

Area 1: Preferences are dominated by Other brands, suc

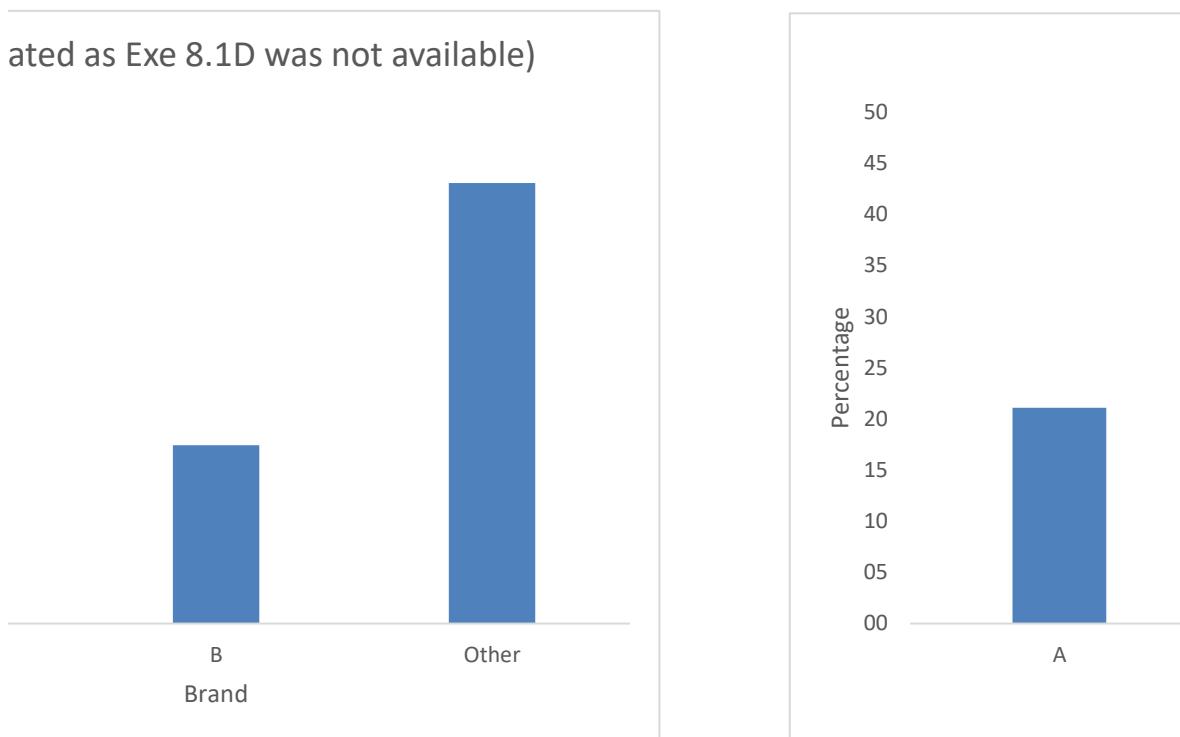
Area 2: Consumers show stronger preferences for the m

In summary, Area 1 has a more dispersed pattern of bra

1 Other  
1 A  
1 A  
1 Other  
1 B  
1 Other  
1 B  
1 Other  
1 Other  
1 B  
2 A  
2 B  
2 A  
2 Other  
2 A  
2 B  
2 Other  
2 Other  
2 B  
2 B  
2 Other  
2 B  
2 B  
2 Other  
2 A  
2 B  
2 A  
2 Other  
2 B  
2 Other  
2 Other  
2 A  
2 Other  
2 A  
2 B  
2 Other  
2 A  
2 A  
2 Other  
2 B  
2 Other  
2 Other  
2 A

2       B  
2       B  
2   Other  
2   Other  
2   Other  
2   Other  
2       B  
2       B  
2       B  
2   Other  
2   Other  
2       B  
2       B  
2       A  
2   Other  
2       B  
2       A  
2       A  
2       B  
2       B  
2   Other  
2   Other  
2   Other  
2       B  
2   Other  
2   Other  
2       A  
2   Other  
2       A  
2       B  
2       B  
2   Other  
2   Other  
2       B  
2   Other  
2       A  
2   Other  
2       A  
2       B  
2       B  
2       B  
2       B  
2   Other  
2   Other

ated as Exe 8.1D was not available)

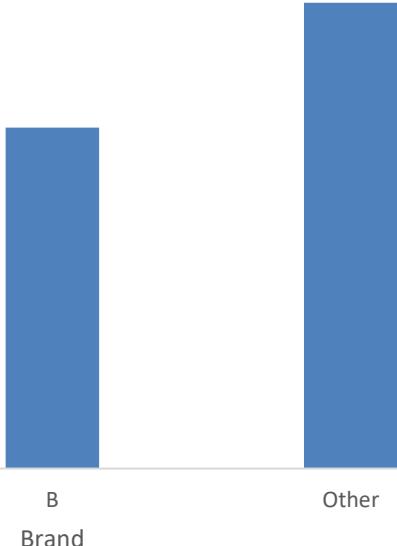


main brands, especially Brand B, indicating a more consolidated market with stronger brand recognition and choice, while Area 2 shows clearer preferences for the main brands, particularly Brand B.





## Area 2



| <b>Area</b> | <b>Brand</b> | <b>Frequencies</b> |               |    |
|-------------|--------------|--------------------|---------------|----|
|             |              | <b>Area 1</b>      | <b>Area 2</b> |    |
| 1           | B            |                    |               |    |
| 1           | Other        |                    |               |    |
| 1           | A            |                    |               |    |
| 1           | B            |                    |               |    |
| 1           | Other        | <b>A</b>           | 11            | 19 |
| 1           | A            | <b>B</b>           | 17            | 30 |
| 1           | Other        | <b>Other</b>       | 42            | 41 |
| 1           | Other        | <b>Total</b>       | <b>70</b>     | 90 |



**The needed file for Exercise 8.2 was not avai**



|   |       |
|---|-------|
| 2 | A     |
| 2 | B     |
| 2 | B     |
| 2 | Other |
| 2 | B     |
| 2 | B     |
| 2 | B     |
| 2 | Other |
| 2 | Other |
| 2 | B     |
| 2 | B     |
| 2 | A     |
| 2 | Other |
| 2 | B     |
| 2 | A     |
| 2 | A     |
| 2 | B     |
| 2 | Other |
| 2 | Other |
| 2 | Other |
| 2 | B     |
| 2 | Other |
| 2 | Other |
| 2 | A     |
| 2 | Other |
| 2 | A     |
| 2 | B     |
| 2 | B     |
| 2 | Other |
| 2 | Other |
| 2 | B     |
| 2 | Other |
| 2 | A     |
| 2 | Other |
| 2 | A     |
| 2 | B     |
| 2 | A     |
| 2 | B     |
| 2 | B     |
| 2 | Other |
| 2 | Other |

Area 1 vs Area 2

