

### Case 5

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) .

<b>Sr.</b>	<b>Reasons for purchasing a sewing machine</b>	<b>Region I</b>	<b>Region II</b>	<b>Region III</b>
1.	Cheaper in price	22	19	24
2.	Sturdy	16	12	21
3.	Aesthetic in look	11	18	10
4.	Embroidery facility	12	17	15
5.	Saves electricity	19	21	18
6.	Manual operation facility	20	13	12
	<b>Total</b>	100	100	100

How will you interpret the data?

A new company is entering in industry what would be your suggestion for designing promotional strategy.