

Mobile conjoint analysis

Sells Apple Products:	22.00%
Apple No	(0.71)
Apple Yes	(-0.71)
Mobile Service Provider:	21.00%
AT&T	(-0.88)
T-mobile	(-0.78)
US Cellular	(1.17)
Verizon	(0.49)
Start-up Cost:	18.00%
\$100	(-0.98)
\$200	(-0.62)
\$300	(0.37)
\$400	(1.23)
Monthly Cost:	11.00%
\$100	(-1.45)
\$200	(0.83)
\$300	(0.41)
\$400	(0.21)
Offers 4G Service:	9.00%
4G No	(-0.71)
4G Yes	(0.71)
Has Nearby Retail Store:	9.00%
Retail No	(0.71)
Retail Yes	(-0.71)
Sells Google/Nexus Products:	8.00%
Nexus No	(-0.71)
Nexus Yes	(0.71)
Sells Samsung Products:	2.00%
Samsung No	(-0.71)
Samsung Yes	(0.71)

