Underwear data, description of variables:

664 South Korean consumers were asked to provide responses for three multiple-choice items.

Brand: Which of eight brands of underwear does an individual prefer the most:

(b1) BYC, (b2) TRY, (b3) VICMAN, (b4) James Dean, (b5) Michiko-London, (b6) Benetton, (b7) Bodyguard, and (b8) Calvin Klein.

Note: Brands b1, b2, b3, b4, and b7, are domestic. Brands b5, b6, and b8 are international.

Attribute: What “attribute” of underwear is deemed most important.

(1) comfortable, (2) smooth, (3) superior fabrics, (4) reasonable price, (5) fashionable design, (6) favorable advertisements, (7) trendy color, (8) good design, (9) various colors, (10) elastic, (11) store is near, (12) excellent fit, (13) design quality, (14) youth appeal, and (15) various sizes.

Age: The age category of each consumer:

(A1) 10–29, (A2) 30–49, and (A3) 50 and over.