**Sari Preference ICE**

A retailer of saris for women wants to know what drives the preference for saris among women. After some qualitative research, the retailer identifies colour (some are greater preferred vis-à-vis others), price and quality as likely drivers of preference towards saris. On a particular day, he gets data from 30 customers. The data are in the file “sari preference dummy data.sav”. Analyse the data and advise him.