

ECONOMETRIC MODELS OF QUALITATIVE VARIABLES IN FORECASTING TASKS OF MARKETING

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The basic aspects of econometric approach to modeling qualitative variables are considered. The statement of the device is carried out in such a manner that allows understanding its advantages before the methods of the discriminant analysis making alternative econometrical models of a discrete choice in practical marketing. In particular, the discussed device provides carrying out of the limiting analysis, allowing finding out mechanisms of factorial influence on an opportunity of approach of this or that event.