

A renowned research organization of national repute has carried out consumer survey to know about perceptions on various aspects related to sewing machine. The objective is to know the reasons for purchase of sewing machine.

The data in tabular form on reasons is presented in following table.

(Percentage of respondents).

Sr.	Reasons for purchasing a sewing machine	Region I	Region II	Region III
1.	Cheaper in price	22	19	24
2.	Sturdy	14	10	19
3.	Aesthetic in look	10	18	10
4.	Embroidery facility	9	13	11
5.	Saves electricity	19	21	18
6.	Manual operation facility	10	6	6
7.	Low Maintenance	16	13	12
	Total			

A company entering in this industry seeking your advice on promotional strategy and advertising copy on the basis of data.