

Figure 5.2 Scatter plot for Variety seeking segment

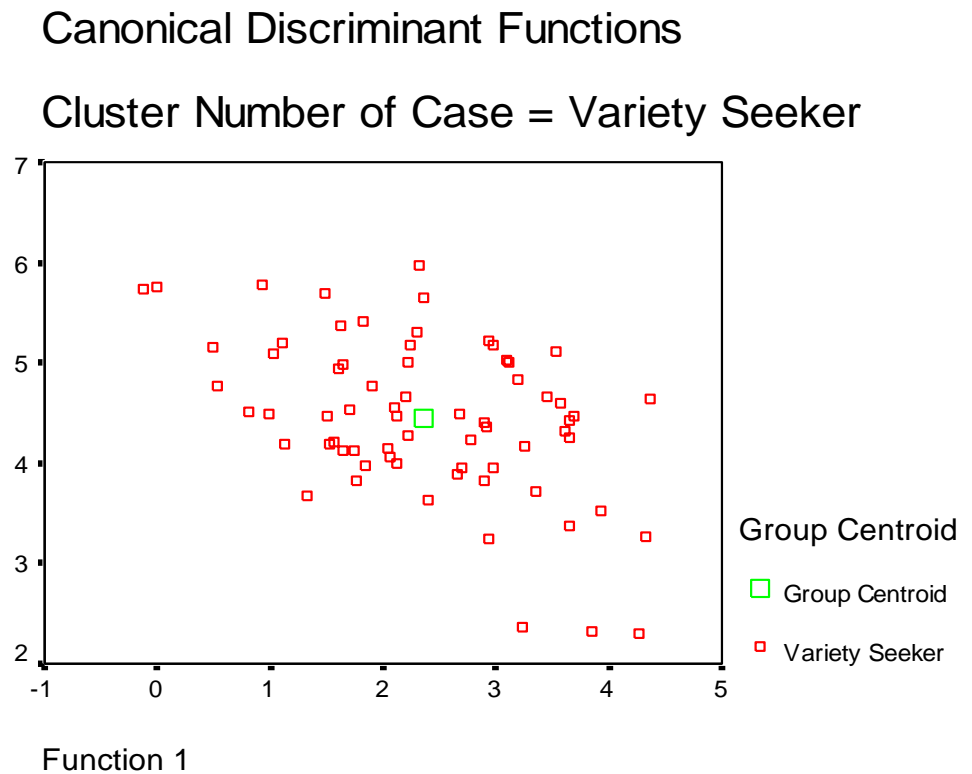


Figure 5.3 Scatter plot for Economic segment

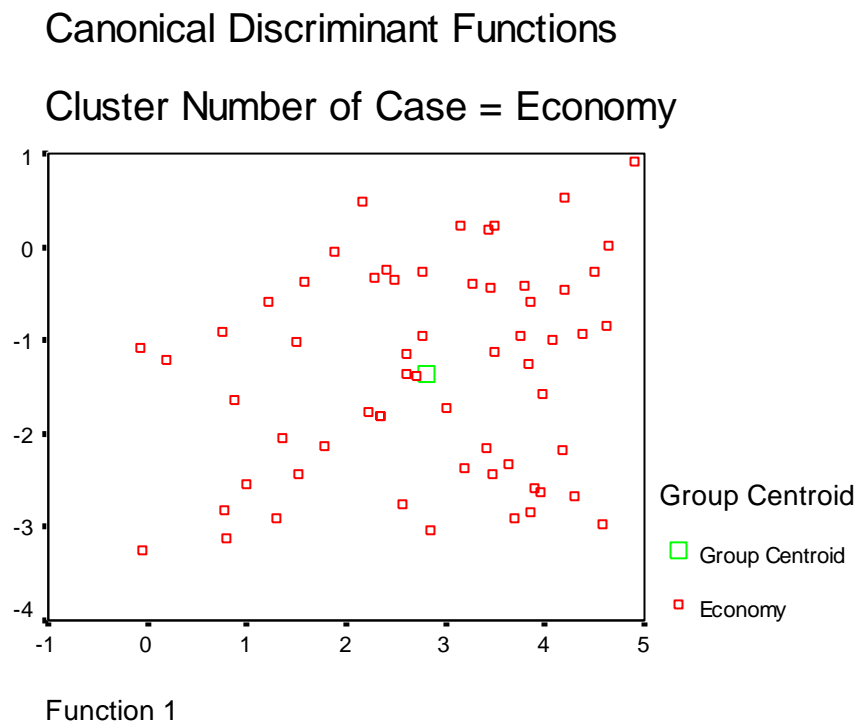


Figure 5.4 Scatter plot for Familiar Segment

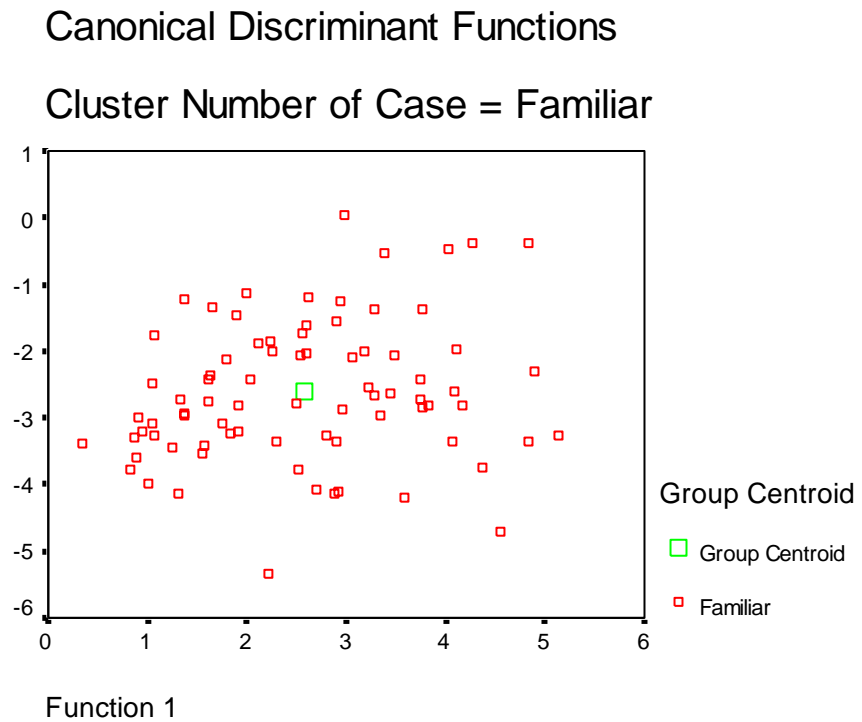


Figure 5.5 Scatter plot for Pre-determined segment

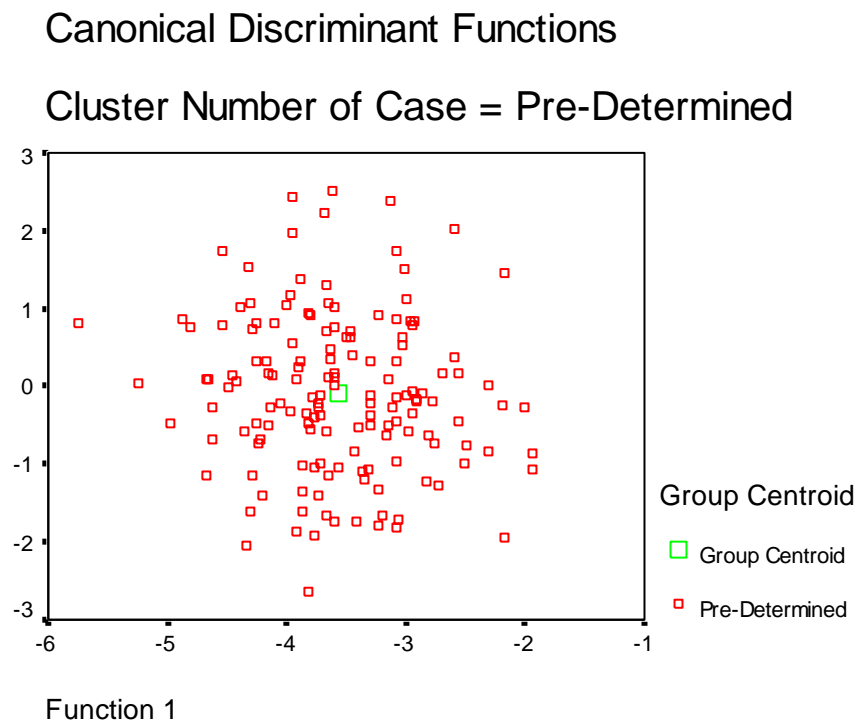


Figure 5.6 Scatter plot for all the segments

