**Sneaker Preference ICE**

A sneaker company is not sure what drives preference towards sneakers. After some qualitative research, it thinks that comfort, style and durability may play key roles in determining preference towards sneakers. So it measures customer perception of all these variables for 20 pairs of sneakers. The data are in the file “page 575 data.sav”.

**Part A:**

Analyse the data and advise this company. Ignore the last column.

**Part B:**

The company also wonders whether consumers’ perception of advertising has any effect on sneaker preference. Can you tell them whether it matters?

Now advise the company.