

## Cereal Data Factor Analysis

The data file labeled Cereal has the following information

As part of a study of consumer consideration of ready-to-eat cereals sponsored by Kellogg Australia, Roberts and Lattin (1991) surveyed consumers regarding their perceptions of their favorite brands of cereals. Each respondent was asked to evaluate three preferred brands on each of 25 different attributes. Respondents used a five point likert scale to indicate the extent to which each brand possessed the given attribute.

For the purpose of this assignment, a subset of the data collected by Roberts and Lattin, reflecting the evaluations of the 12 most frequently cited cereal brands in the sample (in the original study, a total of 40 different brands were evaluated by 121 respondents, but the majority of brands were rated by only a small number of consumers). The 25 attributes and 12 brands are listed below:

Cereal Brand	Attributes 1-12	Attributes 13-25
All Bran	Filling	Family
Cerola Muesli	Natural	Calories
Just Right	Fibre	Plain
Kellogg's corn flakes	Sweet	Crisp
Komplete	Easy	Regular
Nutrigrain	Salt	Sugar
Purina Muesli	Satisfying	Fruit
Rice Bubbles	Energy	Process
Special K	Fun	Quality
Sustain	Kids	Treat
Vitabrit	Soggy	Boring
Weetbix	Economical	Nutritious
	Health	

In total 116 respondents provided 235 observations of the 12 selected brands. How do you characterize the consideration behavior of the 12 selected brands? Analyze and interpret your results using factor analysis.