Area	Brand
1	B
1	Other
1	A
1	B
1	Other
1	A
1	Other
1	Other
1	Other
1	Other
1	B
1	Other
1	Other
1	A
1	A
1	A
1	B
1	A
1	Other
1	B
1	A
1	B
1	Other
1	Other
1	B
1	B
1	Other
1	Other
1	Other
1	Other
1	Other
1	B
1	B
1	Other
1	Other
1	B
1	B
1	B
1	Other
1	Other
1	B
1	Other
1	Other
1	Other
1	Other
1	Other
1	Other
1	Other
1	Other
1	Other
1	A
1	Other
1	A

Frequencies

	Area 1
A	**11**
B	**17**
Other	**42**
Total	70

Percentages

	Area 1
A	15,7
B	24,3
Other	60,0
Total	100

Frequencies

	Area 2
A	**19**
B	**30**
Other	**41**
Total	90

Percentages

	Area 2
A	21,1
B	33,3
Other	45,6
Total	100

Area 1
Brand preference is strongly dominated by the **"Other"** category, which

Area 2
While "Other" remains the largest category at **45.6%**, its dominance is l

Conclusion

Area 1 displays **low loyalty** to Brands A and B, with a strong shift towa

Area 2 shows **greater engagement** with the main brands—particularly

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

These patterns suggest that branding strategies may need to be **target**

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

n accounts for **60%** of respondents. Brands **A (15.7%)** and **B (24.3%)** receive comparatively low sup

lower than in Area 1. Both Brand **A (21.1%)** and especially Brand **B (33.3%)** have stronger represent

ted differently in each area: strengthening brand identity in Area 1 and reinforcing existing brand po

port. This suggests that consumers in Area 1 have **weak attachment to the two main brands** and a

ation in this area. The higher proportion for Brand B suggests a **clearer preference** and possibly str

are more likely to choose alternative or local brands, indicating a **fragmented market** with dispersed

onger brand recognition or marketing influence in Area 2. Overall, Area 2 shows a **more defined pa**

ttern of preference compared to the heavier "Other" reliance in Area 1.