

TABLE 5-6 Yearly Expenditures on Advertising and Quality Control, and Sales of the Firm (millions of dollars)

Year (t)	Advertising (X_1)	Quality control (X_2)	Sales revenue (Y)
1	10	3	44
2	9	4	40
3	11	3	42
4	12	3	46
5	11	4	48
6	12	5	52
7	13	6	54
8	13	7	58
9	14	7	56
10	15	8	60

The only assumptions made in multiple regression analysis in addition to those made for simple regression analysis are that the number of independent or explanatory variables in the regression be smaller than the number of observations and that there be no perfect linear correlation among the independent variables.¹⁰

The process of estimating the parameters or coefficients of a multiple regression equation is, in principle, the same as in simple regression analysis, but since the calculations are much more complex and time-consuming, they are invariably done with computers. The computer also provides routinely the standard error of the estimates, the t statistics, the coefficient of multiple determination, and several other important statistics that are used to conduct other statistical tests of the results (to be examined later). All that is required is to be able to set up the regression analysis, feed the data into the computer, and interpret the results.

For example, if we regress the firm's sales (Y) on its expenditures for advertising (X_1) and quality control (X_2) using the data in Table 5-6 (an extension of Table 5-2), we obtain the results given in Table 5-7.¹¹

$$\hat{Y}_t = 17.944 + 1.873X_{1t} + 1.915X_{2t} \quad [5-19]$$

t statistic (2.663) (2.813)

These results indicate that for each \$1 million increase in expenditures on advertising and quality control, the sales of the firm increase by \$1.87 million (the estimated coefficient of X_1) and \$1.92 million (the estimated coefficient of X_2), respectively. To perform t tests for the statistical significance of the estimated parameters or coefficients, we need to determine the critical value of t from the table of the t distribution. At the 0.05 level of significance for $n - k = 10 - 3 = 7$ df (where k is the number of estimated parameters, including the constant term), this is 2.365, obtained by going down the column headed 0.05 in Table C-2 (for the two-tailed test with 2.5 percent of the area under each tail of the t distribution) until we reach 7 df. Since the value of the calculated t statistic exceeds the

¹⁰If the number of independent or explanatory variables (the X 's) is equal to or larger than the number of observations, or if there is an exact linear relationship among some or all of the independent or explanatory variables, the regression equation cannot be estimated.
¹¹The results given in Table 5-7 are in the form provided by a standard computer program (TSP). Other computer programs (such as SPSS, EViews, and RATS) usually provide the same general information in a similar format. Different computer programs, however, usually give slightly different results because of differences in rounding.

