

ANEXO 5

Tabla de análisis de datos cruzados – Marca que compra y Por qué la compra

			por_que									Total
			sabor	costumbre	calidad	gustan	es la que encuentra	empaque	no me importa	es la mas conocida	no consume	
marca_compra	sabritas	N	32	7	9	9	8	1	5	0	0	71
		% respecto a marca_compra	45.1%	9.9%	12.7%	12.7%	11.3%	1.4%	7.0%	.0%	.0%	100.0%
	mafer	N	12	4	2	4	0	0	0	0	0	22
		% respecto a marca_compra	54.5%	18.2%	9.1%	18.2%	.0%	.0%	.0%	.0%	.0%	100.0%
	nipon	N	42	14	6	16	10	0	2	1	0	91
		% respecto a marca_compra	46.2%	15.4%	6.6%	17.6%	11.0%	.0%	2.2%	1.1%	.0%	100.0%
	kiyakis	N	4	0	0	1	0	0	0	0	0	5
		% respecto a marca_compra	80.0%	.0%	.0%	20.0%	.0%	.0%	.0%	.0%	.0%	100.0%
	sin marca	N	9	1	0	1	3	0	0	0	0	14
		% respecto a marca_compra	64.3%	7.1%	.0%	7.1%	21.4%	.0%	.0%	.0%	.0%	100.0%
	no se fija	N	0	0	0	0	0	0	7	0	0	7
		% respecto a marca_compra	.0%	.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%	100.0%
	barcel	N	27	2	2	11	5	0	0	0	0	47
		% respecto a marca_compra	57.4%	4.3%	4.3%	23.4%	10.6%	.0%	.0%	.0%	.0%	100.0%
	becari	N	12	0	0	5	3	0	1	0	0	21
		% respecto a marca_compra	57.1%	.0%	.0%	23.8%	14.3%	.0%	4.8%	.0%	.0%	100.0%
Total		N	138	28	19	47	29	1	15	1	106	384
		% respecto a marca_compra	35.9%	7.3%	4.9%	12.2%	7.6%	.3%	3.9%	.3%	27.6%	100.0%