OLS Regression Results

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Dep. Variable: Q36. How likely are you to recommend Gillette to a friend? (0–10)
R-squared: 0.581

Model: OLS   Adj. R-squared:
0.065

Method: Least Squares   F-statistic:
1.125

Date: Sat, 24 May 2025   Prob (F-statistic):
0.239

Time: 16:35:45   Log-Likelihood:
-456.33

No. Observations: 300   AIC:
1245.

Df Residuals: 134   BIC:
1859.

Df Model: 165

Covariance Type: nonrobust

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	coef	std err	t	P>|t|	[0.025	0.975]
const	9.4275	1.369	6.886	0.000	6.720	12.135
Q8. Pack Believability	-0.0335	0.134	-0.250	0.803	-0.299	0.232
Q24. Overall Likebality	-0.0893	0.141	-0.633	0.528	-0.368	0.190

Q5. Age_23 to 29
-0.2731   0.338   -0.807   0.421   -0.942   0.396

Q5. Age_30+
-0.8510   0.399   -2.133   0.035   -1.640   -0.062

Q9a. shaving razor usage_4 to 6times week
-0.1549   0.359   -0.431   0.667   -0.865   0.555

Q9a. shaving razor usage_Daily
-0.6780   0.366   -1.850   0.066   -1.403   0.047

Q9a. shaving razor usage_once a week
0.0604   0.446   0.135   0.893   -0.822   0.943

Q11. resuable razor brand purchased in past 2 months_Fusion
0.5696   0.638   0.892   0.374   -0.693   1.832

Q11. resuable razor brand purchased in past 2 months_Gillette Mach 3
0.5737   0.618   0.928   0.355   -0.649   1.797

Q11. resuable razor brand purchased in past 2 months_Guard
0.1513   0.623   0.243   0.809   -1.081   1.383

Q11. resuable razor brand purchased in past 2 months_Laser
0.5542   0.637   0.871   0.386   -0.705   1.813

Q11. resuable razor brand purchased in past 2 months_LetsShave
-0.1428   0.662   -0.216   0.830   -1.452   1.167

Q11. resuable razor brand purchased in past 2 months_Presto
0.2503   0.654   0.383   0.703   -1.043   1.544

Q11. resuable razor brand purchased in past 2 months_Skinguard
-0.0299   0.637   -0.047   0.963   -1.290   1.230

Q11. resuable razor brand purchased in past 2 months_Supermax
0.3365   0.691   0.487   0.627   -1.030   1.703

Q11. resuable razor brand purchased in past 2 months_The Man Company
0.5941   0.623   0.954   0.342   -0.637   1.826

Q11. resuable razor brand purchased in past 2 months_Ustraa
-0.7722   0.725   -1.065   0.289   -2.206   0.662

Q11. resuable razor brand purchased in past 2 months_Vector
-0.5950   0.593   -1.004   0.317   -1.767   0.577

P1Q1. Factors choosing razor brand_Design/packaging, Innovation/features, Price/value
1.7408 1.994 0.873 0.384 -2.202 5.684

P1Q1. Factors choosing razor brand_Design/packaging, Innovation/features, Price/value, Trusted reputation 2.1122 2.077 1.017 0.311 -1.995 6.219

P1Q1. Factors choosing razor brand_Design/packaging, Innovation/features, Recommendations 0.0046 1.192 0.004 0.997 -2.352 2.362

P1Q1. Factors choosing razor brand_Design/packaging, Innovation/features, Recommendations, Price/value -1.9425 1.620 -1.199 0.233 -5.146 1.261

P1Q1. Factors choosing razor brand_Design/packaging, Innovation/features, Recommendations, Trusted reputation 2.4515 2.020 1.214 0.227 -1.544 6.447

P1Q1. Factors choosing razor brand_Design/packaging, Innovation/features, Trusted reputation, Recommendations 1.3871 1.509 0.919 0.360 -1.597 4.372

P1Q1. Factors choosing razor brand_Design/packaging, Price/value
-1.8222 1.133 -1.609 0.110 -4.062 0.418

P1Q1. Factors choosing razor brand_Design/packaging, Price/value, Innovation/features
-1.4140 1.540 -0.918 0.360 -4.461 1.632

P1Q1. Factors choosing razor brand_Design/packaging, Price/value, Innovation/features, Recommendations -2.2234 2.031 -1.095 0.275 -6.240 1.793

P1Q1. Factors choosing razor brand_Design/packaging, Price/value, Innovation/features, Trusted reputation 1.3524 1.496 0.904 0.368 -1.606 4.311

P1Q1. Factors choosing razor brand_Design/packaging, Price/value, Trusted reputation
0.2655 2.039 0.130 0.897 -3.767 4.298

P1Q1. Factors choosing razor brand_Design/packaging, Price/value, Trusted reputation, Innovation/features 0.9841 1.487 0.662 0.509 -1.956 3.924

P1Q1. Factors choosing razor brand_Design/packaging, Price/value, Trusted reputation, Recommendations 1.8145 2.020 0.898 0.371 -2.181 5.810

P1Q1. Factors choosing razor brand_Design/packaging, Recommendations

-1.0958   1.245   -0.880   0.380   -3.558   1.367

P1Q1. Factors choosing razor brand_Design/packaging, Recommendations, Innovation/features   -0.8780   1.502   -0.585   0.560   -3.849   2.093

P1Q1. Factors choosing razor brand_Design/packaging, Recommendations, Innovation/features, Trusted reputation   -2.4096   2.018   -1.194   0.235   -6.402   1.583

P1Q1. Factors choosing razor brand_Design/packaging, Recommendations, Price/value

0.1655   1.347   0.123   0.902   -2.499   2.830

P1Q1. Factors choosing razor brand_Design/packaging, Recommendations, Price/value, Innovation/features   -3.0987   2.078   -1.491   0.138   -7.210   1.012

P1Q1. Factors choosing razor brand_Design/packaging, Trusted reputation

-1.3498   1.309   -1.031   0.304   -3.939   1.239

P1Q1. Factors choosing razor brand_Design/packaging, Trusted reputation, Innovation/features   -0.1403   1.377   -0.102   0.919   -2.863   2.582

P1Q1. Factors choosing razor brand_Design/packaging, Trusted reputation, Innovation/features, Recommendations   1.9393   1.950   0.994   0.322   -1.918   5.797

P1Q1. Factors choosing razor brand_Design/packaging, Trusted reputation, Recommendations   1.5417   2.028   0.760   0.449   -2.470   5.553

P1Q1. Factors choosing razor brand_Design/packaging, Trusted reputation, Recommendations, Innovation/features   0.0581   1.918   0.030   0.976   -3.735   3.851

P1Q1. Factors choosing razor brand_Innovation/features, Design/packaging

-0.2979   1.132   -0.263   0.793   -2.538   1.942

P1Q1. Factors choosing razor brand_Innovation/features, Design/packaging, Price/value

-2.6184   1.546   -1.694   0.093   -5.676   0.439

P1Q1. Factors choosing razor brand_Innovation/features, Design/packaging, Price/value, Recommendations   1.0079   1.545   0.652   0.515   -2.048   4.064

P1Q1. Factors choosing razor brand_Innovation/features, Design/packaging, Price/value, Trusted reputation -0.5712 1.543 -0.370 0.712 -3.623 2.480

P1Q1. Factors choosing razor brand_Innovation/features, Design/packaging, Recommendations -1.6220 2.073 -0.782 0.435 -5.722 2.478

P1Q1. Factors choosing razor brand_Innovation/features, Design/packaging, Recommendations, Trusted reputation 0.4964 2.053 0.242 0.809 -3.564 4.557

P1Q1. Factors choosing razor brand_Innovation/features, Design/packaging, Trusted reputation -1.3146 1.608 -0.817 0.415 -4.495 1.866

P1Q1. Factors choosing razor brand_Innovation/features, Design/packaging, Trusted reputation, Recommendations -1.2502 1.544 -0.810 0.420 -4.304 1.804

P1Q1. Factors choosing razor brand_Innovation/features, Price/value -0.5852 1.165 -0.502 0.616 -2.889 1.719

P1Q1. Factors choosing razor brand_Innovation/features, Price/value, Design/packaging 0.0482 1.236 0.039 0.969 -2.396 2.492

P1Q1. Factors choosing razor brand_Innovation/features, Price/value, Design/packaging, Trusted reputation -1.2815 1.971 -0.650 0.517 -5.180 2.617

P1Q1. Factors choosing razor brand_Innovation/features, Price/value, Recommendations 0.1470 1.946 0.076 0.940 -3.701 3.995

P1Q1. Factors choosing razor brand_Innovation/features, Price/value, Recommendations, Trusted reputation -1.7014 2.039 -0.834 0.406 -5.735 2.332

P1Q1. Factors choosing razor brand_Innovation/features, Price/value, Trusted reputation -0.1214 2.048 -0.059 0.953 -4.172 3.929

P1Q1. Factors choosing razor brand_Innovation/features, Price/value, Trusted reputation, Design/packaging -0.2457 2.083 -0.118 0.906 -4.365 3.873

P1Q1. Factors choosing razor brand_Innovation/features, Price/value, Trusted reputation, Recommendations -0.0542 1.484 -0.037 0.971 -2.989 2.881

P1Q1. Factors choosing razor brand_Innovation/features, Recommendations -0.4099 1.178 -0.348 0.728 -2.740 1.920

P1Q1. Factors choosing razor brand_Innovation/features, Recommendations, Price/value, Design/packaging -1.7872 2.138 -0.836 0.405 -6.015 2.441

P1Q1. Factors choosing razor brand_Innovation/features, Recommendations, Price/value, Trusted reputation 1.1000 1.347 0.817 0.415 -1.563 3.763

P1Q1. Factors choosing razor brand_Innovation/features, Trusted reputation -0.9580 1.301 -0.736 0.463 -3.531 1.615

P1Q1. Factors choosing razor brand_Innovation/features, Trusted reputation, Design/packaging 0.8715 2.020 0.431 0.667 -3.124 4.867

P1Q1. Factors choosing razor brand_Innovation/features, Trusted reputation, Price/value 0.3113 1.542 0.202 0.840 -2.738 3.361

P1Q1. Factors choosing razor brand_Innovation/features, Trusted reputation, Price/value, Recommendations -2.7172 2.039 -1.333 0.185 -6.750 1.316

P1Q1. Factors choosing razor brand_Innovation/features, Trusted reputation, Recommendations 0.0803 1.225 0.065 0.948 -2.343 2.504

P1Q1. Factors choosing razor brand_Innovation/features, Trusted reputation, Recommendations, Design/packaging -3.1869 1.974 -1.615 0.109 -7.090 0.717

P1Q1. Factors choosing razor brand_Price/value, Design/packaging 0.6637 1.565 0.424 0.672 -2.432 3.759

P1Q1. Factors choosing razor brand_Price/value, Design/packaging, Innovation/features, Recommendations 1.0284 1.524 0.675 0.501 -1.986 4.043

P1Q1. Factors choosing razor brand_Price/value, Design/packaging, Innovation/features, Trusted reputation 3.8447 2.042 1.882 0.062 -0.195 7.884

P1Q1. Factors choosing razor brand_Price/value, Design/packaging, Recommendations
0.9457   1.979   0.478   0.634   -2.969   4.860

P1Q1. Factors choosing razor brand_Price/value, Design/packaging, Trusted reputation
-0.5981   1.957   -0.306   0.760   -4.468   3.272

P1Q1. Factors choosing razor brand_Price/value, Design/packaging, Trusted reputation, Innovation/features   -1.3386   1.526   -0.877   0.382   -4.357   1.680

P1Q1. Factors choosing razor brand_Price/value, Design/packaging, Trusted reputation, Recommendations   -0.0488   2.026   -0.024   0.981   -4.056   3.958

P1Q1. Factors choosing razor brand_Price/value, Innovation/features
0.8012   1.002   0.799   0.426   -1.181   2.784

P1Q1. Factors choosing razor brand_Price/value, Innovation/features, Design/packaging
0.2589   1.523   0.170   0.865   -2.754   3.272

P1Q1. Factors choosing razor brand_Price/value, Innovation/features, Design/packaging, Recommendations   -1.0826   1.310   -0.826   0.410   -3.674   1.509

P1Q1. Factors choosing razor brand_Price/value, Innovation/features, Recommendations, Design/packaging   -0.1224   2.021   -0.061   0.952   -4.119   3.875

P1Q1. Factors choosing razor brand_Price/value, Innovation/features, Trusted reputation   1.7278   1.210   1.428   0.156   -0.665   4.121

P1Q1. Factors choosing razor brand_Price/value, Innovation/features, Trusted reputation, Recommendations   -3.1958   2.053   -1.557   0.122   -7.256   0.865

P1Q1. Factors choosing razor brand_Price/value, Recommendations
-0.0055   1.319   -0.004   0.997   -2.615   2.604

P1Q1. Factors choosing razor brand_Price/value, Recommendations, Design/packaging
0.2335   1.996   0.117   0.907   -3.715   4.182

P1Q1. Factors choosing razor brand_Price/value, Recommendations, Design/packaging, Trusted reputation   -0.3599   1.545   -0.233   0.816   -3.415   2.695

P1Q1. Factors choosing razor brand_Price/value, Recommendations, Innovation/features, Design/packaging   0.8459   1.495   0.566   0.573   -2.112   3.804

P1Q1. Factors choosing razor brand_Price/value, Recommendations, Innovation/features, Trusted reputation   -0.5647   1.328   -0.425   0.671   -3.192   2.063

P1Q1. Factors choosing razor brand_Price/value, Recommendations, Trusted reputation, Innovation/features   -2.7262   1.507   -1.809   0.073   -5.707   0.255

P1Q1. Factors choosing razor brand_Price/value, Trusted reputation
0.7419   1.088   0.682   0.497   -1.410   2.894

P1Q1. Factors choosing razor brand_Price/value, Trusted reputation, Design/packaging
-0.0536   1.521   -0.035   0.972   -3.061   2.954

P1Q1. Factors choosing razor brand_Price/value, Trusted reputation, Design/packaging, Innovation/features   2.8088   1.980   1.419   0.158   -1.106   6.724

P1Q1. Factors choosing razor brand_Price/value, Trusted reputation, Design/packaging, Recommendations   -0.0962   1.963   -0.049   0.961   -3.979   3.787

P1Q1. Factors choosing razor brand_Price/value, Trusted reputation, Innovation/features   -0.1437   1.139   -0.126   0.900   -2.397   2.110

P1Q1. Factors choosing razor brand_Price/value, Trusted reputation, Innovation/features, Design/packaging   -0.2701   2.054   -0.132   0.896   -4.332   3.792

P1Q1. Factors choosing razor brand_Price/value, Trusted reputation, Innovation/features, Recommendations   -2.0089   1.936   -1.037   0.301   -5.839   1.821

P1Q1. Factors choosing razor brand_Price/value, Trusted reputation, Recommendations
1.2572   1.550   0.811   0.419   -1.808   4.323

P1Q1. Factors choosing razor brand_Recommendations, Design/packaging
0.2525   0.964   0.262   0.794   -1.654   2.159

P1Q1. Factors choosing razor brand_Recommendations, Design/packaging, Innovation/features   0.4381   1.188   0.369   0.713   -1.911   2.787

Factor						
P1Q1. Factors choosing razor brand_Recommendations, Design/packaging, Innovation/features, Price/value	-1.0627	2.017	-0.527	0.599	-5.052	2.926
P1Q1. Factors choosing razor brand_Recommendations, Design/packaging, Innovation/features, Trusted reputation	-5.0287	2.010	-2.502	0.014	-9.003	-1.054
P1Q1. Factors choosing razor brand_Recommendations, Design/packaging, Price/value	0.2600	1.151	0.226	0.822	-2.016	2.536
P1Q1. Factors choosing razor brand_Recommendations, Design/packaging, Price/value, Innovation/features	-0.6072	1.985	-0.306	0.760	-4.534	3.320
P1Q1. Factors choosing razor brand_Recommendations, Design/packaging, Price/value, Trusted reputation	0.1240	1.669	0.074	0.941	-3.176	3.424
P1Q1. Factors choosing razor brand_Recommendations, Design/packaging, Trusted reputation	-0.1500	1.482	-0.101	0.920	-3.080	2.780
P1Q1. Factors choosing razor brand_Recommendations, Design/packaging, Trusted reputation, Innovation/features	1.0660	1.999	0.533	0.595	-2.887	5.019
P1Q1. Factors choosing razor brand_Recommendations, Design/packaging, Trusted reputation, Price/value	-2.4609	1.561	-1.576	0.117	-5.549	0.627
P1Q1. Factors choosing razor brand_Recommendations, Innovation/features	0.2398	1.363	0.176	0.861	-2.456	2.936
P1Q1. Factors choosing razor brand_Recommendations, Innovation/features, Design/packaging	-0.8694	1.550	-0.561	0.576	-3.936	2.197
P1Q1. Factors choosing razor brand_Recommendations, Innovation/features, Design/packaging, Trusted reputation	-3.7474	2.011	-1.863	0.065	-7.726	0.231
P1Q1. Factors choosing razor brand_Recommendations, Innovation/features, Price/value	-0.7267	1.993	-0.365	0.716	-4.668	3.215

P1Q1. Factors choosing razor brand_Recommendations, Innovation/features, Trusted reputation   -0.5577   1.289   -0.433   0.666   -3.107   1.991

P1Q1. Factors choosing razor brand_Recommendations, Innovation/features, Trusted reputation, Design/packaging   2.0921   1.490   1.404   0.163   -0.854   5.038

P1Q1. Factors choosing razor brand_Recommendations, Innovation/features, Trusted reputation, Price/value   3.7953   1.981   1.916   0.058   -0.123   7.714

P1Q1. Factors choosing razor brand_Recommendations, Price/value   -0.4464   1.031   -0.433   0.666   -2.486   1.593

P1Q1. Factors choosing razor brand_Recommendations, Price/value, Design/packaging, Innovation/features   -2.7282   2.013   -1.356   0.177   -6.709   1.252

P1Q1. Factors choosing razor brand_Recommendations, Price/value, Trusted reputation   -0.2307   1.952   -0.118   0.906   -4.091   3.629

P1Q1. Factors choosing razor brand_Recommendations, Price/value, Trusted reputation, Design/packaging   -1.5812   1.974   -0.801   0.424   -5.485   2.322

P1Q1. Factors choosing razor brand_Recommendations, Trusted reputation   -0.9938   1.188   -0.836   0.405   -3.344   1.357

P1Q1. Factors choosing razor brand_Recommendations, Trusted reputation, Design/packaging   -0.3195   2.022   -0.158   0.875   -4.318   3.679

P1Q1. Factors choosing razor brand_Recommendations, Trusted reputation, Design/packaging, Innovation/features   -2.2128   2.157   -1.026   0.307   -6.480   2.054

P1Q1. Factors choosing razor brand_Recommendations, Trusted reputation, Design/packaging, Price/value   -0.7745   1.998   -0.388   0.699   -4.727   3.178

P1Q1. Factors choosing razor brand_Recommendations, Trusted reputation, Innovation/features, Design/packaging   -2.9388   1.971   -1.491   0.138   -6.837   0.960

P1Q1. Factors choosing razor brand_Recommendations, Trusted reputation, Price/value   0.2816   1.559   0.181   0.857   -2.802   3.365

P1Q1. Factors choosing razor brand_Recommendations, Trusted reputation, Price/value, Design/packaging   2.0065   2.010   0.998   0.320   -1.969   5.982

P1Q1. Factors choosing razor brand_Recommendations, Trusted reputation, Price/value, Innovation/features   -0.8062   2.044   -0.394   0.694   -4.849   3.236

P1Q1. Factors choosing razor brand_Trusted reputation, Design/packaging
-0.9102   1.195   -0.762   0.447   -3.273   1.453

P1Q1. Factors choosing razor brand_Trusted reputation, Design/packaging, Innovation/features, Price/value   1.8607   1.980   0.940   0.349   -2.054   5.776

P1Q1. Factors choosing razor brand_Trusted reputation, Design/packaging, Innovation/features, Recommendations   0.4535   1.545   0.294   0.770   -2.603   3.510

P1Q1. Factors choosing razor brand_Trusted reputation, Design/packaging, Price/value
1.3063   1.509   0.866   0.388   -1.677   4.290

P1Q1. Factors choosing razor brand_Trusted reputation, Design/packaging, Price/value, Innovation/features   1.5330   1.514   1.012   0.313   -1.462   4.528

P1Q1. Factors choosing razor brand_Trusted reputation, Design/packaging, Recommendations   -2.5874   2.008   -1.288   0.200   -6.559   1.384

P1Q1. Factors choosing razor brand_Trusted reputation, Design/packaging, Recommendations, Price/value   0.1702   1.515   0.112   0.911   -2.825   3.166

P1Q1. Factors choosing razor brand_Trusted reputation, Innovation/features
-0.7174   0.991   -0.724   0.470   -2.677   1.243

P1Q1. Factors choosing razor brand_Trusted reputation, Innovation/features, Design/packaging   -3.7566   2.073   -1.812   0.072   -7.857   0.344

P1Q1. Factors choosing razor brand_Trusted reputation, Innovation/features, Design/packaging, Price/value   -0.1490   1.293   -0.115   0.908   -2.706   2.408

P1Q1. Factors choosing razor brand_Trusted reputation, Innovation/features, Recommendations   -0.9939   1.965   -0.506   0.614   -4.881   2.893

P1Q1. Factors choosing razor brand_Trusted reputation, Innovation/features, Recommendations, Design/packaging   -0.0065   1.571   -0.004   0.997   -3.113   3.100

P1Q1. Factors choosing razor brand_Trusted reputation, Innovation/features, Recommendations, Price/value   -1.5348   1.997   -0.768   0.444   -5.485   2.416

P1Q1. Factors choosing razor brand_Trusted reputation, Price/value
1.1919   1.058   1.127   0.262   -0.901   3.284

P1Q1. Factors choosing razor brand_Trusted reputation, Price/value, Design/packaging
-0.6131   1.580   -0.388   0.699   -3.738   2.512

P1Q1. Factors choosing razor brand_Trusted reputation, Price/value, Design/packaging, Recommendations   -0.0352   2.004   -0.018   0.986   -3.998   3.928

P1Q1. Factors choosing razor brand_Trusted reputation, Price/value, Innovation/features   -0.4186   1.314   -0.318   0.751   -3.018   2.181

P1Q1. Factors choosing razor brand_Trusted reputation, Price/value, Innovation/features, Design/packaging   0.5651   1.993   0.284   0.777   -3.376   4.506

P1Q1. Factors choosing razor brand_Trusted reputation, Price/value, Recommendations, Design/packaging   -0.1852   1.184   -0.156   0.876   -2.527   2.157

P1Q1. Factors choosing razor brand_Trusted reputation, Recommendations
-3.0096   1.561   -1.927   0.056   -6.098   0.079

P1Q1. Factors choosing razor brand_Trusted reputation, Recommendations, Design/packaging   -2.4460   1.610   -1.519   0.131   -5.630   0.738

P1Q1. Factors choosing razor brand_Trusted reputation, Recommendations, Design/packaging, Innovation/features   0.8545   1.984   0.431   0.667   -3.069   4.778

P1Q1. Factors choosing razor brand_Trusted reputation, Recommendations, Design/packaging, Price/value   -0.6845   1.505   -0.455   0.650   -3.661   2.292

P1Q1. Factors choosing razor brand_Trusted reputation, Recommendations, Innovation/features   2.3938   1.981   1.208   0.229   -1.525   6.313

P1Q1. Factors choosing razor brand_Trusted reputation, Recommendations, Innovation/features, Design/packaging   -1.4911   1.384   -1.077   0.283   -4.229   1.247

P1Q1. Factors choosing razor brand_Trusted reputation, Recommendations, Innovation/features, Price/value   0.1120   1.985   0.056   0.955   -3.814   4.038

P1Q1. Factors choosing razor brand_Trusted reputation, Recommendations, Price/value   -2.3581   1.617   -1.458   0.147   -5.556   0.840

P1Q1. Factors choosing razor brand_Trusted reputation, Recommendations, Price/value, Innovation/features   0.5197   1.994   0.261   0.795   -3.423   4.463

P2Q2. switch brand often_Never   -0.9452   0.611   -1.547   0.124   -2.154   0.263

P2Q2. switch brand often_Occasionally   0.0258   0.457   0.056   0.955   -0.879   0.930

P2Q2. switch brand often_Rarely   -0.4335   0.492   -0.882   0.380   -1.406   0.539

Q2. How much does the overall pack design influence your willingness to buy this razor?_A lot   -0.2051   0.438   -0.468   0.640   -1.071   0.661

Q2. How much does the overall pack design influence your willingness to buy this razor?_It is the main reason I would buy it   -0.7894   0.519   -1.522   0.130   -1.815   0.236

Q2. How much does the overall pack design influence your willingness to buy this razor?_Not at all   0.3306   0.758   0.436   0.663   -1.168   1.829

Q2. How much does the overall pack design influence your willingness to buy this razor?_Somewhat   -0.2300   0.460   -0.499   0.618   -1.141   0.681

Q6. Which of the following visual elements on the pack influenced you the most?_Blade count or feature icons   -0.3845   0.518   -0.742   0.459   -1.409   0.640

Q6. Which of the following visual elements on the pack influenced you the most?_Brand logo   0.1417   0.556   0.255   0.799   -0.958   1.241

Q6. Which of the following visual elements on the pack influenced you the most?_Other (please specify)   -0.5276   1.055   -0.500   0.618   -2.613   1.558

Q6. Which of the following visual elements on the pack influenced you the most?_Pack color/design pattern   -0.1264   0.583   -0.217   0.829   -1.279   1.026

Q6. Which of the following visual elements on the pack influenced you the most?_Razor image   0.1393   0.435   0.320   0.749   -0.721   0.999

Q9. "How well does this razor pack reflect your personal grooming style or personality?_Not at all like me   -0.2261   0.415   -0.544   0.587   -1.047   0.595

Q9. "How well does this razor pack reflect your personal grooming style or personality?_Slightly off   -0.3277   0.360   -0.911   0.364   -1.039   0.383

Q9. "How well does this razor pack reflect your personal grooming style or personality?_Somewhat fits me   -0.4148   0.365   -1.135   0.258   -1.138   0.308