**Preference Price Quality ICE**

A retailer wants to know if store preference is impacted by price and quality of the merchandise kept in stores. So the management systematically varies price and quality in 14 of its outlets. Then it measures shoppers’ preference towards stores. The data are in the file “preference, price, quality.sav”.

1. Can you analyse the data? What would your advice to the store be?
2. Is there an interaction between price and quality on preference?