Hyundai
Frontier
Spirit
Nissan
Mazda
Subaru
Kia
Fiat Chrysler
Mercedes
GM
Toyota
Honda
Ford
Starbucks
Alaska
LG
Volkswagen
Lorillard
Yoplait
Chobani
Amazon
Walmart
Google
Glaxo
Apple
BMW
Winco
ALDI
5
4
3
2
1
70
90
110
Own−price elasticity
Average customer income ($000s)
Industry
Airline
Auto
Beer
Cereal
Cigarette
Grocery
Restaurant
Smartphone
Soda
Toothpaste
Yogurt