

# **Ergebnisbericht**

## **Conjoint Analyse "Babynahrung"**

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### **Conjoint Analyse:**

Reduziertes Design

3 Produkteigenschaften  
je 3 Eigenschaftsausprägungen:

Preis	1	0,86 €	2	1,08 €	3	1,37 €	(*)
Verpackung	1	Kunststoff	2	Glas	3	Tetra-Pack	
Nahrungsmittelzusätze	1	Vitamine	2	Calcium	3	keine Zusätze	

(\*) Zur Datenauswertung wurden die Datenpunkte 1 / 2 / 3 auf das korrekte metrische Niveau 0,86 / 1,08 / 1,37 transformiert (in €); zum Zeitpunkt der Datenerhebung (12.2001) wurden die Preise in Österreichischen Schillingen angegeben: 11,90 / 14,90 / 18,90 (Preisangaben in Plancards wie zum Zeitpunkt der Datenerhebung)

9 Produktkarten  
2 Holdout-Karten

Stichprobe: 114 Probanden

Datenerhebung: Winter 2001  
Datenauswertung: Jänner 2002

Wien, 03-2002

### SPSS-Prozedur zur Erstellung der Plancards (reduziertes Design)

```
ORTHOPLAN
FACTORS=
preis 'Preis' ('0,86 €' '1,08 €' '1,37 €')
verpack 'Verpackung' ('Kunststoff' 'Glas' 'Tetra-Pack')
nmzusatz 'Nahrungsmittelzusätze' ('Vitamine' 'Calcium' 'keine Zusätze')
/HOLDOUT=2.
```

### Spss-Prozedur zur CA Datenauswertung

```
CONJOINT
PLAN='[lokales Verzeichnis]:\babynahrung.sav'
/DATA='[lokales Verzeichnis]:\daten.sav'
/RANK=karte_1 to karte_11
/SUBJECT=person
/FACTORS=preis (linear less) verpack nmzusatz (discrete)
/PRINT=all
/UTILITY='[lokales Verzeichnis]:\util.sav'
/PLOT=all.
```

Plancards

1

<b>Babynahrung</b>	
Preis	S 18,90
Verpackung	Glas
Nahrungsmittelzusätze	Calcium

2

<b>Babynahrung</b>	
Preis	S 18,90
Verpackung	Kunststoff
Nahrungsmittelzusätze	keine Zusätze

3

<b>Babynahrung</b>	
Preis	S 14,90
Verpackung	Glas
Nahrungsmittelzusätze	Vitamine

4

<b>Babynahrung</b>	
Preis	S 11,90
Verpackung	Kunststoff
Nahrungsmittelzusätze	Vitamine

5

<b>Babynahrung</b>	
Preis	S 14,90
Verpackung	Kunststoff
Nahrungsmittelzusätze	Calcium

6

<b>Babynahrung</b>	
Preis	S 11,90
Verpackung	Glas
Nahrungsmittelzusätze	keine Zusätze

7

<b>Babynahrung</b>	
Preis	S 18,90
Verpackung	Tetra-Pack
Nahrungsmittelzusätze	Vitamine

8

<b>Babynahrung</b>	
Preis	S 14,90
Verpackung	Tetra-Pack
Nahrungsmittelzusätze	keine Zusätze

9

<b>Babynahrung</b>	
Preis	S 11,90
Verpackung	Tetra-Pack
Nahrungsmittelzusätze	Calcium

**HOLDOUT:**

H1

<b>Babynahrung</b>	
Preis	S 18,90
Verpackung	Glas
Nahrungsmittelzusätze	Vitamine

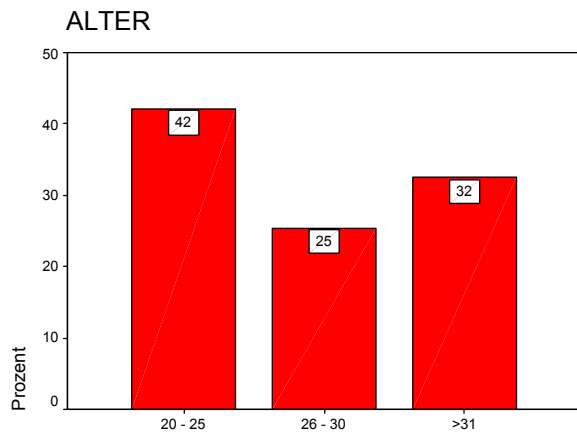
H2

<b>Babynahrung</b>	
Preis	S 14,90
Verpackung	Kunststoff
Nahrungsmittelzusätze	Vitamine

Stichprobenbeschreibung:

**ALTER**

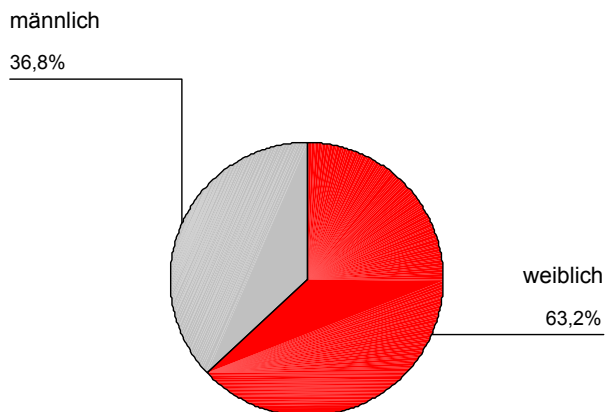
		Häufigkeit	Prozent	Gültige Prozente	Kumulierte Prozente
Gültig	20 - 25	48	42,1	42,1	42,1
	26 - 30	29	25,4	25,4	67,5
	>31	37	32,5	32,5	100,0
	Gesamt	114	100,0	100,0	



ALTER

**GESCHLECHT**

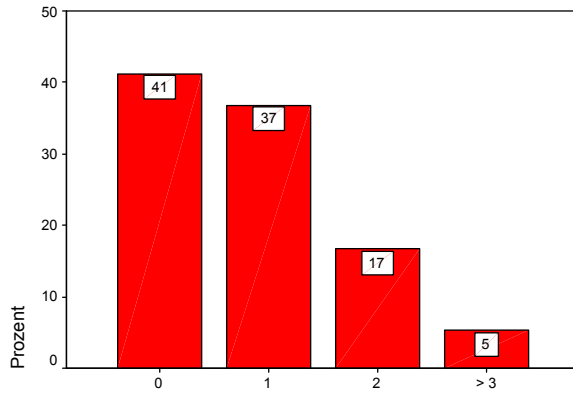
		Häufigkeit	Prozent	Gültige Prozente	Kumulierte Prozente
Gültig	weiblich	72	63,2	63,2	63,2
	männlich	42	36,8	36,8	100,0
	Gesamt	114	100,0	100,0	



### KINDER

	Häufigkeit	Prozent	Gültige Prozente	Kumulierte Prozente
Gültig 0	47	41,2	41,2	41,2
1	42	36,8	36,8	78,1
2	19	16,7	16,7	94,7
> 3	6	5,3	5,3	100,0
Gesamt	114	100,0	100,0	

### KINDER

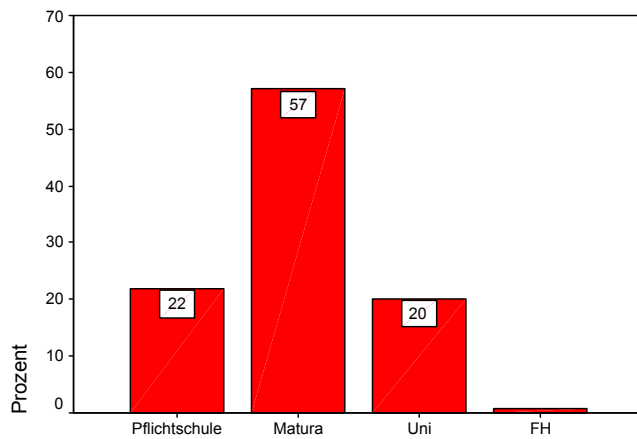


KINDER

### BILDUNG

	Häufigkeit	Prozent	Gültige Prozente	Kumulierte Prozente
Gültig Pflichtschule	25	21,9	21,9	21,9
Matura	65	57,0	57,0	78,9
Uni	23	20,2	20,2	99,1
FH	1	,9	,9	100,0
Gesamt	114	100,0	100,0	

### BILDUNG



BILDUNG

**Aggregiertes Gesamtergebnis:**

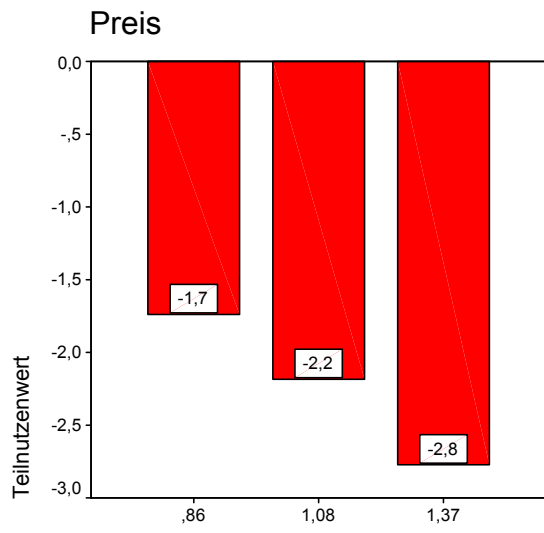
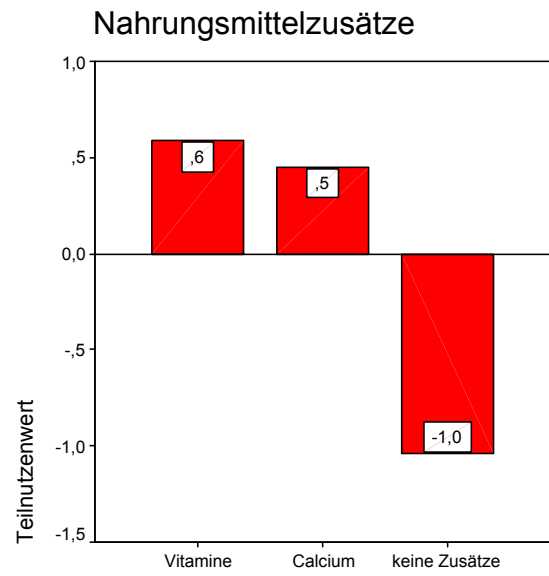
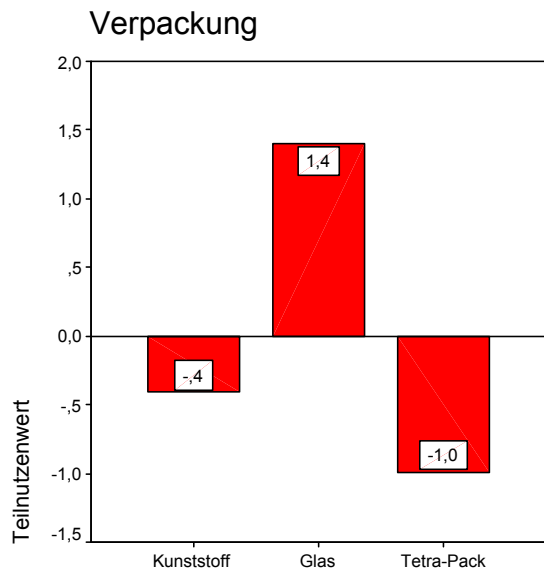
Factor	Model	Levels	Label
PREIS	l<	3	Preis
VERPACK	d	3	Verpackung
NMZUSATZ	d	3	Nahrungsmittelzusätze

(Models: d=discrete, l=linear, i=ideal, ai=antiideal, <=less, >=more)

All the factors are orthogonal.

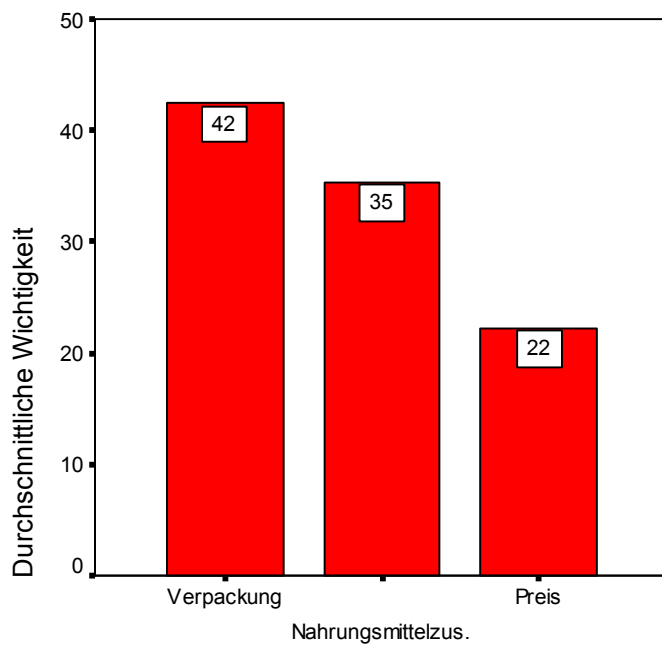
**SUBFILE SUMMARY**

Averaged Importance	Utility	Factor	
42,44	- ,4084	VERPACK	Verpackung
	1,3986	-   --	Kunststoff
	- ,9903	-	Glas
			Tetra-Pack
35,33	,5887	NMZUSATZ	Nahrungsmittelzusätze
	,4513	-	Vitamine
	-1,0400	-	Calcium
			keine Zusätze
22,23	-1,7422	PREIS	Preis
	-2,1878	---	,86
	-2,7753	---	1,08
	B = -2,0258	----	1,37
7,2312	CONSTANT		
Pearson's R = ,983		Significance = ,0000	
Kendall's tau = 1,000		Significance = ,0001	
Kendall's tau = 1,000 for 2 holdouts		Significance = ,	
Reversal Summary:			
40 subjects had 1 reversals			
Reversals by factor:			
PREIS	40		
NMZUSATZ	0		
VERPACK	0		



B = -2,0258

## Zusammenfassung



### Idealprodukt:

- Glas
- Mit Vitaminen
- 0,86 €

**Detailergebnisse:**

**SUBJECT NAME:** 1

Importance	Utility(s.e.)	Factor	** Reversed ( 1 reversal )
75,45	3,0000 ( ,2994 ) 0,0000 ( ,2994 ) -3,0000 ( ,2994 )	VERPACK	Verpackung
		----	Kunststoff
		----	Glas
20,96	,6667 ( ,2994 ) ,3333 ( ,2994 ) -1,0000 ( ,2994 )	NMZUSATZ	Nahrungsmittelzusätze
		-	Vitamine
		-	Calcium
3,59	,4819 ( ,8717 ) ,6052 (1,0947 ) ,7677 (1,3886 )	PREIS	** Preis
		-	,86
		-	1,08
			1,37
	B = ,5604 (1,0136)		
	4,3817 (1,1382)	CONSTANT	

Pearson's R = ,990 Significance = ,0000

Kendall's tau = ,944 Significance = ,0002  
Kendall's tau = 1,000 for 2 holdouts Significance = ,

**SUBJECT NAME:** 2

Importance	Utility(s.e.)	Factor	** Reversed ( 1 reversal )
69,62	1,0000 ( ,8585 ) 2,0000 ( ,8585 ) -3,0000 ( ,8585 )	VERPACK	Verpackung
		----	Kunststoff
		----	Glas
27,85	-,6667 ( ,8585 ) 1,3333 ( ,8585 ) -,6667 ( ,8585 )	NMZUSATZ	Nahrungsmittelzusätze
		-	Vitamine
		--	Calcium
2,53	-,3067 (2,4996 ) -,3851 (3,1391 ) -,4885 (3,9820 )	PREIS	Preis
		-	,86
		-	1,08
			1,37
	B = -,3566 (2,9065)		
	5,3934 (3,2638)	CONSTANT	

Pearson's R = ,913 Significance = ,0003

Kendall's tau = ,778 Significance = ,0018  
Kendall's tau = -1,00 for 2 holdouts Significance = ,

**SUBJECT NAME:** 3

Importance	Utility(s.e.)	Factor	** Reversed ( 1 reversal )
68,33	,6667 ( ,8496 ) 2,3333 ( ,8496 ) -3,0000 ( ,8496 )	VERPACK	Verpackung
		----	Kunststoff
		--	Glas
8,54	,0000 ( ,8496 ) ,3333 ( ,8496 ) -,3333 ( ,8496 )	NMZUSATZ	Nahrungsmittelzusätze
		-	Vitamine
		-	Calcium
23,13	3,0448 (2,4738 ) 3,8237 (3,1066 ) 4,8505 (3,9408 )	PREIS	** Preis
		---	,86
		----	1,08
			1,37
	B = 3,5405 (2,8765)		
	1,0936 (3,2301)	CONSTANT	

Pearson's R = ,915 Significance = ,0003

Kendall's tau = ,778 Significance = ,0018  
Kendall's tau = 1,000 for 2 holdouts Significance = ,

**SUBJECT NAME:** 4

Importance	Utility(s.e.)	Factor	** Reversed ( 1 reversal )
18,20	,0000 (1,4395 ) ,6667 (1,4395 ) -,6667 (1,4395 )	VERPACK	Verpackung
		----	Kunststoff
		----	Glas
36,40	1,0000 (1,4395 ) ,6667 (1,4395 ) -1,6667 (1,4395 )	NMZUSATZ	Nahrungsmittelzusätze
		-	Vitamine
		-	Calcium
45,40	5,6077 (4,1912 ) 7,0423 (5,2634 ) 8,9333 (6,6767 )	PREIS	** Preis
		---	,86
		----	1,08
			1,37
	B = 6,5206 (4,8735)		
	-2,1944 (5,4726)	CONSTANT	

Pearson's R = ,731 Significance = ,0127

Kendall's tau = ,611 Significance = ,0109  
Kendall's tau = -1,00 for 2 holdouts Significance = ,

**SUBJECT NAME:** 5

Importance	Utility(s.e.)	Factor	** Reversed ( 1 reversal )
49,53	1,6667 ( ,8738 ) 1,0000 ( ,8738 ) -2,6667 ( ,8738 )	VERPACK	Verpackung
		----	Kunststoff
		---	Glas
34,29	1,3333 ( ,8738 ) ,3333 ( ,8738 ) -1,6667 ( ,8738 )	NMZUSATZ	Nahrungsmittelzusätze
		-	Vitamine
		--	Calcium
16,18	-2,3877 (2,5441 ) -2,9985 (3,1949 ) -3,8036 (4,0528 )	PREIS	Preis
		---	,86
		----	1,08
			1,37
	B = -2,7764 (2,9582)		
	8,0633 (3,3219)	CONSTANT	

Pearson's R = ,910 Significance = ,0003

Kendall's tau = ,722 Significance = ,0034  
Kendall's tau = 1,000 for 2 holdouts Significance = ,

**SUBJECT NAME:** 6

Importance	Utility(s.e.)	Factor	** Reversed ( 1 reversal )
67,37	3,0000 ( ,5542 ) -,3333 ( ,5542 ) -2,6667 ( ,5542 )	VERPACK	Verpackung
		----	Kunststoff
		--	Glas
7,93	,0000 ( ,5542 ) ,3333 ( ,5542 ) -,3333 ( ,5542 )	NMZUSATZ	Nahrungsmittelzusätze
		-	Vitamine
		-	Calcium
24,71	-3,5048 (1,6135 ) -4,4014 (2,0263 ) -5,5833 (2,5704 )	PREIS	Preis
		---	,86
		----	1,08
			1,37
	B = -4,0754 (1,8762)		
	9,4965 (2,1068)	CONSTANT	

Pearson's R = ,965 Significance = ,0000

Kendall's tau = ,833 Significance = ,0009  
Kendall's tau = 1,000 for 2 holdouts Significance = ,

**SUBJECT NAME:** 7

Importance	Utility(s.e.)	Factor
71,70	,0000(,2670) 3,0000(,2670) -3,0000(,2670)	VERPACK
		NMZUSATZ
		PREIS
7,97	,3333(,2670) ,0000(,2670) -,3333(,2670)	NMZUSATZ
		PREIS
		CONSTANT
20,34	-2,8696(,7773) -3,6037(,9762) -4,5713(1,2383) B = -3,3367(,9039)	PREIS
		CONSTANT
		CONSTANT

Factor
VERPACK
NMZUSATZ
PREIS
CONSTANT
CONSTANT

Pearson's R = ,992  
Kendall's tau = ,944  
Kendall's tau = 1,000 for 2 holdouts

Significance = ,0000  
Significance = ,0002  
Significance = ,

**SUBJECT NAME:** 10

Importance	Utility(s.e.)	Factor
45,32	2,3333(,7021) -1,0000(,7021) -1,3333(,7021)	VERPACK
		NMZUSATZ
		PREIS
53,56	2,3333(,7021) -,3333(,7021) -2,0000(,7021)	NMZUSATZ
		PREIS
		CONSTANT
1,12	-,1533(2,0441) -,1926(2,5671) -,2443(3,2564) B = -,1783(2,3769)	PREIS
		CONSTANT
		CONSTANT

Factor
VERPACK
NMZUSATZ
PREIS
CONSTANT
CONSTANT

Pearson's R = ,943  
Kendall's tau = ,778  
Kendall's tau = 1,000 for 2 holdouts

Significance = ,0001  
Significance = ,0018  
Significance = ,

**SUBJECT NAME:** 8

Importance	Utility(s.e.)	Factor
29,54	,3333(,6621) 1,3333(,6621) -1,6667(,6621)	VERPACK
		NMZUSATZ
		PREIS
29,54	1,3333(,6621) ,3333(,6621) -1,6667(,6621)	NMZUSATZ
		PREIS
		CONSTANT
40,93	-7,0097(1,9277) -8,8029(2,4208) -11,167(3,0708) B = -8,1508(2,2415)	PREIS
		CONSTANT
		CONSTANT

Factor
VERPACK
NMZUSATZ
PREIS
CONSTANT
CONSTANT

Pearson's R = ,949  
Kendall's tau = ,833  
Kendall's tau = 1,000 for 2 holdouts

Significance = ,0000  
Significance = ,0009  
Significance = ,

**SUBJECT NAME:** 11

Importance	Utility(s.e.)	Factor
32,49	-,3333(1,1743) -1,0000(1,1743) 1,3333(1,1743)	VERPACK
		NMZUSATZ
		PREIS
64,98	2,3333(1,1743) ,0000(1,1743) -2,3333(1,1743)	NMZUSATZ
		PREIS
		CONSTANT
2,53	-,3067(3,4191) -,3851(4,2938) -,4885(5,4467) B = -,3566(3,9757)	PREIS
		CONSTANT
		CONSTANT

Factor
VERPACK
NMZUSATZ
PREIS
CONSTANT
CONSTANT

Pearson's R = ,830  
Kendall's tau = ,667  
Kendall's tau = 1,000 for 2 holdouts

Significance = ,0028  
Significance = ,0062  
Significance = ,

**SUBJECT NAME:** 9

Importance	Utility(s.e.)	Factor
31,19	1,0000(1,0994) ,3333(1,0994) -1,3333(1,0994)	VERPACK
		NMZUSATZ
		PREIS
62,38	-,6667(1,0994) 2,6667(1,0994) -2,0000(1,0994)	NMZUSATZ
		PREIS
		CONSTANT
6,43	-,8105(3,2011) -1,0178(4,0200) -1,2911(5,0994) B = -,9424(3,7222)	PREIS
		CONSTANT
		CONSTANT

Factor
VERPACK
NMZUSATZ
PREIS
CONSTANT
CONSTANT

Pearson's R = ,853  
Kendall's tau = ,611  
Kendall's tau = 1,000 for 2 holdouts

Significance = ,0017  
Significance = ,0109  
Significance = ,

**SUBJECT NAME:** 12

Importance	Utility(s.e.)	Factor
61,60	-3,0000(,5890) 2,3333(,5890) ,6667(,5890)	VERPACK
		NMZUSATZ
		PREIS
23,10	,6667(,5890) ,6667(,5890) -1,3333(,5890)	NMZUSATZ
		PREIS
		CONSTANT
15,30	-2,2343(1,7149) -2,8059(2,1536) -3,5593(2,7319) B = -2,5981(1,9941)	PREIS
		CONSTANT
		CONSTANT

Factor
VERPACK
NMZUSATZ
PREIS
CONSTANT
CONSTANT

Pearson's R = ,960  
Kendall's tau = ,944  
Kendall's tau = 1,000 for 2 holdouts

Significance = ,0000  
Significance = ,0002  
Significance = ,

**SUBJECT NAME:** 13

Importance	Utility(s.e.)	Factor
14,69	,6667(,3987) ,0000(,3987) -,6667(,3987)	VERPACK
62,42	2,6667(,3987) ,3333(,3987) -3,0000(,3987)	NMZUSATZ
22,89	-3,5048(1,1609) --- -4,4014(1,4578) --- -5,5833(1,8493) ---- B = -4,0754(1,3498)	PREIS
	9,4965(1,5158)	CONSTANT

Pearson's R = ,982  
Kendall's tau = ,944  
Kendall's tau = -1,00 for 2 holdouts

Importance	Utility(s.e.)	Factor
		VERPACK
		NMZUSATZ
		PREIS
		CONSTANT

Verpackung  
Kunststoff  
Glas  
Tetra-Pack

Nahrungsmittelzusätze  
Vitamine  
Calcium  
keine Zusätze

Preis  
,86  
1,08  
1,37

Significance = ,0000  
Significance = ,0002  
Significance = ,

**SUBJECT NAME:** 16

Importance	Utility(s.e.)	Factor
55,88	-1,0000(,4424) - 3,0000(,4424) ---- -2,0000(,4424) ---	VERPACK
33,53	-,3333(,4424) - 1,6667(,4424) -- -1,3333(,4424) --	NMZUSATZ
10,60	-1,5991(1,2882) --- -2,0082(1,6177) --- -2,5474(2,0521) --- B = -1,8594(1,4979)	PREIS
	7,0515(1,6820)	CONSTANT

Pearson's R = ,978  
Kendall's tau = ,930  
Kendall's tau = -1,00 for 2 holdouts

Importance	Utility(s.e.)	Factor
		VERPACK
		NMZUSATZ
		PREIS
		CONSTANT

Verpackung  
Kunststoff  
Glas  
Tetra-Pack

Nahrungsmittelzusätze  
Vitamine  
Calcium  
keine Zusätze

Preis  
,86  
1,08  
1,37

Significance = ,0000  
Significance = ,0003  
Significance = ,

**SUBJECT NAME:** 14

Importance	Utility(s.e.)	Factor
17,89	,6667(,4500) ,3333(,4500) -1,0000(,4500)	VERPACK
53,67	2,0000(,4500) - 1,0000(,4500) - -3,0000(,4500) --	NMZUSATZ
28,44	-4,4687(1,3101) --- -5,6118(1,6452) --- -7,1187(2,0870) ---- B = -5,1961(1,5234)	PREIS
	10,7331(1,7106)	CONSTANT

Pearson's R = ,977  
Kendall's tau = ,944  
Kendall's tau = 1,000 for 2 holdouts

Importance	Utility(s.e.)	Factor
		VERPACK
		NMZUSATZ
		PREIS
		CONSTANT

Verpackung  
Kunststoff  
Glas  
Tetra-Pack

Nahrungsmittelzusätze  
Vitamine  
Calcium  
keine Zusätze

Preis  
,86  
1,08  
1,37

Significance = ,0000  
Significance = ,0002  
Significance = ,

**SUBJECT NAME:** 17

Importance	Utility(s.e.)	Factor
27,62	,6667(1,6843) - -1,0000(1,6843) - ,3333(1,6843) -	VERPACK
44,19	-1,6667(1,6843) - ,6667(1,6843) - 1,0000(1,6843) -	NMZUSATZ
28,20	-2,8696(4,9038) --- -3,6037(6,1583) --- -4,5713(7,8119) ---- B = -3,3367(5,7021)	PREIS
	8,6815(6,4031)	CONSTANT

Pearson's R = ,601  
Kendall's tau = ,479  
Kendall's tau = 1,000 for 2 holdouts

Importance	Utility(s.e.)	Factor
		VERPACK
		NMZUSATZ
		PREIS
		CONSTANT

Verpackung  
Kunststoff  
Glas  
Tetra-Pack

Nahrungsmittelzusätze  
Vitamine  
Calcium  
keine Zusätze

Preis  
,86  
1,08  
1,37

Significance = ,0433  
Significance = ,0374  
Significance = ,

**SUBJECT NAME:** 15

Importance	Utility(s.e.)	Factor
40,78	,0000(1,2543) 1,6667(1,2543) -1,6667(1,2543)	VERPACK
40,78	-,6667(1,2543) - 2,0000(1,2543) -- -1,3333(1,2543) -	NMZUSATZ
18,44	-2,5410(3,6520) --- -3,1910(4,5862) --- -4,0479(5,8177) ---- B = -2,9547(4,2465)	PREIS
	8,2600(4,7685)	CONSTANT

Pearson's R = ,804  
Kendall's tau = ,704  
Kendall's tau = -1,00 for 2 holdouts

Importance	Utility(s.e.)	Factor
		VERPACK
		NMZUSATZ
		PREIS
		CONSTANT

Verpackung  
Kunststoff  
Glas  
Tetra-Pack

Nahrungsmittelzusätze  
Vitamine  
Calcium  
keine Zusätze

Preis  
,86  
1,08  
1,37

Significance = ,0045  
Significance = ,0044  
Significance = ,

**SUBJECT NAME:** 18

Importance	Utility(s.e.)	Factor
19,88	,3333(1,8236) ,3333(1,8236) -,6667(1,8236)	VERPACK
33,13	1,0000(1,8236) - -,6667(1,8236) - -,3333(1,8236) -	NMZUSATZ
46,99	-3,9868(5,3097) --- -5,0066(6,6680) --- -6,3510(8,4584) ---- B = -4,6358(6,1740)	PREIS
	10,1148(6,9330)	CONSTANT

Pearson's R = ,502  
Kendall's tau = ,389  
Kendall's tau = 1,000 for 2 holdouts

Importance	Utility(s.e.)	Factor
		VERPACK
		NMZUSATZ
		PREIS
		CONSTANT

Verpackung  
Kunststoff  
Glas  
Tetra-Pack

Nahrungsmittelzusätze  
Vitamine  
Calcium  
keine Zusätze

Preis  
,86  
1,08  
1,37

Significance = ,0844  
Significance = ,0722  
Significance = ,

**SUBJECT NAME:** 19

Importance	Utility(s.e.)	Factor	** Reversed ( 1 reversal )
30,35	-1,0000 (1,3910)	VERPACK	Verpackung
	- ,3333 (1,3910)		Kunststoff
	1,3333 (1,3910)		Glas
21,68	-1,0000 (1,3910)	NMZUSATZ	Nahrungsmittelzusätze
	,6667 (1,3910)		Vitamine
	,3333 (1,3910)		Calcium
			keine Zusätze
47,98	6,2211 (4,0501)	PREIS	** Preis
	7,8125 (5,0862)		,86
	9,9103 (6,4520)		1,08
	B = 7,2338 (4,7095)		1,37
	-2,9813 (5,2884)	CONSTANT	

Pearson's R = ,751                      Significance = ,0098  
 Kendall's tau = ,648                      Significance = ,0080  
 Kendall's tau = -1,00 for 2 holdouts      Significance = ,

**SUBJECT NAME:** 22

Importance	Utility(s.e.)	Factor	** Reversed ( 1 reversal )
44,94	-2,3333 ( ,7219)	VERPACK	Verpackung
	1,6667 ( ,7219)		Kunststoff
	,6667 ( ,7219)		Glas
41,20	1,0000 ( ,7219)	NMZUSATZ	Nahrungsmittelzusätze
	1,3333 ( ,7219)		Vitamine
	-2,3333 ( ,7219)		Calcium
			keine Zusätze
13,86	-2,0810 (2,1017)	PREIS	Preis
	-2,6133 (2,6394)		,86
	-3,3151 (3,3481)		1,08
	B = -2,4198 (2,4439)		1,37
	7,6698 (2,7443)	CONSTANT	

Pearson's R = ,940                      Significance = ,0001  
 Kendall's tau = ,944                      Significance = ,0002  
 Kendall's tau = 1,00 for 2 holdouts      Significance = ,

**SUBJECT NAME:** 20

Importance	Utility(s.e.)	Factor	** Reversed ( 1 reversal )
62,16	2,0000 ( ,6158)	VERPACK	Verpackung
	1,0000 ( ,6158)		Kunststoff
	-3,0000 ( ,6158)		Glas
33,15	,6667 ( ,6158)	NMZUSATZ	Nahrungsmittelzusätze
	-1,6667 ( ,6158)		Vitamine
	1,0000 ( ,6158)		Calcium
			keine Zusätze
4,68	,6353 (1,7929)	PREIS	** Preis
	,7978 (2,2516)		,86
	1,0120 (2,8562)		1,08
	B = ,7387 (2,0848)		1,37
	4,1850 (2,3411)	CONSTANT	

Pearson's R = ,956                      Significance = ,0000  
 Kendall's tau = ,889                      Significance = ,0004  
 Kendall's tau = -1,00 for 2 holdouts      Significance = ,

**SUBJECT NAME:** 23

Importance	Utility(s.e.)	Factor	** Reversed ( 1 reversal )
37,54	- ,6667 (1,0417)	VERPACK	Verpackung
	1,6667 (1,0417)		Kunststoff
	-1,0000 (1,0417)		Glas
61,00	-1,6667 (1,0417)	NMZUSATZ	Nahrungsmittelzusätze
	2,6667 (1,0417)		Vitamine
	-1,0000 (1,0417)		Calcium
			keine Zusätze
1,46	,1752 (3,0331)	PREIS	** Preis
	,2201 (3,8090)		,86
	,2792 (4,8318)		1,08
	B = ,2038 (3,5269)		1,37
	4,7752 (3,9604)	CONSTANT	

Pearson's R = ,869                      Significance = ,0012  
 Kendall's tau = ,778                      Significance = ,0018  
 Kendall's tau = -1,00 for 2 holdouts      Significance = ,

**SUBJECT NAME:** 21

Importance	Utility(s.e.)	Factor	** Reversed ( 1 reversal )
31,85	-1,0000 ( ,6108)	VERPACK	Verpackung
	1,6667 ( ,6108)		Kunststoff
	- ,6667 ( ,6108)		Glas
55,74	1,3333 ( ,6108)	NMZUSATZ	Nahrungsmittelzusätze
	1,6667 ( ,6108)		Vitamine
	-3,0000 ( ,6108)		Calcium
			keine Zusätze
12,41	-1,7524 (1,7784)	PREIS	Preis
	-2,2007 (2,2333)		,86
	-2,7916 (2,8330)		1,08
	B = -2,0377 (2,0679)		1,37
	7,2483 (2,3221)	CONSTANT	

Pearson's R = ,957                      Significance = ,0000  
 Kendall's tau = 1,000                      Significance = ,0001  
 Kendall's tau = -1,00 for 2 holdouts      Significance = ,

**SUBJECT NAME:** 24

Importance	Utility(s.e.)	Factor	** Reversed ( 1 reversal )
30,94	,0000 ( ,2006)	VERPACK	Verpackung
	1,3333 ( ,2006)		Kunststoff
	-1,3333 ( ,2006)		Glas
65,75	-2,6667 ( ,2006)	NMZUSATZ	Nahrungsmittelzusätze
	- ,3333 ( ,2006)		Vitamine
	3,0000 ( ,2006)		Calcium
			keine Zusätze
3,32	,4819 ( ,5841)	PREIS	** Preis
	,6052 ( ,7336)		,86
	,7677 ( ,9305)		1,08
	B = ,5604 ( ,6792)		1,37
	4,3817 ( ,7627)	CONSTANT	

Pearson's R = ,995                      Significance = ,0000  
 Kendall's tau = 1,000                      Significance = ,0001  
 Kendall's tau = 1,000 for 2 holdouts      Significance = ,

**SUBJECT NAME:** 25

Importance	Utility(s.e.)	Factor	
14,84	- ,6667 ( ,4476)	VERPACK	Verpackung
	,6667 ( ,4476)		Kunststoff
	,0000 ( ,4476)		Glas
			Tetra-Pack
63,05	2,6667 ( ,4476)	NMZUSATZ	Nahrungsmittelzusätze
	,3333 ( ,4476)		Vitamine
	-3,0000 ( ,4476)		Calcium
			keine Zusätze
22,11	-3,3515 (1,3031)	PREIS	Preis
	-4,2089 (1,6364)		,86
	-5,3390 (2,0759)		1,08
	B = -3,8971 (1,5152)		1,37
	9,2998 (1,7015)	CONSTANT	
Pearson's R = ,977 Significance = ,0000			
Kendall's tau = ,944 Significance = ,0002			
Kendall's tau = -1,00 for 2 holdouts Significance = ,			

**SUBJECT NAME:** 28

Importance	Utility(s.e.)	Factor	
75,49	,0000 ( ,4424)	VERPACK	Verpackung
	3,0000 ( ,4424)		Kunststoff
	-3,0000 ( ,4424)		Glas
			Tetra-Pack
12,58	- ,3333 ( ,4424)	NMZUSATZ	Nahrungsmittelzusätze
	- ,3333 ( ,4424)		Vitamine
	,6667 ( ,4424)		Calcium
			keine Zusätze
11,93	-1,5991 (1,2882)	PREIS	Preis
	-2,0082 (1,6177)		,86
	-2,5474 (2,0521)		1,08
	B = -1,8594 (1,4979)		1,37
	7,0515 (1,6820)	CONSTANT	
Pearson's R = ,978 Significance = ,0000			
Kendall's tau = ,944 Significance = ,0002			
Kendall's tau = 1,00 for 2 holdouts Significance = ,			

**SUBJECT NAME:** 26

Importance	Utility(s.e.)	Factor	** Reversed ( 1 reversal )
46,67	1,0000 (1,1404)	VERPACK	Verpackung
	1,3333 (1,1404)		Kunststoff
	-2,3333 (1,1404)		Glas
			Tetra-Pack
42,42	,0000 (1,1404)	NMZUSATZ	Nahrungsmittelzusätze
	1,6667 (1,1404)		Vitamine
	-1,6667 (1,1404)		Calcium
			keine Zusätze
10,91	1,4457 (3,3204)	PREIS	** Preis
	1,8156 (4,1698)		,86
	2,3031 (5,2895)		1,08
	B = 1,6811 (3,8609)		1,37
	3,1452 (4,3355)	CONSTANT	
Pearson's R = ,841 Significance = ,0022			
Kendall's tau = ,667 Significance = ,0062			
Kendall's tau = -1,00 for 2 holdouts Significance = ,			

**SUBJECT NAME:** 29

Importance	Utility(s.e.)	Factor	** Reversed ( 1 reversal )
64,63	3,0000 (1,0334)	VERPACK	Verpackung
	-1,3333 (1,0334)		Kunststoff
	-1,6667 (1,0334)		Glas
			Tetra-Pack
18,46	,6667 (1,0334)	NMZUSATZ	Nahrungsmittelzusätze
	,0000 (1,0334)		Vitamine
	- ,6667 (1,0334)		Calcium
			keine Zusätze
16,91	2,0591 (3,0087)	PREIS	** Preis
	2,5858 (3,7784)		,86
	3,2802 (4,7930)		1,08
	B = 2,3943 (3,4985)		1,37
	2,3583 (3,9286)	CONSTANT	
Pearson's R = ,872 Significance = ,0011			
Kendall's tau = ,778 Significance = ,0018			
Kendall's tau = 1,00 for 2 holdouts Significance = ,			

**SUBJECT NAME:** 27

Importance	Utility(s.e.)	Factor	
72,04	-3,0000 ( ,2229)	VERPACK	Verpackung
	3,0000 ( ,2229)		Kunststoff
	,0000 ( ,2229)		Glas
			Tetra-Pack
20,01	,6667 ( ,2229)	NMZUSATZ	Nahrungsmittelzusätze
	,3333 ( ,2229)		Vitamine
	-1,0000 ( ,2229)		Calcium
			keine Zusätze
7,95	-1,1172 ( ,6490)	PREIS	Preis
	-1,4030 ( ,8151)		,86
	-1,7797 (1,0339)		1,08
	B = -1,2990 ( ,7547)		1,37
	6,4333 ( ,8475)	CONSTANT	
Pearson's R = ,994 Significance = ,0000			
Kendall's tau = 1,000 Significance = ,0001			
Kendall's tau = 1,000 for 2 holdouts Significance = ,			

**SUBJECT NAME:** 30

Importance	Utility(s.e.)	Factor	** Reversed ( 1 reversal )
84,62	-3,0000 ( ,5435)	VERPACK	Verpackung
	3,0000 ( ,5435)		Kunststoff
	,0000 ( ,5435)		Glas
			Tetra-Pack
14,10	,3333 ( ,5435)	NMZUSATZ	Nahrungsmittelzusätze
	- ,6667 ( ,5435)		Vitamine
	,3333 ( ,5435)		Calcium
			keine Zusätze
1,28	,1533 (1,5824)	PREIS	** Preis
	,1926 (1,9872)		,86
	,2443 (2,5208)		1,08
	B = ,1783 (1,8400)		1,37
	4,8033 (2,0662)	CONSTANT	
Pearson's R = ,966 Significance = ,0000			
Kendall's tau = ,889 Significance = ,0004			
Kendall's tau = 1,000 for 2 holdouts Significance = ,			

**SUBJECT NAME:** 31

Importance	Utility(s.e.)	Factor
34,31	-2,1111 ( ,5959)	VERPACK
	1,2222 ( ,5959)	
	,8889 ( ,5959)	
20,59	1,2222 ( ,5959)	NMZUSATZ
	-,7778 ( ,5959)	
	-,4444 ( ,5959)	
45,10	-7,3894 (1,7349) ---	PREIS
	-9,2797 (2,1787) ---	
	-11,771 (2,7637) ----	
	B = -8,5923 (2,0173)	
	14,5913 (2,2653) CONSTANT	

Pearson's R = ,960                      Significance = ,0000  
 Kendall's tau = ,873                      Significance = ,0006  
 Kendall's tau = ,                      for 2 holdouts                      Significance = ,

**SUBJECT NAME:** 34

Importance	Utility(s.e.)	Factor
20,30	,8889 ( ,6658)	VERPACK
	-1,1111 ( ,6658)	
	,2222 ( ,6658)	
16,91	-,1111 ( ,6658)	NMZUSATZ
	-,7778 ( ,6658)	
	,8889 ( ,6658)	
62,79	-10,434 (1,9387) ---	PREIS
	-13,103 (2,4346) ---	
	-16,622 (3,0883) ----	
	B = -12,133 (2,2543)	
	17,8310 (2,5314) CONSTANT	

Pearson's R = ,959                      Significance = ,0000  
 Kendall's tau = ,930                      Significance = ,0003  
 Kendall's tau = 1,000 for 2 holdouts                      Significance = ,

**SUBJECT NAME:** 32

Importance	Utility(s.e.)	Factor
72,04	,0000 ( ,2229)	VERPACK
	3,0000 ( ,2229) ----	
	-3,0000 ( ,2229) ----	
20,01	-,3333 ( ,2229)	NMZUSATZ
	-,6667 ( ,2229) -	
	1,0000 ( ,2229) -	
7,95	-1,1172 ( ,6490) -	PREIS
	-1,4030 ( ,8151) --	
	-1,7797 (1,0339) --	
	B = -1,2990 ( ,7547)	
	6,4333 ( ,8475) CONSTANT	

Pearson's R = ,994                      Significance = ,0000  
 Kendall's tau = 1,000                      Significance = ,0001  
 Kendall's tau = 1,000 for 2 holdouts                      Significance = ,

**SUBJECT NAME:** 35

Importance	Utility(s.e.)	Factor
31,63	-1,3333 ( ,6817)	VERPACK
	1,6667 ( ,6817) -	
	-,3333 ( ,6817)	
17,57	,3333 ( ,6817)	NMZUSATZ
	-1,0000 ( ,6817)	
	,6667 ( ,6817)	
50,81	-8,1268 (1,9850) ---	PREIS
	-10,206 (2,4927) ---	
	-12,946 (3,1621) ----	
	B = -9,4498 (2,3081)	
	15,4263 (2,5918) CONSTANT	

Pearson's R = ,946                      Significance = ,0001  
 Kendall's tau = ,833                      Significance = ,0009  
 Kendall's tau = -1,00 for 2 holdouts                      Significance = ,

**SUBJECT NAME:** 33

Importance	Utility(s.e.)	Factor
34,43	-,6667 ( ,2302)	VERPACK
	2,0000 ( ,2302) -	
	-1,3333 ( ,2302)	
13,77	,6667 ( ,2302)	NMZUSATZ
	,0000 ( ,2302)	
	-,6667 ( ,2302)	
51,80	-8,4554 ( ,6703) ---	PREIS
	-10,618 ( ,8418) ---	
	-13,470 (1,0679) ----	
	B = -9,8319 ( ,7795)	
	15,8479 ( ,8753) CONSTANT	

Pearson's R = ,994                      Significance = ,0000  
 Kendall's tau = 1,000                      Significance = ,0001  
 Kendall's tau = 1,000 for 2 holdouts                      Significance = ,

**SUBJECT NAME:** 36

Importance	Utility(s.e.)	Factor	** Reversed ( 1 reversal )
68,39	-,3333 ( ,4340)	VERPACK	Verpackung
	3,0000 ( ,4340) ----		Kunststoff
	-2,6667 ( ,4340) ----		Glas
28,16	,3333 ( ,4340)	NMZUSATZ	Nahrungsmittelzusätze
	-1,3333 ( ,4340) --		Calcium
	1,0000 ( ,4340) -		keine Zusätze
3,45	,4819 (1,2638) -	PREIS	** Preis
	,6052 (1,5871) -		,86
	,7677 (2,0132) -		1,08
	B = ,5604 (1,4695)		1,37
	4,3817 (1,6501) CONSTANT		

Pearson's R = ,979                      Significance = ,0000  
 Kendall's tau = ,930                      Significance = ,0003  
 Kendall's tau = 1,000 for 2 holdouts                      Significance = ,

**SUBJECT NAME:** 37

Importance	Utility(s.e.)	Factor		
41,67	,0000(,4444) 1,6667(,4444) -1,6667(,4444)	--	VERPACK Verpackung Kunststoff Glas Tetra-Pack	
			--	NMZUSATZ Nahrungsmittelzusätze Vitamine Calcium keine Zusätze
				PREIS Preis ,86 1,08 1,37 B = ,0000(1,5047)
5,0000(1,6897) CONSTANT				
Pearson's R = ,978 Significance = ,0000				
Kendall's tau = ,944 Significance = ,0002				
Kendall's tau = 1,000 for 2 holdouts Significance = ,				

**SUBJECT NAME:** 40

Importance	Utility(s.e.)	Factor		
28,11	-1,0000(,6817) 1,6667(,6817) -,6667(,6817)	-	VERPACK Verpackung Kunststoff Glas Tetra-Pack	
			-	NMZUSATZ Nahrungsmittelzusätze Vitamine Calcium keine Zusätze
				PREIS Preis ,86 1,08 1,37 B = -9,4498(2,3081)
15,4263(2,5918) CONSTANT				
Pearson's R = ,946 Significance = ,0001				
Kendall's tau = ,889 Significance = ,0004				
Kendall's tau = 1,000 for 2 holdouts Significance = ,				

**SUBJECT NAME:** 38

Importance	Utility(s.e.)	Factor	** Reversed ( 1 reversal )	
59,00	-3,0000(,2771) 2,3333(,2771) ,6667(,2771)	----	VERPACK Verpackung Kunststoff Glas Tetra-Pack	
			---	NMZUSATZ Nahrungsmittelzusätze Vitamine Calcium keine Zusätze
				PREIS ** Preis ,86 1,08 1,37 B = 2,0377(,9381)
2,7517(1,0534) CONSTANT				
Pearson's R = ,991 Significance = ,0000				
Kendall's tau = ,944 Significance = ,0002				
Kendall's tau = 1,000 for 2 holdouts Significance = ,				

**SUBJECT NAME:** 41

Importance	Utility(s.e.)	Factor	** Reversed ( 1 reversal )	
17,88	-,3333(,2284) 1,0000(,2284) -,6667(,2284)	-	VERPACK Verpackung Kunststoff Glas Tetra-Pack	
			-	NMZUSATZ Nahrungsmittelzusätze Vitamine Calcium keine Zusätze
				PREIS ** Preis ,86 1,08 1,37 B = 3,8971(,7732)
,7002(,8682) CONSTANT				
Pearson's R = ,994 Significance = ,0000				
Kendall's tau = 1,000 Significance = ,0001				
Kendall's tau = 1,000 for 2 holdouts Significance = ,				

**SUBJECT NAME:** 39

Importance	Utility(s.e.)	Factor		
75,12	-3,0000(,0527) 3,0000(,0527) ,0000(,0527)	--	VERPACK Verpackung Kunststoff Glas Tetra-Pack	
			--	NMZUSATZ Nahrungsmittelzusätze Vitamine Calcium keine Zusätze
				PREIS Preis ,86 1,08 1,37 B = -3,8971(,1783)
9,2998(,2002) CONSTANT				
Pearson's R = 1,000 Significance = ,0000				
Kendall's tau = 1,000 Significance = ,0001				
Kendall's tau = 1,000 for 2 holdouts Significance = ,				

**SUBJECT NAME:** 42

Importance	Utility(s.e.)	Factor	** Reversed ( 1 reversal )	
31,07	,0000(1,2566) 1,0000(1,2566) -1,0000(1,2566)	--	VERPACK Verpackung Kunststoff Glas Tetra-Pack	
			--	NMZUSATZ Nahrungsmittelzusätze Vitamine Calcium keine Zusätze
				PREIS ** Preis ,86 1,08 1,37 B = ,2038(4,2543)
4,7752(4,7773) CONSTANT				
Pearson's R = ,803 Significance = ,0046				
Kendall's tau = ,722 Significance = ,0034				
Kendall's tau = 1,000 for 2 holdouts Significance = ,				

**SUBJECT NAME:**

43

Importance	Utility(s.e.)	Factor	** Reversed ( 1 reversal )
27,17	1,111 (1,1467)	VERPACK	Verpackung
	,7778 (1,1467)	-	Kunststoff
	-,8889 (1,1467)	-	Glas
		-	Tetra-Pack
70,64	,7778 (1,1467)	NMZUSATZ	Nahrungsmittelzusätze
	1,7778 (1,1467)	---	Vitamine
	-,25556 (1,1467)	----	Calcium
		----	keine Zusätze
2,19	,2264 (3,3386)	PREIS	** Preis
	,2843 (4,1927)	-	,86
	,3606 (5,3185)	-	1,08
	B = ,2632 (3,8821)	-	1,37
	4,5985 (4,3594)	CONSTANT	

Pearson's R = ,815                      Significance = ,0037  
 Kendall's tau = ,686                      Significance = ,0057  
 Kendall's tau = 1,000 for 2 holdouts      Significance = ,

**SUBJECT NAME:**

46

Importance	Utility(s.e.)	Factor	
39,79	,0000 ( ,4262)	VERPACK	Verpackung
	1,6667 ( ,4262)	---	Kunststoff
	-,6667 ( ,4262)	---	Glas
		---	Tetra-Pack
55,71	1,6667 ( ,4262)	NMZUSATZ	Nahrungsmittelzusätze
	1,3333 ( ,4262)	---	Vitamine
	-,30000 ( ,4262)	----	Calcium
		----	keine Zusätze
4,50	-,6353 (1,2410)	PREIS	Preis
	-,7978 (1,5584)	-	,86
	-,10120 (1,9769)	-	1,08
	B = -,7387 (1,4430)	-	1,37
	5,8150 (1,6204)	CONSTANT	

Pearson's R = ,979                      Significance = ,0000  
 Kendall's tau = 1,000                      Significance = ,0001  
 Kendall's tau = 1,000 for 2 holdouts      Significance = ,

**SUBJECT NAME:**

44

Importance	Utility(s.e.)	Factor	** Reversed ( 1 reversal )
77,82	-3,0000 ( ,4807)	VERPACK	Verpackung
	3,0000 ( ,4807)	----	Kunststoff
	,0000 ( ,4807)	----	Glas
		----	Tetra-Pack
17,29	,6667 ( ,4807)	NMZUSATZ	Nahrungsmittelzusätze
	-,6667 ( ,4807)	-	Vitamine
	,0000 ( ,4807)	-	Calcium
		-	keine Zusätze
4,89	,6353 (1,3995)	PREIS	** Preis
	,7978 (1,7575)	-	,86
	1,0120 (2,2295)	-	1,08
	B = ,7387 (1,6273)	-	1,37
	4,1850 (1,8274)	CONSTANT	

Pearson's R = ,974                      Significance = ,0000  
 Kendall's tau = ,889                      Significance = ,0004  
 Kendall's tau = 1,000 for 2 holdouts      Significance = ,

**SUBJECT NAME:**

47

Importance	Utility(s.e.)	Factor	
33,33	-1,0000 ( ,4444)	VERPACK	Verpackung
	1,6667 ( ,4444)	---	Kunststoff
	-,6667 ( ,4444)	---	Glas
		---	Tetra-Pack
66,67	2,3333 ( ,4444)	NMZUSATZ	Nahrungsmittelzusätze
	,6667 ( ,4444)	---	Vitamine
	-,30000 ( ,4444)	----	Calcium
		----	keine Zusätze
,00	,0000 (1,2940)	PREIS	Preis
	,0000 (1,6251)	-	,86
	,0000 (2,0614)	-	1,08
	B = ,0000 (1,5047)	-	1,37
	5,0000 (1,6897)	CONSTANT	

Pearson's R = ,978                      Significance = ,0000  
 Kendall's tau = ,944                      Significance = ,0002  
 Kendall's tau = 1,000 for 2 holdouts      Significance = ,

**SUBJECT NAME:**

45

Importance	Utility(s.e.)	Factor	
41,65	-,3333 ( ,4855)	VERPACK	Verpackung
	2,3333 ( ,4855)	-	Kunststoff
	-,20000 ( ,4855)	-	Glas
		-	Tetra-Pack
25,63	1,3333 ( ,4855)	NMZUSATZ	Nahrungsmittelzusätze
	,0000 ( ,4855)	-	Vitamine
	-,13333 ( ,4855)	-	Calcium
		-	keine Zusätze
32,71	-,57392 (1,4136)	PREIS	Preis
	-,72073 (1,7752)	---	,86
	-,91426 (2,2519)	----	1,08
	B = -,6735 (1,6437)	----	1,37
	12,3630 (1,8458)	CONSTANT	

Pearson's R = ,973                      Significance = ,0000  
 Kendall's tau = ,930                      Significance = ,0003  
 Kendall's tau = 1,000 for 2 holdouts      Significance = ,

**SUBJECT NAME:**

48

Importance	Utility(s.e.)	Factor	
75,00	-3,0000 ( ,0000)	VERPACK	Verpackung
	3,0000 ( ,0000)	----	Kunststoff
	,0000 ( ,0000)	----	Glas
		----	Tetra-Pack
25,00	,0000 ( ,0000)	NMZUSATZ	Nahrungsmittelzusätze
	-,10000 ( ,0000)	-	Vitamine
	1,0000 ( ,0000)	-	Calcium
		-	keine Zusätze
,00	,0000 ( ,0000)	PREIS	Preis
	,0000 ( ,0000)	-	,86
	,0000 ( ,0000)	-	1,08
	,0000 ( ,0000)	-	1,37
	B = ,0000 ( ,0000)	-	
	5,0000 ( ,0000)	CONSTANT	

Pearson's R = 1,000                      Significance = ,0000  
 Kendall's tau = 1,000                      Significance = ,0001  
 Kendall's tau = 1,000 for 2 holdouts      Significance = ,

**SUBJECT NAME:** 49

Importance	Utility(s.e.)	Factor	** Reversed ( 1 reversal )
12,58	0,3333 ( ,4424 )	VERPACK	Verpackung
	0,3333 ( ,4424 )		Kunststoff
	-0,6667 ( ,4424 )		Glas
			Tetra-Pack
75,49	3,0000 ( ,4424 )	NMZUSATZ	Nahrungsmittelzusätze
	0,0000 ( ,4424 )		Vitamine
	-3,0000 ( ,4424 )		Calcium
			keine Zusätze
11,93	1,5991 (1,2882)	PREIS	** Preis
	2,0082 (1,6177)		,86
	2,5474 (2,0521)		1,08
	B = 1,8594 (1,4979)		1,37
	2,9485 (1,6820)	CONSTANT	
Pearson's R = ,978		Significance = ,0000	
Kendall's tau = ,944		Significance = ,0002	
Kendall's tau = 1,000 for 2 holdouts		Significance = ,	

**SUBJECT NAME:** 52

Importance	Utility(s.e.)	Factor	** Reversed ( 1 reversal )
34,81	-0,3333 ( ,2994 )	VERPACK	Verpackung
	1,6667 ( ,2994 )		Kunststoff
	-1,3333 ( ,2994 )		Glas
			Tetra-Pack
61,88	0,6667 ( ,2994 )	NMZUSATZ	Nahrungsmittelzusätze
	2,3333 ( ,2994 )		Vitamine
	-3,0000 ( ,2994 )		Calcium
			keine Zusätze
3,32	0,4819 ( ,8717 )	PREIS	** Preis
	0,6052 (1,0947)		,86
	0,7677 (1,3886)		1,08
	B = ,5604 (1,0136)		1,37
	4,3817 (1,1382)	CONSTANT	
Pearson's R = ,990		Significance = ,0000	
Kendall's tau = 1,000		Significance = ,0001	
Kendall's tau = 1,000 for 2 holdouts		Significance = ,	

**SUBJECT NAME:** 50

Importance	Utility(s.e.)	Factor	
33,20	-1,0000 ( ,6063 )	VERPACK	Verpackung
	2,0000 ( ,6063 )		Kunststoff
	-1,0000 ( ,6063 )		Glas
			Tetra-Pack
47,96	1,0000 ( ,6063 )	NMZUSATZ	Nahrungsmittelzusätze
	1,6667 ( ,6063 )		Vitamine
	-2,6667 ( ,6063 )		Calcium
			keine Zusätze
18,83	-2,8696 (1,7652)	PREIS	Preis
	-3,6037 (2,2168)		,86
	-4,5713 (2,8120)		1,08
	B = -3,3367 (2,0526)		1,37
	8,6815 (2,3049)	CONSTANT	
Pearson's R = ,958		Significance = ,0000	
Kendall's tau = 1,000		Significance = ,0001	
Kendall's tau = 1,000 for 2 holdouts		Significance = ,	

**SUBJECT NAME:** 53

Importance	Utility(s.e.)	Factor	
21,96	0,2222 ( ,5258 )	VERPACK	Verpackung
	0,8889 ( ,5258 )		Kunststoff
	-1,1111 ( ,5258 )		Glas
			Tetra-Pack
54,89	2,2222 ( ,5258 )	NMZUSATZ	Nahrungsmittelzusätze
	0,5556 ( ,5258 )		Vitamine
	-2,7778 ( ,5258 )		Calcium
			keine Zusätze
23,15	-3,5560 (1,5309)	PREIS	Preis
	-4,4656 (1,9225)		,86
	-5,6647 (2,4388)		1,08
	B = -4,1348 (1,7801)		1,37
	9,3399 (1,9989)	CONSTANT	
Pearson's R = ,966		Significance = ,0000	
Kendall's tau = ,873		Significance = ,0006	
Kendall's tau = 1,000 for 2 holdouts		Significance = ,	

**SUBJECT NAME:** 51

Importance	Utility(s.e.)	Factor	** Reversed ( 1 reversal )
31,85	-1,0000 ( ,6108 )	VERPACK	Verpackung
	1,6667 ( ,6108 )		Kunststoff
	-0,6667 ( ,6108 )		Glas
			Tetra-Pack
55,74	1,3333 ( ,6108 )	NMZUSATZ	Nahrungsmittelzusätze
	1,6667 ( ,6108 )		Vitamine
	-3,0000 ( ,6108 )		Calcium
			keine Zusätze
12,41	-1,7524 (1,7784)	PREIS	Preis
	-2,2007 (2,2333)		,86
	-2,7916 (2,8330)		1,08
	B = -2,0377 (2,0679)		1,37
	7,2483 (2,3221)	CONSTANT	
Pearson's R = ,957		Significance = ,0000	
Kendall's tau = 1,000		Significance = ,0001	
Kendall's tau = 1,000 for 2 holdouts		Significance = ,	

**SUBJECT NAME:** 54

Importance	Utility(s.e.)	Factor	** Reversed ( 1 reversal )
20,03	-0,6667 ( ,8030 )	VERPACK	Verpackung
	1,0000 ( ,8030 )		Kunststoff
	-0,3333 ( ,8030 )		Glas
			Tetra-Pack
56,08	1,3333 ( ,8030 )	NMZUSATZ	Nahrungsmittelzusätze
	1,6667 ( ,8030 )		Vitamine
	-3,0000 ( ,8030 )		Calcium
			keine Zusätze
23,89	3,3515 (2,3379)	PREIS	** Preis
	4,2089 (2,9360)		,86
	5,3390 (3,7243)		1,08
	B = 3,8971 (2,7185)		1,37
	7,7002 (3,0527)	CONSTANT	
Pearson's R = ,925		Significance = ,0002	
Kendall's tau = ,722		Significance = ,0034	
Kendall's tau = 1,000 for 2 holdouts		Significance = ,	

**SUBJECT NAME:** 55

Importance	Utility(s.e.)	Factor	** Reversed ( 1 reversal )
32,56	-1,0000 ( ,6416) 1,6667 ( ,6416) -,6667 ( ,6416)	VERPACK	Verpackung
			Kunststoff
			Glas
56,98	1,3333 ( ,6416) 1,6667 ( ,6416) -3,0000 ( ,6416)	NMZUSATZ	Nahrungsmittelzusätze
			Vitamine
			Calcium
10,47	1,4457 (1,8680) 1,8156 (2,3459) 2,3031 (2,9758) B = 1,6811 (2,1722)	PREIS	** Preis
			,86
			1,08
			1,37
	3,1452 (2,4392)	CONSTANT	
Pearson's R = ,953			Significance = ,0000
Kendall's tau = ,833			Significance = ,0009
Kendall's tau = 1,000 for 2 holdouts			Significance = ,

**SUBJECT NAME:** 58

Importance	Utility(s.e.)	Factor	
36,72	-,6667 ( ,8669) 2,0000 ( ,8669) -1,3333 ( ,8669)	VERPACK	Verpackung
			Kunststoff
			Glas
40,39	1,0000 ( ,8669) 1,3333 ( ,8669) -2,3333 ( ,8669)	NMZUSATZ	Nahrungsmittelzusätze
			Vitamine
			Calcium
22,89	-3,5048 (2,5241) -4,4014 (3,1698) -5,5833 (4,0210) B = -4,0754 (2,9350)	PREIS	Preis
			,86
			1,08
			1,37
	9,4965 (3,2958)	CONSTANT	
Pearson's R = ,912			Significance = ,0003
Kendall's tau = ,944			Significance = ,0002
Kendall's tau = 1,000 for 2 holdouts			Significance = ,

**SUBJECT NAME:** 56

Importance	Utility(s.e.)	Factor	
70,68	-2,7778 ( ,1487) 2,8889 ( ,1487) -,1111 ( ,1487)	VERPACK	Verpackung
			Kunststoff
			Glas
4,16	-,1111 ( ,1487) ,2222 ( ,1487) -,1111 ( ,1487)	NMZUSATZ	Nahrungsmittelzusätze
			Vitamine
			Calcium
25,17	-3,4026 ( ,4330) -4,2731 ( ,5438) -5,4204 ( ,6899) B = -3,9565 ( ,5035)	PREIS	Preis
			,86
			1,08
			1,37
	9,4765 ( ,5654)	CONSTANT	
Pearson's R = ,997			Significance = ,0000
Kendall's tau = ,986			Significance = ,0001
Kendall's tau = 1,000 for 2 holdouts			Significance = ,

**SUBJECT NAME:** 59

Importance	Utility(s.e.)	Factor	
20,09	-,6667 ( ,2727) 1,0000 ( ,2727) -,3333 ( ,2727)	VERPACK	Verpackung
			Kunststoff
			Glas
8,04	,0000 ( ,2727) ,3333 ( ,2727) -,3333 ( ,2727)	NMZUSATZ	Nahrungsmittelzusätze
			Vitamine
			Calcium
71,87	-10,055 ( ,7939) -12,627 ( ,9970) -16,017 (1,2647) B = -11,691 ( ,9231)	PREIS	Preis
			,86
			1,08
			1,37
	17,8994 (1,0366)	CONSTANT	
Pearson's R = ,992			Significance = ,0000
Kendall's tau = 1,000			Significance = ,0001
Kendall's tau = 1,000 for 2 holdouts			Significance = ,

**SUBJECT NAME:** 57

Importance	Utility(s.e.)	Factor	** Reversed ( 1 reversal )
58,36	-1,6667 ( ,6669) 3,0000 ( ,6669) -1,3333 ( ,6669)	VERPACK	Verpackung
			Kunststoff
			Glas
33,35	1,0000 ( ,6669) ,6667 ( ,6669) -1,6667 ( ,6669)	NMZUSATZ	Nahrungsmittelzusätze
			Vitamine
			Calcium
8,29	1,1172 (1,9417) 1,4030 (2,4385) 1,7797 (3,0932) B = 1,2990 (2,2578)	PREIS	** Preis
			,86
			1,08
			1,37
	3,5667 (2,5354)	CONSTANT	
Pearson's R = ,949			Significance = ,0000
Kendall's tau = ,817			Significance = ,0012
Kendall's tau = 1,000 for 2 holdouts			Significance = ,

**SUBJECT NAME:** 60

Importance	Utility(s.e.)	Factor	
19,72	,6667 (1,0885) -1,0000 (1,0885) ,3333 (1,0885)	VERPACK	Verpackung
			Kunststoff
			Glas
43,39	1,3333 (1,0885) 1,0000 (1,0885) -2,3333 (1,0885)	NMZUSATZ	Nahrungsmittelzusätze
			Vitamine
			Calcium
36,89	-5,2573 (3,1693) -6,6021 (3,9800) -8,3749 (5,0487) B = -6,1131 (3,6852)	PREIS	Preis
			,86
			1,08
			1,37
	11,7448 (4,1382)	CONSTANT	
Pearson's R = ,856			Significance = ,0016
Kendall's tau = ,667			Significance = ,0062
Kendall's tau = 1,000 for 2 holdouts			Significance = ,

**SUBJECT NAME:** 61

Importance	Utility(s.e.)	Factor	
75,12	-3,0000 ( ,0527)	---	VERPACK
	3,0000 ( ,0527)	---	Verpackung
	,0000 ( ,0527)	---	Kunststoff
,00	,0000 ( ,0527)	---	Glas
	,0000 ( ,0527)	---	Tetra-Pack
	,0000 ( ,0527)	---	NMZUSATZ
24,88	-3,3515 ( ,1533)	---	PREIS
	-4,2089 ( ,1926)	---	Preis
	-5,3390 ( ,2443)	---	,86
	B = -3,8971 ( ,1783)		1,08
			1,37
	9,2998 ( ,2002)	CONSTANT	

Pearson's R = 1,000      Significance = ,0000  
Kendall's tau = 1,000      Significance = ,0001  
Kendall's tau = 1,000 for 2 holdouts      Significance = ,

**SUBJECT NAME:** 64

Importance	Utility(s.e.)	Factor	** Reversed ( 1 reversal )
75,49	-3,0000 ( ,4424)	----	VERPACK
	3,0000 ( ,4424)	----	Verpackung
	,0000 ( ,4424)	----	Kunststoff
12,58	,3333 ( ,4424)	---	Glas
	,3333 ( ,4424)	---	Tetra-Pack
	-,6667 ( ,4424)	-	NMZUSATZ
11,93	1,5991 (1,2882)	---	PREIS
	2,0082 (1,6177)	---	Preis
	2,5474 (2,0521)	---	,86
	B = 1,8594 (1,4979)		1,08
			1,37
	2,9485 (1,6820)	CONSTANT	

Pearson's R = ,978      Significance = ,0000  
Kendall's tau = ,944      Significance = ,0002  
Kendall's tau = 1,000 for 2 holdouts      Significance = ,

**SUBJECT NAME:** 62

Importance	Utility(s.e.)	Factor	
12,58	,6667 ( ,4424)	-	VERPACK
	-,3333 ( ,4424)	---	Verpackung
	-,3333 ( ,4424)	---	Kunststoff
75,49	,0000 ( ,4424)	----	Glas
	3,0000 ( ,4424)	----	Tetra-Pack
	-3,0000 ( ,4424)	----	NMZUSATZ
11,93	-1,5991 (1,2882)	---	PREIS
	-2,0082 (1,6177)	---	Preis
	-2,5474 (2,0521)	---	,86
	B = -1,8594 (1,4979)		1,08
			1,37
	7,0515 (1,6820)	CONSTANT	

Pearson's R = ,978      Significance = ,0000  
Kendall's tau = ,944      Significance = ,0002  
Kendall's tau = 1,000 for 2 holdouts      Significance = ,

**SUBJECT NAME:** 65

Importance	Utility(s.e.)	Factor	
75,12	,0000 ( ,0527)	---	VERPACK
	3,0000 ( ,0527)	---	Verpackung
	-3,0000 ( ,0527)	---	Kunststoff
,00	,0000 ( ,0527)	---	Glas
	,0000 ( ,0527)	---	Tetra-Pack
	,0000 ( ,0527)	---	NMZUSATZ
24,88	-3,3515 ( ,1533)	---	PREIS
	-4,2089 ( ,1926)	---	Preis
	-5,3390 ( ,2443)	---	,86
	B = -3,8971 ( ,1783)		1,08
			1,37
	9,2998 ( ,2002)	CONSTANT	

Pearson's R = 1,000      Significance = ,0000  
Kendall's tau = 1,000      Significance = ,0001  
Kendall's tau = 1,000 for 2 holdouts      Significance = ,

**SUBJECT NAME:** 63

Importance	Utility(s.e.)	Factor	** Reversed ( 1 reversal )
16,68	-,6667 ( ,4448)	-	VERPACK
	,6667 ( ,4448)	---	Verpackung
	,0000 ( ,4448)	---	Kunststoff
75,04	,0000 ( ,4448)	----	Glas
	3,0000 ( ,4448)	----	Tetra-Pack
	-3,0000 ( ,4448)	----	NMZUSATZ
8,29	1,1172 (1,2950)	---	PREIS
	1,4030 (1,6263)	---	Preis
	1,7797 (2,0630)	---	,86
	B = 1,2990 (1,5059)		1,08
			1,37
	3,5667 (1,6910)	CONSTANT	

Pearson's R = ,977      Significance = ,0000  
Kendall's tau = ,889      Significance = ,0004  
Kendall's tau = 1,000 for 2 holdouts      Significance = ,

**SUBJECT NAME:** 66

Importance	Utility(s.e.)	Factor	** Reversed ( 1 reversal )
75,12	-3,0000 ( ,0527)	---	VERPACK
	3,0000 ( ,0527)	---	Verpackung
	,0000 ( ,0527)	---	Kunststoff
,00	,0000 ( ,0527)	---	Glas
	,0000 ( ,0527)	---	Tetra-Pack
	,0000 ( ,0527)	---	NMZUSATZ
24,88	3,3515 ( ,1533)	---	PREIS
	4,2089 ( ,1926)	---	Preis
	5,3390 ( ,2443)	---	,86
	B = 3,8971 ( ,1783)		1,08
			1,37
	,7002 ( ,2002)	CONSTANT	

Pearson's R = 1,000      Significance = ,0000  
Kendall's tau = 1,000      Significance = ,0001  
Kendall's tau = 1,000 for 2 holdouts      Significance = ,

**SUBJECT NAME:**

67

Importance Utility(s.e.) Factor

		VERPACK
,00	,0000(,0527)	
	,0000(,0527)	
	,0000(,0527)	

75,12	3,0000(,0527)	--
	,0000(,0527)	
	-3,0000(,0527)	--

24,88	-3,3515(,1533)	---
	-4,2089(,1926)	---
	-5,3390(,2443)	----
	B = -3,8971(,1783)	

9,2998(,2002) CONSTANT

Pearson's R = 1,000

Kendall's tau = 1,000

Kendall's tau = 1,000 for 2 holdouts

Verpackung
Kunststoff
Glas
Tetra-Pack

Nahrungsmittelzusätze
Vitamine
Calcium
keine Zusätze

Preis
,86
1,08
1,37

Significance = ,0000

Significance = ,0001

Significance = ,

**SUBJECT NAME:**

70

Importance Utility(s.e.) Factor

18,12	,6667(,8739)	
	-1,0000(,8739)	
	,3333(,8739)	

32,61	,3333(,8739)	
	1,3333(,8739)	
	-1,6667(,8739)	-

49,28	-7,6449(2,5443)	---
	-9,6006(3,1952)	---
	-12,179(4,0532)	----
	B = -8,8895(2,9585)	

14,8080(3,3222) CONSTANT

Pearson's R = ,910

Kendall's tau = ,833

Kendall's tau = 1,000 for 2 holdouts

Verpackung
Kunststoff
Glas
Tetra-Pack

Nahrungsmittelzusätze
Vitamine
Calcium
keine Zusätze

Preis
,86
1,08
1,37

Significance = ,0003

Significance = ,0009

Significance = ,

**SUBJECT NAME:**

68

Importance Utility(s.e.) Factor

		VERPACK
,00	,0000(,0527)	
	,0000(,0527)	
	,0000(,0527)	

75,12	,0000(,0527)	
	3,0000(,0527)	--
	-3,0000(,0527)	--

24,88	-3,3515(,1533)	---
	-4,2089(,1926)	---
	-5,3390(,2443)	----
	B = -3,8971(,1783)	

9,2998(,2002) CONSTANT

Pearson's R = 1,000

Kendall's tau = 1,000

Kendall's tau = 1,000 for 2 holdouts

Verpackung
Kunststoff
Glas
Tetra-Pack

Nahrungsmittelzusätze
Vitamine
Calcium
keine Zusätze

Preis
,86
1,08
1,37

Significance = ,0000

Significance = ,0001

Significance = ,

**SUBJECT NAME:**

71

Importance Utility(s.e.) Factor

16,75	,0000(,4717)	
	,6667(,4717)	
	-,6667(,4717)	

8,37	,0000(,4717)	
	,3333(,4717)	
	-,3333(,4717)	

74,88	-10,055(1,3734)	---
	-12,627(1,7247)	---
	-16,017(2,1878)	----
	B = -11,691(1,5969)	

17,8994(1,7932) CONSTANT

Pearson's R = ,975

Kendall's tau = ,889

Kendall's tau = 1,000 for 2 holdouts

Verpackung
Kunststoff
Glas
Tetra-Pack

Nahrungsmittelzusätze
Vitamine
Calcium
keine Zusätze

Preis
,86
1,08
1,37

Significance = ,0000

Significance = ,0004

Significance = ,

**SUBJECT NAME:**

69

Importance Utility(s.e.) Factor \*\* Reversed ( 1 reversal )

75,12	,0000(,0527)	
	3,0000(,0527)	--
	-3,0000(,0527)	--

,00	,0000(,0527)	
	,0000(,0527)	
	,0000(,0527)	

24,88	3,3515(,1533)	---
	4,2089(,1926)	---
	5,3390(,2443)	----
	B = 3,8971(,1783)	

,7002(,2002) CONSTANT

Pearson's R = 1,000

Kendall's tau = 1,000

Kendall's tau = 1,000 for 2 holdouts

Verpackung
Kunststoff
Glas
Tetra-Pack

Nahrungsmittelzusätze
Vitamine
Calcium
keine Zusätze

** Preis
,86
1,08
1,37

Significance = ,0000

Significance = ,0001

Significance = ,

**SUBJECT NAME:**

72

Importance Utility(s.e.) Factor

25,12	,0000(,1580)	
	1,0000(,1580)	
	-1,0000(,1580)	

,00	,0000(,1580)	
	,0000(,1580)	
	,0000(,1580)	

74,88	-10,055(,4600)	---
	-12,627(,5777)	---
	-16,017(,7328)	----
	B = -11,691(,5349)	

17,8994(,6006) CONSTANT

Pearson's R = ,997

Kendall's tau = 1,000

Kendall's tau = 1,000 for 2 holdouts

Verpackung
Kunststoff
Glas
Tetra-Pack

Nahrungsmittelzusätze
Vitamine
Calcium
keine Zusätze

Preis
,86
1,08
1,37

Significance = ,0000

Significance = ,0001

Significance = ,

**SUBJECT NAME:** 73

Importance	Utility(s.e.)	Factor	
61,20	1,0000 ( ,8118)	-	VERPACK Verpackung
	2,0000 ( ,8118)	-	Kunststoff
	-3,0000 ( ,8118)	--	Glas
			Tetra-Pack
12,24	,3333 ( ,8118)		NMZUSATZ Nahrungsmittelzusätze
	,3333 ( ,8118)		Vitamine
	-,6667 ( ,8118)		Calcium
			keine Zusätze
26,56	-3,6582 (2,3636)	---	PREIS Preis
	-4,5940 (2,9682)	---	,86
	-5,8276 (3,7652)	----	1,08
	B = -4,2537 (2,7483)		1,37
	9,6932 (3,0862)	CONSTANT	
Pearson's R = ,923		Significance = ,0002	
Kendall's tau = ,873		Significance = ,0006	
Kendall's tau = 1,000 for 2 holdouts		Significance = ,	

**SUBJECT NAME:** 76

Importance	Utility(s.e.)	Factor	
7,97	-,3333 ( ,2670)		VERPACK Verpackung
	,3333 ( ,2670)		Kunststoff
	,0000 ( ,2670)		Glas
			Tetra-Pack
71,70	3,0000 ( ,2670)	---	NMZUSATZ Nahrungsmittelzusätze
	,0000 ( ,2670)	---	Vitamine
	-3,0000 ( ,2670)	---	Calcium
			keine Zusätze
20,34	-2,8696 ( ,7773)	---	PREIS Preis
	-3,6037 ( ,9762)	---	,86
	-4,5713 (1,2383)	----	1,08
	B = -3,3367 ( ,9039)		1,37
	8,6815 (1,0150)	CONSTANT	
Pearson's R = ,992		Significance = ,0000	
Kendall's tau = ,944		Significance = ,0002	
Kendall's tau = 1,000 for 2 holdouts		Significance = ,	

**SUBJECT NAME:** 74

Importance	Utility(s.e.)	Factor	** Reversed ( 1 reversal )
75,45	-3,0000 ( ,2994)	----	VERPACK Verpackung
	3,0000 ( ,2994)	----	Kunststoff
	,0000 ( ,2994)		Glas
			Tetra-Pack
20,96	1,0000 ( ,2994)	-	NMZUSATZ Nahrungsmittelzusätze
	-,3333 ( ,2994)	-	Vitamine
	-,6667 ( ,2994)	-	Calcium
			keine Zusätze
3,59	,4819 ( ,8717)	-	PREIS ** Preis
	,6052 (1,0947)	-	,86
	,7677 (1,3886)	-	1,08
	B = ,5604 (1,0136)		1,37
	4,3817 (1,1382)	CONSTANT	
Pearson's R = ,990		Significance = ,0000	
Kendall's tau = ,944		Significance = ,0002	
Kendall's tau = 1,000 for 2 holdouts		Significance = ,	

**SUBJECT NAME:** 77

Importance	Utility(s.e.)	Factor	
14,48	,0000 ( ,5241)		VERPACK Verpackung
	,6667 ( ,5241)		Kunststoff
	-,6667 ( ,5241)		Glas
			Tetra-Pack
28,96	1,0000 ( ,5241)		NMZUSATZ Nahrungsmittelzusätze
	,6667 ( ,5241)		Vitamine
	-1,6667 ( ,5241)		Calcium
			keine Zusätze
56,56	-8,7840 (1,5261)	---	PREIS Preis
	-11,031 (1,9165)	---	,86
	-13,993 (2,4311)	----	1,08
	B = -10,214 (1,7745)		1,37
	16,2694 (1,9926)	CONSTANT	
Pearson's R = ,969		Significance = ,0000	
Kendall's tau = ,889		Significance = ,0004	
Kendall's tau = 1,000 for 2 holdouts		Significance = ,	

**SUBJECT NAME:** 75

Importance	Utility(s.e.)	Factor	** Reversed ( 1 reversal )
37,25	-1,6667 ( ,3114)	--	VERPACK Verpackung
	1,6667 ( ,3114)	--	Kunststoff
	,0000 ( ,3114)		Glas
			Tetra-Pack
52,15	1,6667 ( ,3114)	--	NMZUSATZ Nahrungsmittelzusätze
	1,3333 ( ,3114)	--	Vitamine
	-3,0000 ( ,3114)	----	Calcium
			keine Zusätze
10,60	1,5991 ( ,9067)	--	PREIS ** Preis
	2,0082 (1,1387)	---	,86
	2,5474 (1,4445)	---	1,08
	B = 1,8594 (1,0543)		1,37
	2,9485 (1,1840)	CONSTANT	
Pearson's R = ,989		Significance = ,0000	
Kendall's tau = ,944		Significance = ,0002	
Kendall's tau = 1,000 for 2 holdouts		Significance = ,	

**SUBJECT NAME:** 78

Importance	Utility(s.e.)	Factor	
27,38	,6667 ( ,4964)		VERPACK Verpackung
	1,0000 ( ,4964)	-	Kunststoff
	-1,6667 ( ,4964)	-	Glas
			Tetra-Pack
44,49	1,6667 ( ,4964)	-	NMZUSATZ Nahrungsmittelzusätze
	1,0000 ( ,4964)	-	Vitamine
	-2,6667 ( ,4964)	-	Calcium
			keine Zusätze
28,14	-4,6220 (1,4453)	---	PREIS Preis
	-5,8044 (1,8151)	---	,86
	-7,3630 (2,3024)	----	1,08
	B = -5,3744 (1,6806)		1,37
	10,9298 (1,8872)	CONSTANT	
Pearson's R = ,972		Significance = ,0000	
Kendall's tau = ,944		Significance = ,0002	
Kendall's tau = 1,000 for 2 holdouts		Significance = ,	

**SUBJECT NAME:** 79

Importance Utility(s.e.) Factor

27,50	-1,3333(,1304)	-	VERPACK
	1,3333(,1304)	-	
	,0000(,1304)	-	

48,12	-1,6667(,1304)	-	NMZUSATZ
	3,0000(,1304)	--	
	-1,3333(,1304)	-	

24,38	-3,9868(,3797)	---	PREIS
	-5,0066(,4768)	---	
	-6,3510(,6049)	----	
	B = -4,6358(,4415)		

10,1148(,4958) CONSTANT

Pearson's R = ,998

Kendall's tau = 1,000

Kendall's tau = 1,000 for 2 holdouts

Verpackung
Kunststoff
Glas
Tetra-Pack

Nahrungsmittelzusätze
Vitamine
Calcium
keine Zusätze

Preis
,86
1,08
1,37

Significance = ,0000

Significance = ,0001

Significance = ,

**SUBJECT NAME:** 82

Importance Utility(s.e.) Factor

62,20	1,0000(,7874)	-	VERPACK
	2,0000(,7874)	---	
	-3,0000(,7874)	----	

24,88	-,6667(,7874)	-	NMZUSATZ
	1,3333(,7874)	--	
	-,6667(,7874)	-	

12,93	-1,7524(2,2926)	--	PREIS
	-2,2007(2,8790)	---	
	-2,7916(3,6521)	----	
	B = -2,0377(2,6658)		

7,2483(2,9935) CONSTANT

Pearson's R = ,928

Kendall's tau = ,833

Kendall's tau = 1,000 for 2 holdouts

Verpackung
Kunststoff
Glas
Tetra-Pack

Nahrungsmittelzusätze
Vitamine
Calcium
keine Zusätze

Preis
,86
1,08
1,37

Significance = ,0002

Significance = ,0009

Significance = ,

**SUBJECT NAME:** 80

Importance Utility(s.e.) Factor

11,03	-,3333(,7224)	-	VERPACK
	,6667(,7224)	-	
	-,3333(,7224)	-	

44,12	,6667(,7224)	-	NMZUSATZ
	1,6667(,7224)	-	
	-2,3333(,7224)	-	

44,85	-6,8563(2,1035)	---	PREIS
	-8,6103(2,6416)	---	
	-10,922(3,3509)	----	
	B = -7,9725(2,4459)		

13,7963(2,7466) CONSTANT

Pearson's R = ,939

Kendall's tau = ,873

Kendall's tau = 1,000 for 2 holdouts

Verpackung
Kunststoff
Glas
Tetra-Pack

Nahrungsmittelzusätze
Vitamine
Calcium
keine Zusätze

Preis
,86
1,08
1,37

Significance = ,0001

Significance = ,0006

Significance = ,

**SUBJECT NAME:** 83

Importance Utility(s.e.) Factor

7,71	,0000(,3948)	-	VERPACK
	-,3333(,3948)	-	
	,3333(,3948)	-	

53,98	1,6667(,3948)	-	NMZUSATZ
	1,3333(,3948)	-	
	-3,0000(,3948)	-	

38,31	-5,5858(1,1494)	---	PREIS
	-7,0148(1,4435)	---	
	-8,8984(1,8311)	----	
	B = -6,4952(1,3366)		

12,1663(1,5009) CONSTANT

Pearson's R = ,982

Kendall's tau = ,972

Kendall's tau = 1,000 for 2 holdouts

Verpackung
Kunststoff
Glas
Tetra-Pack

Nahrungsmittelzusätze
Vitamine
Calcium
keine Zusätze

Preis
,86
1,08
1,37

Significance = ,0000

Significance = ,0002

Significance = ,

**SUBJECT NAME:** 81

Importance Utility(s.e.) Factor \*\* Reversed ( 1 reversal )

41,20	-2,3333(,7219)	---	VERPACK
	1,3333(,7219)	--	
	1,0000(,7219)	-	

44,94	,6667(,7219)	-	NMZUSATZ
	1,6667(,7219)	--	
	-2,3333(,7219)	---	

13,86	2,0810(2,1017)	---	PREIS
	2,6133(2,6394)	---	
	3,3151(3,3481)	----	
	B = 2,4198(2,4439)		

2,3302(2,7443) CONSTANT

Pearson's R = ,940

Kendall's tau = ,722

Kendall's tau = 1,000 for 2 holdouts

Verpackung
Kunststoff
Glas
Tetra-Pack

Nahrungsmittelzusätze
Vitamine
Calcium
keine Zusätze

** Preis
,86
1,08
1,37

Significance = ,0001

Significance = ,0034

Significance = ,

**SUBJECT NAME:** 84

Importance Utility(s.e.) Factor

49,15	-2,3333(,6796)	-	VERPACK
	2,3333(,6796)	-	
	,0000(,6796)	-	

14,04	-,6667(,6796)	-	NMZUSATZ
	,0000(,6796)	-	
	,6667(,6796)	-	

36,80	-5,8925(1,9788)	---	PREIS
	-7,3999(2,4850)	---	
	-9,3869(3,1522)	----	
	B = -6,8518(2,3009)		

12,5598(2,5837) CONSTANT

Pearson's R = ,947

Kendall's tau = ,889

Kendall's tau = 1,000 for 2 holdouts

Verpackung
Kunststoff
Glas
Tetra-Pack

Nahrungsmittelzusätze
Vitamine
Calcium
keine Zusätze

Preis
,86
1,08
1,37

Significance = ,0001

Significance = ,0004

Significance = ,

**SUBJECT NAME:** 85

Importance	Utility(s.e.)	Factor
63,08	,6667 ( ,6422) 2,3333 ( ,6422) -3,0000 ( ,6422)	VERPACK - --
7,88	,3333 ( ,6422) ,0000 ( ,6422) -,3333 ( ,6422)	NMZUSATZ   
29,04	-4,1401 (1,8699) --- -5,1992 (2,3482) --- -6,5953 (2,9788) ---- B = -4,8141 (2,1743)	PREIS --- --- ----
	10,3115 (2,4416)	CONSTANT

Pearson's R = ,952  
Kendall's tau = ,833  
Kendall's tau = -1,00 for 2 holdouts

Verpackung  
Kunststoff  
Glas  
Tetra-Pack

Nahrungsmittelzusätze  
Vitamine  
Calcium  
keine Zusätze

Preis  
,86  
1,08  
1,37

Significance = ,0000  
Significance = ,0009  
Significance = ,

**SUBJECT NAME:** 88

Importance	Utility(s.e.)	Factor
75,00	-3,0000 ( ,0000) ---- 3,0000 ( ,0000) ,0000 ( ,0000)	VERPACK ---- ---- 
25,00	,0000 ( ,0000) -1,0000 ( ,0000) - 1,0000 ( ,0000)	NMZUSATZ   - 
,00	,0000 ( ,0000) ,0000 ( ,0000) ,0000 ( ,0000) B = ,0000 ( ,0000)	PREIS       
	5,0000 ( ,0000)	CONSTANT

Pearson's R = 1,000  
Kendall's tau = 1,000  
Kendall's tau = 1,000 for 2 holdouts

Verpackung  
Kunststoff  
Glas  
Tetra-Pack

Nahrungsmittelzusätze  
Vitamine  
Calcium  
keine Zusätze

Preis  
,86  
1,08  
1,37

Significance = ,0000  
Significance = ,0001  
Significance = ,

**SUBJECT NAME:** 86

Importance	Utility(s.e.)	Factor
20,54	,0000 ( ,5339) 1,0000 ( ,5339) -1,0000 ( ,5339)	VERPACK     
44,50	1,6667 ( ,5339) - 1,0000 ( ,5339) - -2,6667 ( ,5339) -	NMZUSATZ - - -
34,95	-5,7392 (1,5546) --- -7,2073 (1,9523) --- -9,1426 (2,4766) ---- B = -6,6735 (1,8077)	PREIS --- --- ----
	12,3630 (2,0299)	CONSTANT

Pearson's R = ,967  
Kendall's tau = ,944  
Kendall's tau = -1,00 for 2 holdouts

Verpackung  
Kunststoff  
Glas  
Tetra-Pack

Nahrungsmittelzusätze  
Vitamine  
Calcium  
keine Zusätze

Preis  
,86  
1,08  
1,37

Significance = ,0000  
Significance = ,0002  
Significance = ,

**SUBJECT NAME:** 89

Importance	Utility(s.e.)	Factor	** Reversed ( 1 reversal )
53,58	,0000 ( ,4262) 2,3333 ( ,4262) -2,3333 ( ,4262)	VERPACK   ---- ----	Verpackung Kunststoff Glas Tetra-Pack
42,10	-1,3333 ( ,4262) -- -1,0000 ( ,4262) -- 2,3333 ( ,4262) ----	NMZUSATZ -- -- ----	Nahrungsmittelzusätze Vitamine Calcium keine Zusätze
4,33	,6353 (1,2410) - ,7978 (1,5584) - 1,0120 (1,9769) -- B = ,7387 (1,4430)	PREIS - - --	** Preis ,86 1,08 1,37
	4,1850 (1,6204)	CONSTANT	

Pearson's R = ,979  
Kendall's tau = ,889  
Kendall's tau = 1,000 for 2 holdouts

Verpackung  
Kunststoff  
Glas  
Tetra-Pack

Nahrungsmittelzusätze  
Vitamine  
Calcium  
keine Zusätze

Preis  
,86  
1,08  
1,37

Significance = ,0000  
Significance = ,0004  
Significance = ,

**SUBJECT NAME:** 87

Importance	Utility(s.e.)	Factor
32,31	1,3333 ( ,3913) - ,6667 ( ,3913) -2,0000 ( ,3913)	VERPACK -   -
42,00	-,3333 ( ,3913) -2,0000 ( ,3913) - 2,3333 ( ,3913) -	NMZUSATZ - - -
25,69	-4,4687 (1,1392) --- -5,6118 (1,4306) --- -7,1187 (1,8147) ---- B = -5,1961 (1,3246)	PREIS --- --- ----
	10,7331 (1,4874)	CONSTANT

Pearson's R = ,983  
Kendall's tau = ,930  
Kendall's tau = 1,000 for 2 holdouts

Verpackung  
Kunststoff  
Glas  
Tetra-Pack

Nahrungsmittelzusätze  
Vitamine  
Calcium  
keine Zusätze

Preis  
,86  
1,08  
1,37

Significance = ,0000  
Significance = ,0003  
Significance = ,

**SUBJECT NAME:** 90

Importance	Utility(s.e.)	Factor
51,40	1,3333 ( ,5542) - 1,6667 ( ,5542) - -3,0000 ( ,5542) --	VERPACK - - --
25,70	1,3333 ( ,5542) - -1,0000 ( ,5542) - -,3333 ( ,5542)	NMZUSATZ - - 
22,89	-3,5048 (1,6135) --- -4,4014 (2,0263) --- -5,5833 (2,5704) ---- B = -4,0754 (1,8762)	PREIS --- --- ----
	9,4965 (2,1068)	CONSTANT

Pearson's R = ,965  
Kendall's tau = ,833  
Kendall's tau = 1,000 for 2 holdouts

Verpackung  
Kunststoff  
Glas  
Tetra-Pack

Nahrungsmittelzusätze  
Vitamine  
Calcium  
keine Zusätze

Preis  
,86  
1,08  
1,37

Significance = ,0000  
Significance = ,0009  
Significance = ,

**SUBJECT NAME:** 91

Importance Utility(s.e.) Factor

Importance	Utility(s.e.)	Factor
59,08	-3,0000 ( ,2492)	VERPACK
	2,3333 ( ,2492)	-
	,6667 ( ,2492)	-
7,39	,0000 ( ,2492)	NMZUSATZ
	-,3333 ( ,2492)	-
	,3333 ( ,2492)	-
33,53	-5,1039 ( ,7257)	PREIS
	-6,4096 ( ,9113)	---
	-8,1307 (1,1560)	----
	B = -5,9348 ( ,8438)	
11,5481 ( ,9475)	CONSTANT	

Pearson's R = ,993 Significance = ,0000

Kendall's tau = 1,000 Significance = ,0001

Kendall's tau = 1,000 for 2 holdouts Significance = ,

**SUBJECT NAME:** 94

Importance Utility(s.e.) Factor

Importance	Utility(s.e.)	Factor
55,68	1,0000 ( ,2389)	VERPACK
	2,0000 ( ,2389)	-
	-3,0000 ( ,2389)	-
7,42	,3333 ( ,2389)	NMZUSATZ
	-,3333 ( ,2389)	-
	,0000 ( ,2389)	-
36,89	-5,5858 ( ,6957)	PREIS
	-7,0148 ( ,8736)	---
	-8,8984 (1,1082)	----
	B = -6,4952 ( ,8089)	
12,1663 ( ,9083)	CONSTANT	

Pearson's R = ,994 Significance = ,0000

Kendall's tau = 1,000 Significance = ,0001

Kendall's tau = 1,000 for 2 holdouts Significance = ,

**SUBJECT NAME:** 92

Importance Utility(s.e.) Factor \*\* Reversed ( 1 reversal )

Importance	Utility(s.e.)	Factor
20,01	-,3333 ( ,2229)	VERPACK
	1,0000 ( ,2229)	-
	-,6667 ( ,2229)	-
72,04	3,0000 ( ,2229)	NMZUSATZ
	,0000 ( ,2229)	----
	-3,0000 ( ,2229)	----
7,95	1,1172 ( ,6490)	PREIS
	1,4030 ( ,8151)	--
	1,7797 (1,0339)	--
	B = 1,2990 ( ,7547)	
3,5667 ( ,8475)	CONSTANT	

Pearson's R = ,994 Significance = ,0000

Kendall's tau = 1,000 Significance = ,0001

Kendall's tau = 1,000 for 2 holdouts Significance = ,

**SUBJECT NAME:** 95

Importance Utility(s.e.) Factor

Importance	Utility(s.e.)	Factor
56,03	-3,0000 ( ,5882)	VERPACK
	1,6667 ( ,5882)	--
	1,3333 ( ,5882)	--
36,02	1,3333 ( ,5882)	NMZUSATZ
	,3333 ( ,5882)	--
	-1,6667 ( ,5882)	--
7,95	-1,1172 (1,7126)	PREIS
	-1,4030 (2,1507)	--
	-1,7797 (2,7282)	--
	B = -1,2990 (1,9914)	
6,4333 (2,2362)	CONSTANT	

Pearson's R = ,960 Significance = ,0000

Kendall's tau = ,944 Significance = ,0002

Kendall's tau = 1,000 for 2 holdouts Significance = ,

**SUBJECT NAME:** 93

Importance Utility(s.e.) Factor \*\* Reversed ( 1 reversal )

Importance	Utility(s.e.)	Factor
61,88	,6667 ( ,2994)	VERPACK
	2,3333 ( ,2994)	---
	-3,0000 ( ,2994)	----
34,81	1,3333 ( ,2994)	NMZUSATZ
	,3333 ( ,2994)	--
	-1,6667 ( ,2994)	--
3,32	,4819 ( ,8717)	PREIS
	,6052 (1,0947)	-
	,7677 (1,3886)	-
	B = ,5604 (1,0136)	
4,3817 (1,1382)	CONSTANT	

Pearson's R = ,990 Significance = ,0000

Kendall's tau = 1,000 Significance = ,0001

Kendall's tau = 1,000 for 2 holdouts Significance = ,

**SUBJECT NAME:** 96

Importance Utility(s.e.) Factor

Importance	Utility(s.e.)	Factor
72,04	,0000 ( ,2229)	VERPACK
	3,0000 ( ,2229)	----
	-3,0000 ( ,2229)	----
20,01	,6667 ( ,2229)	NMZUSATZ
	,3333 ( ,2229)	-
	-1,0000 ( ,2229)	-
7,95	-1,1172 ( ,6490)	PREIS
	-1,4030 ( ,8151)	--
	-1,7797 (1,0339)	--
	B = -1,2990 ( ,7547)	
6,4333 ( ,8475)	CONSTANT	

Pearson's R = ,994 Significance = ,0000

Kendall's tau = 1,000 Significance = ,0001

Kendall's tau = 1,000 for 2 holdouts Significance = ,

**SUBJECT NAME:** 97

Importance	Utility(s.e.)	Factor	
30,57	-1,0000 ( ,4553) 1,6667 ( ,4553) -,6667 ( ,4553)	VERPACK	Verpackung
			Kunststoff
			Glas
7,64	,3333 ( ,4553) ,0000 ( ,4553) -,3333 ( ,4553)	NMZUSATZ	Nahrungsmittelzusätze
			Vitamine
			Calcium
61,79	-9,0907 (1,3257) --- -11,416 (1,6649) --- -14,482 (2,1119) ---- B = -10,571 (1,5415)	PREIS	Preis
			,86
			1,08
			1,37
16,6628 (1,7310) CONSTANT			
Pearson's R = ,976		Significance = ,0000	
Kendall's tau = ,972		Significance = ,0002	
Kendall's tau = 1,000 for 2 holdouts		Significance = ,	

**SUBJECT NAME:** 100

Importance	Utility(s.e.)	Factor	
8,37	-,2222 ( ,3040) ,4444 ( ,3040) -,2222 ( ,3040)	VERPACK	Verpackung
			Kunststoff
			Glas
75,36	2,7778 ( ,3040) --- ,4444 ( ,3040) - -3,2222 ( ,3040) ----	NMZUSATZ	Nahrungsmittelzusätze
			Vitamine
			Calcium
16,26	-2,1832 ( ,8851) --- -2,7417 (1,1115) --- -3,4779 (1,4100) ---- B = -2,5386 (1,0292)	PREIS	Preis
			,86
			1,08
			1,37
8,0232 (1,1557) CONSTANT			
Pearson's R = ,989		Significance = ,0000	
Kendall's tau = ,873		Significance = ,0006	
Kendall's tau = 1,000 for 2 holdouts		Significance = ,	

**SUBJECT NAME:** 98

Importance	Utility(s.e.)	Factor	** Reversed ( 1 reversal )
46,41	-,6667 ( ,6212) - 2,3333 ( ,6212) ---- -1,6667 ( ,6212) ---	VERPACK	Verpackung
			Kunststoff
			Glas
50,28	-2,0000 ( ,6212) --- -,3333 ( ,6212) - 2,3333 ( ,6212) ----	NMZUSATZ	Nahrungsmittelzusätze
			Vitamine
			Calcium
3,32	,4819 (1,8088) - ,6052 (2,2715) - ,7677 (2,8814) - B = ,5604 (2,1032)	PREIS	** Preis
			,86
			1,08
			1,37
4,3817 (2,3618) CONSTANT			
Pearson's R = ,956		Significance = ,0000	
Kendall's tau = ,889		Significance = ,0004	
Kendall's tau = 1,000 for 2 holdouts		Significance = ,	

**SUBJECT NAME:** 101

Importance	Utility(s.e.)	Factor	
51,67	-1,3333 ( ,4632) - 3,0000 ( ,4632) -- -1,6667 ( ,4632) -	VERPACK	Verpackung
			Kunststoff
			Glas
22,15	,6667 ( ,4632) ,6667 ( ,4632) -1,3333 ( ,4632) -	NMZUSATZ	Nahrungsmittelzusätze
			Vitamine
			Calcium
26,18	-3,9868 (1,3486) --- -5,0066 (1,6936) --- -6,3510 (2,1483) ---- B = -4,6358 (1,5681)	PREIS	Preis
			,86
			1,08
			1,37
10,1148 (1,7609) CONSTANT			
Pearson's R = ,976		Significance = ,0000	
Kendall's tau = ,889		Significance = ,0004	
Kendall's tau = -1,00 for 2 holdouts		Significance = ,	

**SUBJECT NAME:** 99

Importance	Utility(s.e.)	Factor	
40,16	-,3333 ( ,8046) --- 2,0000 ( ,8046) --- -1,6667 ( ,8046) --	VERPACK	Verpackung
			Kunststoff
			Glas
47,46	,3333 ( ,8046) 2,0000 ( ,8046) --- -2,3333 ( ,8046) ---	NMZUSATZ	Nahrungsmittelzusätze
			Vitamine
			Calcium
12,38	-1,9058 (2,3425) --- -2,3933 (2,9418) --- -3,0359 (3,7317) ---- B = -2,2160 (2,7239)	PREIS	Preis
			,86
			1,08
			1,37
7,4450 (3,0587) CONSTANT			
Pearson's R = ,924		Significance = ,0002	
Kendall's tau = ,833		Significance = ,0009	
Kendall's tau = 1,000 for 2 holdouts		Significance = ,	

**SUBJECT NAME:** 102

Importance	Utility(s.e.)	Factor	
54,05	-1,6667 (1,7209) - 1,3333 (1,7209) - ,3333 (1,7209)	VERPACK	Verpackung
			Kunststoff
			Glas
12,01	,3333 (1,7209) ,0000 (1,7209) -,3333 (1,7209)	NMZUSATZ	Nahrungsmittelzusätze
			Vitamine
			Calcium
33,94	-3,1763 (5,0104) --- -3,9888 (6,2921) --- -5,0599 (7,9817) ---- B = -3,6933 (5,8261)	PREIS	Preis
			,86
			1,08
			1,37
9,0750 (6,5422) CONSTANT			
Pearson's R = ,578		Significance = ,0517	
Kendall's tau = ,333		Significance = ,1055	
Kendall's tau = -1,00 for 2 holdouts		Significance = ,	

**SUBJECT NAME:** 103

Importance	Utility(s.e.)	Factor	** Reversed ( 1 reversal )										
17,45	<table border="1"> <tr><td>VERPACK</td><td>Verpackung</td></tr> <tr><td>,6667 (1,6974)</td><td>Kunststoff</td></tr> <tr><td>- ,3333 (1,6974)</td><td>Glas</td></tr> <tr><td>- ,3333 (1,6974)</td><td>Tetra-Pack</td></tr> </table>	VERPACK	Verpackung	,6667 (1,6974)	Kunststoff	- ,3333 (1,6974)	Glas	- ,3333 (1,6974)	Tetra-Pack				
VERPACK	Verpackung												
,6667 (1,6974)	Kunststoff												
- ,3333 (1,6974)	Glas												
- ,3333 (1,6974)	Tetra-Pack												
46,52	<table border="1"> <tr><td>NMZUSATZ</td><td>Nahrungsmittelzusätze</td></tr> <tr><td>1,0000 (1,6974)</td><td>Vitamine</td></tr> <tr><td>-1,6667 (1,6974)</td><td>Calcium</td></tr> <tr><td>,6667 (1,6974)</td><td>keine Zusätze</td></tr> </table>	NMZUSATZ	Nahrungsmittelzusätze	1,0000 (1,6974)	Vitamine	-1,6667 (1,6974)	Calcium	,6667 (1,6974)	keine Zusätze				
NMZUSATZ	Nahrungsmittelzusätze												
1,0000 (1,6974)	Vitamine												
-1,6667 (1,6974)	Calcium												
,6667 (1,6974)	keine Zusätze												
36,03	<table border="1"> <tr><td>PREIS</td><td>** Preis</td></tr> <tr><td>3,4829 (4,9420)</td><td>--- ,86</td></tr> <tr><td>4,3739 (6,2062)</td><td>--- 1,08</td></tr> <tr><td>5,5484 (7,8727)</td><td>---- 1,37</td></tr> <tr><td>B = 4,0499 (5,7465)</td><td></td></tr> </table>	PREIS	** Preis	3,4829 (4,9420)	--- ,86	4,3739 (6,2062)	--- 1,08	5,5484 (7,8727)	---- 1,37	B = 4,0499 (5,7465)			
PREIS	** Preis												
3,4829 (4,9420)	--- ,86												
4,3739 (6,2062)	--- 1,08												
5,5484 (7,8727)	---- 1,37												
B = 4,0499 (5,7465)													
	,5316 (6,4529) CONSTANT												
Pearson's R	= ,593	Significance	= ,0462										
Kendall's tau	= ,611	Significance	= ,0109										
Kendall's tau	= 1,000 for 2 holdouts	Significance	= ,										

**SUBJECT NAME:** 106

Importance	Utility(s.e.)	Factor	** Reversed ( 1 reversal )										
52,45	<table border="1"> <tr><td>VERPACK</td><td>Verpackung</td></tr> <tr><td>2,0000 ( ,9124)</td><td>--- Kunststoff</td></tr> <tr><td>,6667 ( ,9124)</td><td>- Glas</td></tr> <tr><td>-2,6667 ( ,9124)</td><td>-- Tetra-Pack</td></tr> </table>	VERPACK	Verpackung	2,0000 ( ,9124)	--- Kunststoff	,6667 ( ,9124)	- Glas	-2,6667 ( ,9124)	-- Tetra-Pack				
VERPACK	Verpackung												
2,0000 ( ,9124)	--- Kunststoff												
,6667 ( ,9124)	- Glas												
-2,6667 ( ,9124)	-- Tetra-Pack												
26,23	<table border="1"> <tr><td>NMZUSATZ</td><td>Nahrungsmittelzusätze</td></tr> <tr><td>1,3333 ( ,9124)</td><td>- Vitamine</td></tr> <tr><td>- ,3333 ( ,9124)</td><td>Calcium</td></tr> <tr><td>-1,0000 ( ,9124)</td><td>- keine Zusätze</td></tr> </table>	NMZUSATZ	Nahrungsmittelzusätze	1,3333 ( ,9124)	- Vitamine	- ,3333 ( ,9124)	Calcium	-1,0000 ( ,9124)	- keine Zusätze				
NMZUSATZ	Nahrungsmittelzusätze												
1,3333 ( ,9124)	- Vitamine												
- ,3333 ( ,9124)	Calcium												
-1,0000 ( ,9124)	- keine Zusätze												
21,32	<table border="1"> <tr><td>PREIS</td><td>** Preis</td></tr> <tr><td>3,1982 (2,6564)</td><td>--- ,86</td></tr> <tr><td>4,0163 (3,3359)</td><td>--- 1,08</td></tr> <tr><td>5,0948 (4,2317)</td><td>---- 1,37</td></tr> <tr><td>B = 3,7188 (3,0888)</td><td></td></tr> </table>	PREIS	** Preis	3,1982 (2,6564)	--- ,86	4,0163 (3,3359)	--- 1,08	5,0948 (4,2317)	---- 1,37	B = 3,7188 (3,0888)			
PREIS	** Preis												
3,1982 (2,6564)	--- ,86												
4,0163 (3,3359)	--- 1,08												
5,0948 (4,2317)	---- 1,37												
B = 3,7188 (3,0888)													
	,8969 (3,4685) CONSTANT												
Pearson's R	= ,902	Significance	= ,0004										
Kendall's tau	= ,722	Significance	= ,0034										
Kendall's tau	= 1,000 for 2 holdouts	Significance	= ,										

**SUBJECT NAME:** 104

Importance	Utility(s.e.)	Factor										
27,76	<table border="1"> <tr><td>VERPACK</td><td>Verpackung</td></tr> <tr><td>,6667 (1,6016)</td><td>- Kunststoff</td></tr> <tr><td>,3333 (1,6016)</td><td>- Glas</td></tr> <tr><td>-1,0000 (1,6016)</td><td>- Tetra-Pack</td></tr> </table>	VERPACK	Verpackung	,6667 (1,6016)	- Kunststoff	,3333 (1,6016)	- Glas	-1,0000 (1,6016)	- Tetra-Pack			
VERPACK	Verpackung											
,6667 (1,6016)	- Kunststoff											
,3333 (1,6016)	- Glas											
-1,0000 (1,6016)	- Tetra-Pack											
49,96	<table border="1"> <tr><td>NMZUSATZ</td><td>Nahrungsmittelzusätze</td></tr> <tr><td>-1,0000 (1,6016)</td><td>- Vitamine</td></tr> <tr><td>-1,0000 (1,6016)</td><td>- Calcium</td></tr> <tr><td>2,0000 (1,6016)</td><td>-- keine Zusätze</td></tr> </table>	NMZUSATZ	Nahrungsmittelzusätze	-1,0000 (1,6016)	- Vitamine	-1,0000 (1,6016)	- Calcium	2,0000 (1,6016)	-- keine Zusätze			
NMZUSATZ	Nahrungsmittelzusätze											
-1,0000 (1,6016)	- Vitamine											
-1,0000 (1,6016)	- Calcium											
2,0000 (1,6016)	-- keine Zusätze											
22,28	<table border="1"> <tr><td>PREIS</td><td>Preis</td></tr> <tr><td>-2,2562 (4,6633)</td><td>--- ,86</td></tr> <tr><td>-2,8334 (5,8563)</td><td>--- 1,08</td></tr> <tr><td>-3,5942 (7,4288)</td><td>---- 1,37</td></tr> <tr><td>B = -2,6235 (5,4225)</td><td></td></tr> </table>	PREIS	Preis	-2,2562 (4,6633)	--- ,86	-2,8334 (5,8563)	--- 1,08	-3,5942 (7,4288)	---- 1,37	B = -2,6235 (5,4225)		
PREIS	Preis											
-2,2562 (4,6633)	--- ,86											
-2,8334 (5,8563)	--- 1,08											
-3,5942 (7,4288)	---- 1,37											
B = -2,6235 (5,4225)												
	7,8946 (6,0890) CONSTANT											
Pearson's R	= ,650	Significance = ,0290										
Kendall's tau	= ,444	Significance = ,0476										
Kendall's tau	= -1,00 for 2 holdouts	Significance = ,										

**SUBJECT NAME:** 107

Importance	Utility(s.e.)	Factor										
42,45	<table border="1"> <tr><td>VERPACK</td><td>Verpackung</td></tr> <tr><td>,6667 (1,3291)</td><td>- Kunststoff</td></tr> <tr><td>1,3333 (1,3291)</td><td>- Glas</td></tr> <tr><td>-2,0000 (1,3291)</td><td>-- Tetra-Pack</td></tr> </table>	VERPACK	Verpackung	,6667 (1,3291)	- Kunststoff	1,3333 (1,3291)	- Glas	-2,0000 (1,3291)	-- Tetra-Pack			
VERPACK	Verpackung											
,6667 (1,3291)	- Kunststoff											
1,3333 (1,3291)	- Glas											
-2,0000 (1,3291)	-- Tetra-Pack											
38,20	<table border="1"> <tr><td>NMZUSATZ</td><td>Nahrungsmittelzusätze</td></tr> <tr><td>1,3333 (1,3291)</td><td>- Vitamine</td></tr> <tr><td>-1,6667 (1,3291)</td><td>-- Calcium</td></tr> <tr><td>,3333 (1,3291)</td><td>- keine Zusätze</td></tr> </table>	NMZUSATZ	Nahrungsmittelzusätze	1,3333 (1,3291)	- Vitamine	-1,6667 (1,3291)	-- Calcium	,3333 (1,3291)	- keine Zusätze			
NMZUSATZ	Nahrungsmittelzusätze											
1,3333 (1,3291)	- Vitamine											
-1,6667 (1,3291)	-- Calcium											
,3333 (1,3291)	- keine Zusätze											
19,35	<table border="1"> <tr><td>PREIS</td><td>Preis</td></tr> <tr><td>-2,5629 (3,8697)</td><td>--- ,86</td></tr> <tr><td>-3,2185 (4,8596)</td><td>--- 1,08</td></tr> <tr><td>-4,0828 (6,1645)</td><td>---- 1,37</td></tr> <tr><td>B = -2,9801 (4,4996)</td><td></td></tr> </table>	PREIS	Preis	-2,5629 (3,8697)	--- ,86	-3,2185 (4,8596)	--- 1,08	-4,0828 (6,1645)	---- 1,37	B = -2,9801 (4,4996)		
PREIS	Preis											
-2,5629 (3,8697)	--- ,86											
-3,2185 (4,8596)	--- 1,08											
-4,0828 (6,1645)	---- 1,37											
B = -2,9801 (4,4996)												
	8,2881 (5,0528) CONSTANT											
Pearson's R	= ,776	Significance = ,0070										
Kendall's tau	= ,500	Significance = ,0303										
Kendall's tau	= 1,000 for 2 holdouts	Significance = ,										

**SUBJECT NAME:** 105

Importance	Utility(s.e.)	Factor										
52,62	<table border="1"> <tr><td>VERPACK</td><td>Verpackung</td></tr> <tr><td>,0000 (1,2769)</td><td>--- Kunststoff</td></tr> <tr><td>2,0000 (1,2769)</td><td>--- Glas</td></tr> <tr><td>-2,0000 (1,2769)</td><td>--- Tetra-Pack</td></tr> </table>	VERPACK	Verpackung	,0000 (1,2769)	--- Kunststoff	2,0000 (1,2769)	--- Glas	-2,0000 (1,2769)	--- Tetra-Pack			
VERPACK	Verpackung											
,0000 (1,2769)	--- Kunststoff											
2,0000 (1,2769)	--- Glas											
-2,0000 (1,2769)	--- Tetra-Pack											
35,08	<table border="1"> <tr><td>NMZUSATZ</td><td>Nahrungsmittelzusätze</td></tr> <tr><td>-1,6667 (1,2769)</td><td>--- Vitamine</td></tr> <tr><td>1,0000 (1,2769)</td><td>-- Calcium</td></tr> <tr><td>,6667 (1,2769)</td><td>- keine Zusätze</td></tr> </table>	NMZUSATZ	Nahrungsmittelzusätze	-1,6667 (1,2769)	--- Vitamine	1,0000 (1,2769)	-- Calcium	,6667 (1,2769)	- keine Zusätze			
NMZUSATZ	Nahrungsmittelzusätze											
-1,6667 (1,2769)	--- Vitamine											
1,0000 (1,2769)	-- Calcium											
,6667 (1,2769)	- keine Zusätze											
12,30	<table border="1"> <tr><td>PREIS</td><td>Preis</td></tr> <tr><td>-1,5772 (3,7179)</td><td>--- ,86</td></tr> <tr><td>-1,9806 (4,6690)</td><td>--- 1,08</td></tr> <tr><td>-2,5125 (5,9228)</td><td>---- 1,37</td></tr> <tr><td>B = -1,8339 (4,3232)</td><td></td></tr> </table>	PREIS	Preis	-1,5772 (3,7179)	--- ,86	-1,9806 (4,6690)	--- 1,08	-2,5125 (5,9228)	---- 1,37	B = -1,8339 (4,3232)		
PREIS	Preis											
-1,5772 (3,7179)	--- ,86											
-1,9806 (4,6690)	--- 1,08											
-2,5125 (5,9228)	---- 1,37											
B = -1,8339 (4,3232)												
	7,0234 (4,8546) CONSTANT											
Pearson's R	= ,796	Significance = ,0052										
Kendall's tau	= ,667	Significance = ,0062										
Kendall's tau	= 1,000 for 2 holdouts	Significance = ,										

**SUBJECT NAME:** 108

Importance	Utility(s.e.)	Factor	** Reversed ( 1 reversal )										
41,62	<table border="1"> <tr><td>VERPACK</td><td>Verpackung</td></tr> <tr><td>-1,6667 ( ,9948)</td><td>-- Kunststoff</td></tr> <tr><td>2,0000 ( ,9948)</td><td>--- Glas</td></tr> <tr><td>- ,3333 ( ,9948)</td><td>- Tetra-Pack</td></tr> </table>	VERPACK	Verpackung	-1,6667 ( ,9948)	-- Kunststoff	2,0000 ( ,9948)	--- Glas	- ,3333 ( ,9948)	- Tetra-Pack				
VERPACK	Verpackung												
-1,6667 ( ,9948)	-- Kunststoff												
2,0000 ( ,9948)	--- Glas												
- ,3333 ( ,9948)	- Tetra-Pack												
45,40	<table border="1"> <tr><td>NMZUSATZ</td><td>Nahrungsmittelzusätze</td></tr> <tr><td>-2,0000 ( ,9948)</td><td>--- Vitamine</td></tr> <tr><td>,0000 ( ,9948)</td><td>--- Calcium</td></tr> <tr><td>2,0000 ( ,9948)</td><td>--- keine Zusätze</td></tr> </table>	NMZUSATZ	Nahrungsmittelzusätze	-2,0000 ( ,9948)	--- Vitamine	,0000 ( ,9948)	--- Calcium	2,0000 ( ,9948)	--- keine Zusätze				
NMZUSATZ	Nahrungsmittelzusätze												
-2,0000 ( ,9948)	--- Vitamine												
,0000 ( ,9948)	--- Calcium												
2,0000 ( ,9948)	--- keine Zusätze												
12,98	<table border="1"> <tr><td>PREIS</td><td>** Preis</td></tr> <tr><td>1,9277 (2,8965)</td><td>--- ,86</td></tr> <tr><td>2,4208 (3,6375)</td><td>--- 1,08</td></tr> <tr><td>3,0708 (4,6143)</td><td>---- 1,37</td></tr> <tr><td>B = 2,2415 (3,3681)</td><td></td></tr> </table>	PREIS	** Preis	1,9277 (2,8965)	--- ,86	2,4208 (3,6375)	--- 1,08	3,0708 (4,6143)	---- 1,37	B = 2,2415 (3,3681)			
PREIS	** Preis												
1,9277 (2,8965)	--- ,86												
2,4208 (3,6375)	--- 1,08												
3,0708 (4,6143)	---- 1,37												
B = 2,2415 (3,3681)													
	2,5269 (3,7821) CONSTANT												
Pearson's R	= ,882	Significance = ,0008											
Kendall's tau	= ,722	Significance = ,0034											
Kendall's tau	= -1,00 for 2 holdouts	Significance = ,											

**SUBJECT NAME:** 109

Importance	Utility(s.e.)	Factor	** Reversed ( 1 reversal )
60,63	1,3333(1,7773)	VERPACK	Verpackung
	-1,6667(1,7773)	--	Kunststoff
	,3333(1,7773)	---	Glas
20,21	,3333(1,7773)	NMZUSATZ	Nahrungsmittelzusätze
	,3333(1,7773)	-	Vitamine
	-,6667(1,7773)	-	Calcium
19,16	1,5991(5,1747)	PREIS	** Preis
	2,0082(6,4985)	---	,86
	2,5474(8,2434)	----	1,08
	B = 1,8594(6,0171)		1,37
2,9485(6,7568) CONSTANT			
Pearson's R = ,538		Significance = ,0676	
Kendall's tau = ,479		Significance = ,0374	
Kendall's tau = 1,000 for 2 holdouts		Significance = ,	

**SUBJECT NAME:** 112

Importance	Utility(s.e.)	Factor	** Reversed ( 1 reversal )
50,54	1,3333(1,5632)	VERPACK	Verpackung
	,3333(1,5632)	-	Kunststoff
	-1,6667(1,5632)	-	Glas
,00	,0000(1,5632)	NMZUSATZ	Nahrungsmittelzusätze
	,0000(1,5632)	-	Vitamine
	,0000(1,5632)	-	Calcium
49,46	4,9506(4,5515)	PREIS	** Preis
	6,2170(5,7159)	---	,86
	7,8864(7,2507)	----	1,08
	B = 5,7565(5,2925)		1,37
-1,3513(5,9430) CONSTANT			
Pearson's R = ,671		Significance = ,0239	
Kendall's tau = ,556		Significance = ,0185	
Kendall's tau = -1,00 for 2 holdouts		Significance = ,	

**SUBJECT NAME:** 110

Importance	Utility(s.e.)	Factor	** Reversed ( 1 reversal )
60,42	-1,0000(1,6600)	VERPACK	Verpackung
	2,0000(1,6600)	----	Kunststoff
	-1,0000(1,6600)	--	Glas
33,57	-1,0000(1,6600)	NMZUSATZ	Nahrungsmittelzusätze
	,3333(1,6600)	-	Vitamine
	,6667(1,6600)	-	Calcium
6,02	,5038(4,8331)	PREIS	** Preis
	,6327(6,0695)	-	,86
	,8026(7,6992)	--	1,08
	B = ,5858(5,6199)		1,37
4,3536(6,3107) CONSTANT			
Pearson's R = ,616		Significance = ,0385	
Kendall's tau = ,500		Significance = ,0303	
Kendall's tau = -1,00 for 2 holdouts		Significance = ,	

**SUBJECT NAME:** 113

Importance	Utility(s.e.)	Factor	** Reversed ( 1 reversal )
42,04	-2,0000(,8669)	VERPACK	Verpackung
	2,0000(,8669)	-	Kunststoff
	,0000(,8669)	-	Glas
35,03	,6667(,8669)	NMZUSATZ	Nahrungsmittelzusätze
	1,3333(,8669)	-	Vitamine
	-2,0000(,8669)	-	Calcium
22,93	3,6801(2,5239)	PREIS	** Preis
	4,6215(3,1696)	---	,86
	5,8625(4,0207)	----	1,08
	B = 4,2792(2,9348)		1,37
,2787(3,2955) CONSTANT			
Pearson's R = ,912		Significance = ,0003	
Kendall's tau = ,833		Significance = ,0009	
Kendall's tau = -1,00 for 2 holdouts		Significance = ,	

**SUBJECT NAME:** 111

Importance	Utility(s.e.)	Factor	** Reversed ( 1 reversal )
48,56	-,6667(,4514)	VERPACK	Verpackung
	2,6667(,4514)	--	Kunststoff
	-2,0000(,4514)	--	Glas
34,68	2,0000(,4514)	NMZUSATZ	Nahrungsmittelzusätze
	-,6667(,4514)	-	Vitamine
	-1,3333(,4514)	-	Calcium
16,76	-2,7163(1,3142)	PREIS	Preis
	-3,4111(1,6503)	---	,86
	-4,3271(2,0935)	----	1,08
	B = -3,1584(1,5281)		1,37
8,4848(1,7159) CONSTANT			
Pearson's R = ,977		Significance = ,0000	
Kendall's tau = ,986		Significance = ,0001	
Kendall's tau = 1,000 for 2 holdouts		Significance = ,	

**SUBJECT NAME:** 114

Importance	Utility(s.e.)	Factor	** Reversed ( 1 reversal )
8,04	,0000(,2727)	VERPACK	Verpackung
	,3333(,2727)	-	Kunststoff
	-,3333(,2727)	-	Glas
20,09	,6667(,2727)	NMZUSATZ	Nahrungsmittelzusätze
	,3333(,2727)	-	Vitamine
	-1,0000(,2727)	-	Calcium
71,87	10,0545(,7939)	PREIS	** Preis
	12,6266(,9970)	---	,86
	16,0171(1,2647)	----	1,08
	B = 11,6913(,9231)		1,37
-7,8994(1,0366) CONSTANT			
Pearson's R = ,992		Significance = ,0000	
Kendall's tau = 1,000		Significance = ,0001	
Kendall's tau = 1,000 for 2 holdouts		Significance = ,	

**Reversal index:**

Reversals	Subject
1	1
0	2
1	3
1	4
0	5
0	6
0	7
0	8
0	9
0	10
0	11
0	12
0	13
0	14
0	15
0	16
0	17
0	18
1	19
1	20
0	21
0	22
1	23
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1	42
1	43
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0	46
0	47
0	48
1	49
0	50
0	51
1	52
0	53
1	54
1	55
0	56
1	57

Reversals	Subject
0	58
0	59
0	60
0	61
0	62
1	63
1	64
0	65
1	66
0	67
0	68
1	69
0	70
0	71
0	72
0	73
1	74
1	75
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