Erratum to: Analyzing the dependences of multi-category purchases on interactions of marketing variables

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Published online: 25 November 2016
© Springer-Verlag Berlin Heidelberg 2016

Erratum to: J Bus Econ DOI 10.1007/s11573-016-0820-x

In the original publication of the article, Eq. (4) was incorrectly published. The operation + was inadvertently published as – in the original version. The correct equation is given below:

$$\begin{aligned}AIC &= -2LL + 2n_p \\BIC &= -2LL + \ln(I)n_p\end{aligned}$$

The online version of the original article can be found under doi:[10.1007/s11573-016-0820-x](https://doi.org/10.1007/s11573-016-0820-x).

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