

CASE STUDY

1

Multidimensional Scaling*

Problem

A set of eight brands of detergent cakes available in the Indian market is taken and multidimensional scaling is used to determine how the Indian consumers perceive them. Also, it is used to find out how many dimensions the consumers seem to be considering, when they think of these brands.

The eight brands of detergents cake taken are:

1. Rin
2. Nirma
3. Ariel
4. OK
5. Eta
6. Wheel
7. Trilo
8. Super Bar 501

Input Data

TABLE I.1

	VAR001	VAR002	VAR003	VAR004	VAR005	VAR006	VAR007	VAR008
var001	0.00	2.00	3.00	5.00	4.00	2.00	1.00	8.00
var002	2.00	0.00	5.00	7.00	6.00	4.00	1.00	3.00
var003	3.00	5.00	0.00	2.00	5.00	1.00	8.00	7.00
var004	5.00	7.00	2.00	0.00	3.00	4.00	7.00	8.00
var005	4.00	6.00	5.00	3.00	0.00	7.00	3.00	2.00
var006	2.00	4.00	1.00	4.00	7.00	0.00	5.00	6.00
var007	1.00	1.00	8.00	7.00	3.00	5.00	0.00	2.00
var008	8.00	3.00	7.00	8.00	2.00	6.00	2.00	0.00