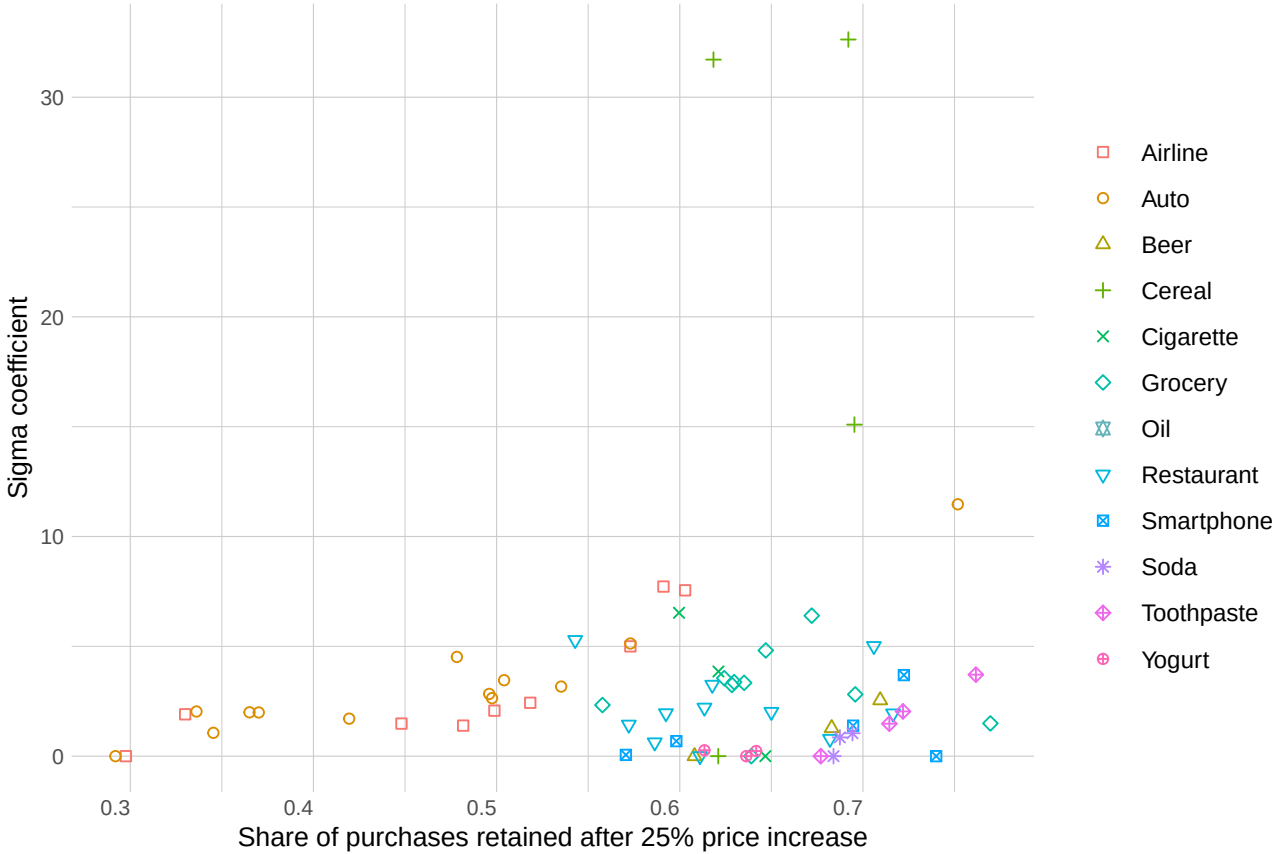
Sigma coefficient
30
20
10
0
0.3
0.4
0.5
0.6
0.7
Share of purchases retained after 25% price increase
Airline
Auto
Beer
Cereal
Cigarette
Grocery
Oil
Restaurant
Smartphone
Soda
Toothpaste
Yogurt