3.1 Ad:cost*competition*country 3.2 Ad:cost*competition*gender CN UK Female Male 1.00 1.00 0.75 0.75 Competition Competition 0.50 0.50 0.25 0.25 Probability Probability 0.75 0.75 **NOcompetition NOcompetition** 0.50 0.50 0.25 0.25 0.00 0.00 Cost NOcost Cost Cost Cost NOcost NOcost NOcost 4.1 Ad&Dis:cost*competition*country*gender 4.2 Dis:cost*competition*age*country Female Female Older Male Male Older Younger Younger UK UK CN UK CN CN CN UK 1.00 1.00 0.75 0.75 Competition Competition 0.50 0.50 0.25 0.25 Probability Probability 0.75 0.75 **NOcompetition NOcompetition** 0.50 0.50 0.25 0.25 0.00 0.00 NOcost NOcost NOcost **NOcost** NOcost Cost Cost NOcost NOcost NOcost Cost Cost Cost Cost Fair → UFad → UFdis