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| --- | --- | --- | --- | --- | --- |
| **表1：偏好原因 vs 品牌 交叉列表（樣本數）** | | | | | |
|  | **A牌** | **B牌** | **C牌** | **合計** |  |
| **1. 價格便宜** | 11 | 1 | 6 | 18 |  |
| **2. 品質優良** | 2 | 8 | 5 | 15 |  |
| **3. 外型美觀** | 4 | 2 | 11 | 17 |  |
| **合計** | 17 | 11 | 22 | 50 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **表2：偏好原因 vs 品牌 交叉列表（百分比）** | | | | | |
|  | **A牌** | **B牌** | **C牌** | **合計** |  |
| **1. 價格便宜** | 64.70% | 9.10% | 27.30% | 36.00% |  |
| **2. 品質優良** | 11.80% | 72.70% | 22.70% | 30.00% |  |
| **3. 外型美觀** | 23.50% | 18.20% | 50.00% | 34.00% |  |
| **合計** | 100.00% | 100.00% | 100.00% | 100.00% |  |

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| **表3：偏好原因 vs 品牌 交叉列表（樣本數，百分比）** | | | | | |
|  |  | **A牌** | **B牌** | **C牌** | **合計** |
| **1. 價格便宜** | 樣本數 | 11 | 1 | 6 | 18 |
| % | 64.70% | 9.10% | 27.30% | 36.00% |
| **2. 品質優良** | 樣本數 | 2 | 8 | 5 | 15 |
| % | 11.80% | 72.70% | 22.70% | 30.00% |
| **3. 外型美觀** | 樣本數 | 4 | 2 | 11 | 17 |
| % | 23.50% | 18.20% | 50.00% | 34.00% |
| **合計** | 樣本數 | 17 | 11 | 22 | 50 |
| % | 100.00% | 100.00% | 100.00% | 100.00% |