Smartphone Evaluations using Semantic Differen

Distribution of ratings across five dimensions

	Smartphone A	Smartphone B	Smartphone C

Unreliable – Reliable

Unattractive – Attractive

Outdated – Innovative

Ineffective – Effective

Complicated – Simple

Percentage of Responses

Rating   1 (Negative)   2   3 (Neutral)   4   5 (Posi