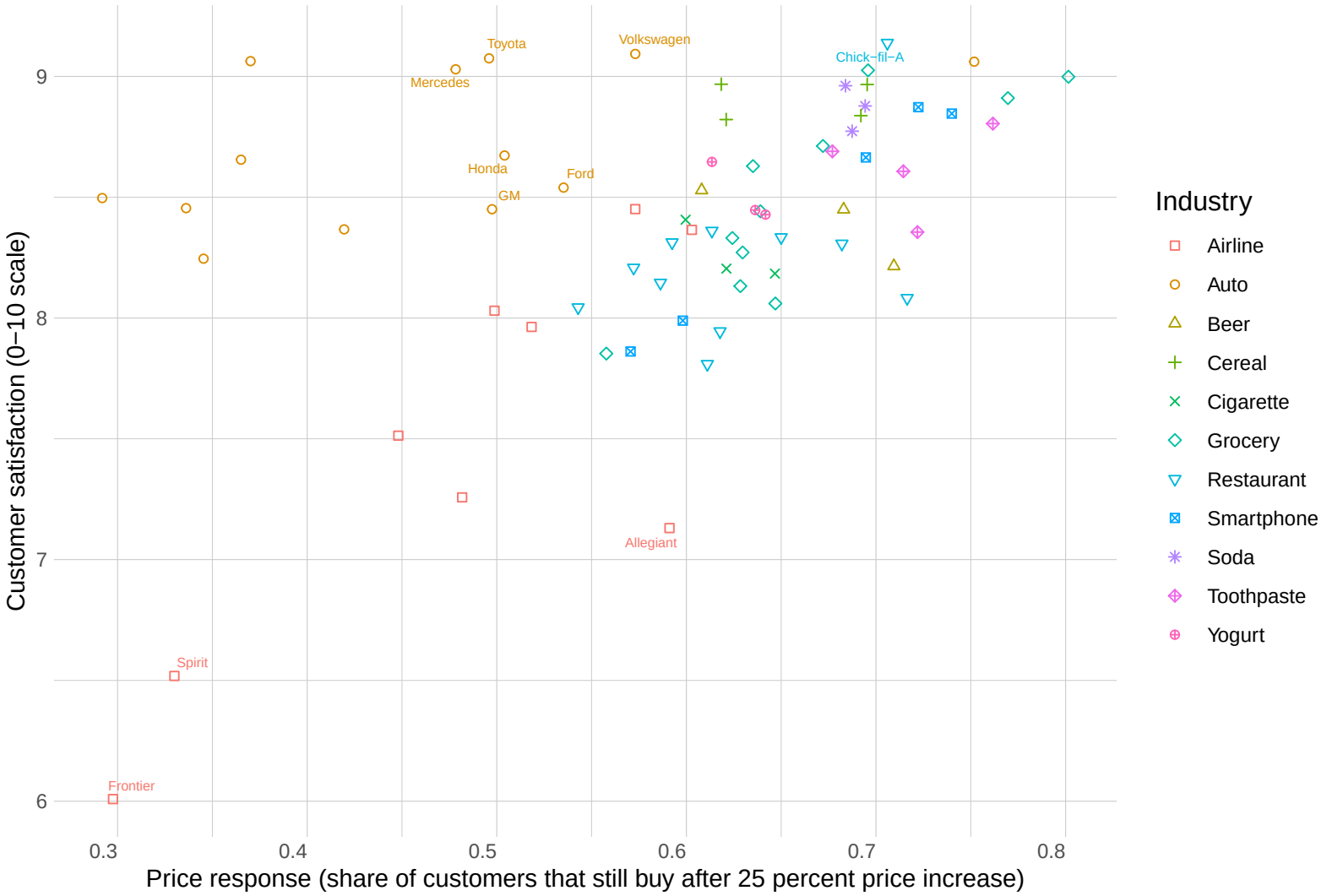
Toyota
Volkswagen
Chick−fil−A
Mercedes
Honda
Ford
GM
Allegiant
Spirit
Frontier
9
8
7
6
0.3
0.4
0.5
0.6
0.7
0.8
Customer satisfaction (0−10 scale)
Price response (share of customers that still buy after 25 percent price increase)
Industry
Airline
Auto
Beer
Cereal
Cigarette
Grocery
Restaurant
Smartphone
Soda
Toothpaste
Yogurt