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| --- | --- | --- | --- | --- |
| **表1：偏好原因 vs 品牌的【總計百分比之交叉列表】** | | | | |
|  | **A牌** | **B牌** | **C牌** | **合計** |
| **1. 價格便宜** | 22.00% | 2.00% | 12.00% | 36.00% |
| **2. 品質優良** | 4.00% | 16.00% | 10.00% | 30.00% |
| **3. 外型美觀** | 8.00% | 4.00% | 22.00% | 34.00% |
| **合計** | 34.00% | 22.00% | 44.00% | 100.00% |
|  |  |  |  |  |
|  |  |  |  |  |
| **表2：偏好原因 vs 品牌的【欄總和百分比之交叉列表】** |  |  |  |  |
|  | 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% |
|  |  |  |  |  |
|  |  |  |  |  |
| **表1：偏好原因 vs 品牌的【列之交叉列表】** | | | | |
|  | **A牌** | **B牌** | **C牌** | **合計** |
| **1. 價格便宜** | 61.10% | 5.60% | 33.30% | 100.00% |
| **2. 品質優良** | 13.30% | 53.30% | 33.30% | 100.00% |
| **3. 外型美觀** | 23.50% | 11.80% | 64.70% | 100.00% |
| **合計** | 34.00% | 22.00% | 44.00% | 100.00% |