVA	478
Stage 3: Assumptions in MANOVA	479
Stage 4: Estimation of the MANOVA Model and Assessing the Overall Fit	480
Stage 5: Interpretation of the Results	482
Example 2: Difference Between $K$ Independent Groups	482
Stage 1: Objectives of the MANOVA	483
Stage 2: Research Design of MANOVA	483
Stage 3: Assumptions in MANOVA	484
Stage 4: Estimation of the MANOVA Model and Assessing Overall Fit	485
Stage 5: Interpretation of the Results	485
Example 3: A Factorial Design for MANOVA with Two Independent Variables	488