**Table 3. Key Motivations\***

|  |  |  |  |
| --- | --- | --- | --- |
| **Company** | **Key Motivations** | | |
| **Increased revenue** | **Cost reduction** | **Increased profitability** |
| A | 1 | 2 | 3 |
| B | 2 | 3 | 1 |
| C | 1 | 3 | 2 |
| D | 1 | 2 | 3 |
| E | 2 | 1 | 3 |
| F | 1 | 3 | 2 |
| G | 2 | 3 | 1 |
| H | 1 | 2 | 3 |
| I | 1 | 3 | 2 |
| **Average** | 1.3 | 2.4 | 2.2 |

\*(1 = greater importance to 3 = lesser importance)

Source: Elaborated by the authors.