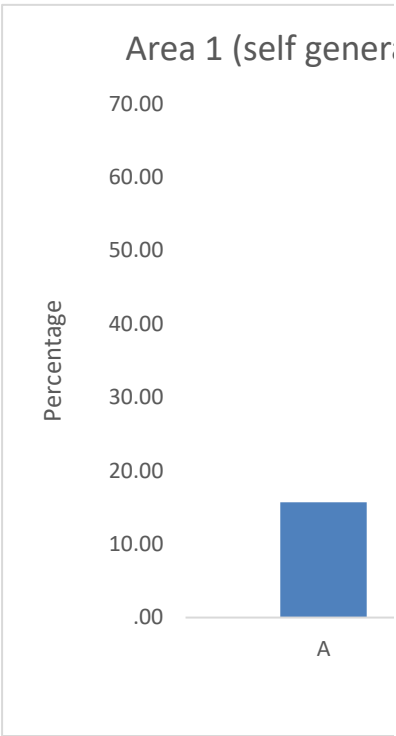


Area	Brand
1	B
1	Other
1	A
1	B
1	Other
1	A
1	Other
1	Other
1	Other
1	B
1	Other
1	Other
1	A
1	A
1	A
1	B
1	A
1	Other
1	B
1	A
1	B
1	Other
1	Other
1	B
1	B
1	B
1	Other
1	Other
1	B
1	B
1	B
1	Other
1	Other
1	Other
1	Other
1	Other
1	Other
1	Other
1	Other
1	Other
1	A
1	Other
1	A
1	Other
1	Other

Frequencies		
	Area 1	Area 2
A	11	19
B	17	30
Other	42	41
Total	70	90

Percentages		
	Area 1	Area 2
A	15,7	21,1
B	24,3	33,3
Other	60,0	45,6
Total	100	100



Area 1: Preferences are dominated by Other brands, sug

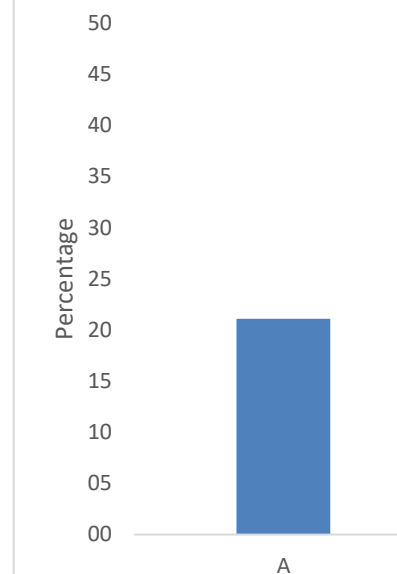
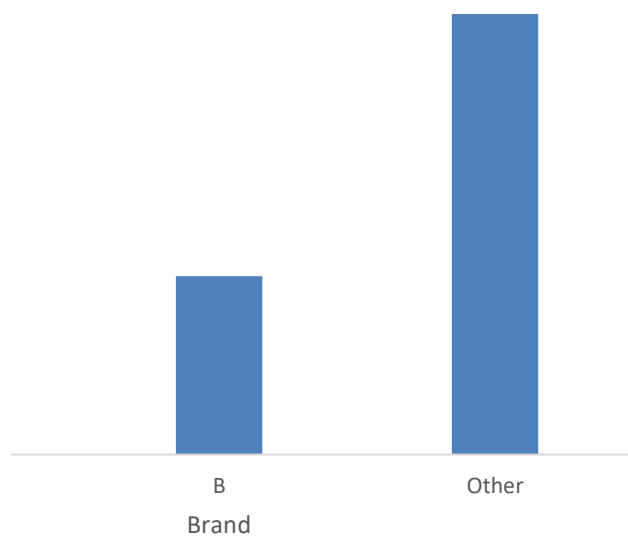
Area 2: Consumers show stronger preferences for the m

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

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

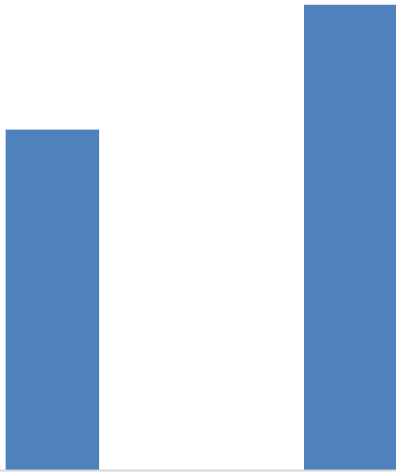
2	B
2	B
2	Other
2	Other
2	Other
2	Other
2	B
2	B
2	B
2	Other
2	Other
2	B
2	B
2	A
2	Other
2	B
2	A
2	A
2	B
2	Other
2	Other
2	Other
2	B
2	Other
2	Other
2	A
2	Other
2	A
2	Other
2	Other
2	Other
2	Other
2	Other
2	A
2	B
2	A
2	B
2	B
2	Other
2	Other

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
Brand

Other

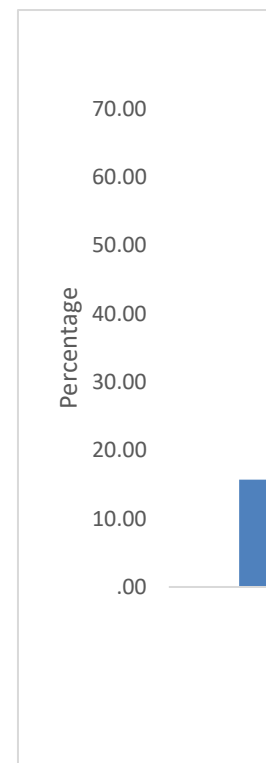
Area	Brand
1	B
1	Other
1	A
1	B
1	Other
1	A
1	Other
1	Other
1	Other
1	B
1	Other
1	Other
1	A
1	A
1	A
1	B
1	A
1	Other
1	B
1	A
1	B
1	Other
1	Other
1	B
1	B
1	Other
1	Other
1	B
1	B
1	B
1	Other
1	Other
1	B
1	Other
1	Other
1	Other
1	Other
1	Other
1	Other
1	Other
1	Other
1	Other
1	A
1	Other
1	A
1	Other

Frequencies

	Area 1	Area 2
A	11	19
B	17	30
Other	42	41
Total	70	90

Percentages

	Area 1	Area 2
A	15,7	21,1
B	24,3	33,3
Other	60,0	45,6
Total	100	100



The needed file for Exercise 8.2 was not avai

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

Area 1 vs Area 2

