

A multinomial logistic regression analysis was conducted to examine the relationship between Brand Preference (Apple, Samsung, Other) and the predictor variables Age, Price, and Gender. The model was statistically significant, indicating that it was able to distinguish effectively between the brands based on the predictor variables $\chi^2(6) = 67.29, p < .001$. For Brand Preference of Apple compared to Other, Age and Price were significant predictors. Each year increase in Age was associated with a decrease in the likelihood of preferring Apple over Other ($B = -.20, p < .001, 95\% CI [.74, .91]$). Each unit increase in Price was associated with a slight increase in the likelihood of preferring Apple ($B = .013, p < .001, 95\% CI [1.00, 1.02]$). Gender was not a significant predictor in this comparison. In the comparison between Samsung and Other, both Age and Price were again significant predictors. Each year increase in Age was associated with a decrease in the likelihood of preferring Samsung ($B = -.13, p = .003, 95\% CI [.80, .96]$). Each unit increase in Price was associated with a slight increase in the likelihood of preferring Samsung ($B = .01, p = .001, 95\% CI [1.005, 1.017]$). Gender did not significantly predict preference for Samsung over Other.

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