Title of the Report

"Impact of Brand and Price on Consumer Behaviour after Covid-19"

In partial fulfillment of the **Dissertation**

In Semester - IV of the Master of Business Administration

Prepared by

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Registration No

210101211005

Under the Guidance of **Dr. Ray Titus**

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Master of Business Administration

Declaration

This is to declare that the report titled **"Impact of Brand and Price on Consumer Behaviour after Covid-19"** is prepared for the partial fulfillment of the **Dissertation** course in Semester IV of the Master of Business Administration by me under the guidance of **Dr. Ray Titus**

I confirm that this dissertation truly represents my work. This work is not a replication of work done previously by any other person. I also confirm that the contents of the report and the views contained therein have been discussed and deliberated with the faculty guide.

Signature of the Student :

Name of the Student (in Capital Letters) : **PARUCHURI RENU SREE**

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Certificate

This is to certify that Ms. **PARUCHURI RENU SREE** Regn. No. **210101211005** has completed the dissertation titled **"Impact of Brand and Price on Consumer Behaviour after Covid-19"** under my guidance for the partial fulfillment of the **Dissertation** course in Semester IV of the Master of Business Administration.

Signature of Faculty Guide:

Name of the Faculty Guide: **Dr. Ray Titus**

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ACKNOWLEDGEMENT

I would like to express my gratitude to my faculty guide, Dr. Ray Titus for being extremely supportive and available to me at every phase of my research leading to the successful completion of my dissertation study. His guidance and suggestions at all stages of my dissertation were very helpful in getting the desired outcomes.

I would like to thank everyone in my sample for the time and effort put by them into answering out my survey to the best of their abilities and being very helpful.

I would like to thank all the people who have given their invaluable support and assistance during the process of my research.

Sincerely,

Paruchuri Renu Sree

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Chapter 1: Introduction

Covid-19 has disrupted the entire human life. The consumers lifestyle, their buying behaviour and their habits have been entirely changed. Their focus shifted to a healthy lifestyle rather than lavish and care-free life style. “Make in India” was given a great emphasis by both political leaders as well as consumers during the covid-19 pandemic and many consumers shifted their focus on buying local made products. Government wanted to increase India’s GDP with this step, make India a self-reliant country and increase the employment.

Now, during the late 2022, with the covid-19 becoming a negligible and almost a forgotten issue, consumers are getting back to their normal lives as they are completely vaccinated and are following safety measures. Economy started opening up with the reduction in the deadly impact of Covid-19. Hence, unemployment which raised during the pandemic is reducing, people are going to office instead of work from home, they also started enjoying the occasions. Thus, their purchasing power and frequency also seems to be increased in comparison to pandemic times.

The underlying issue is to find out whether the consumers are going back to their pre-pandemic behaviour, or whether they are developing a new behaviour. Brand and price have always had a huge impact on the consumer buying behaviour. During the pre-covid era, consumers mostly used to purchase brands to create a social image of themselves, which they want to be. Price didn’t matter the most if they could afford it, but when the pandemic hit, they became price sensitive with the closure of the entire Indian economy. Entire purchasing habits of the consumers changed during Covid. Now, with everything returning back to normal, even the consumers started making more and more purchases, but the issue is, if they are still buying branded products and if they are still price sensitive. This paper aims to find out how is the consumer behaviour with respect to brand and price after the Covid-19 in India and find out what the consumers are expecting to make purchases.

Research gap:

Many researches have been done to determine out the effect of covid-19 on consumer behaviour. Of them, mostly were about consumer behaviour during pandemic. But only small amount of research was done on consumer behaviour after the Covid-19 outbreak. Before

covid-19, some researches have been carried out, to determine how brand and price affected the consumer behaviour.

However, there was no study conducted to determine the effect of brand and price on consumer behaviour during and after covid-19.

Aim & scope of the work:

The outcome of this research work will help the companies to understand what the consumers are expecting from brands and their prices in the post-covid era.

Research Objective:

To find the impact of brand and price on consumer behaviour after Covid-19 in India i.e., to find out how the consumer behaviour is with respect to brand and price after the Covid-19.

Chapter 2: Review of Literature

1. Meghna Verma, B.R. Naveen (2021) "*COVID-19 impact on Buying Behaviour" Sage journals* identified that the Indian customers' desire to support homegrown businesses and economies during the shutdown period has boosted demand for Indian-made goods. It has also highlighted that more emphasis is being placed on products that promote hygiene & cleanliness, are good for the environment, are made locally, and make customers happy in ways that go beyond the act of buying itself. However, since this study was conducted in the first wave of covid-19, the researchers could not firmly tell that the consumers would follow the same behaviour and hence they felt that there is a need to conduct similar researches after the pandemic as well as in different countries to understand the consumer behaviour.

2. *Ludvík Eger, Lenka Komarkova, Dana Egerova and Michal Micik (2021) "The effect of COVID-19 on consumer shopping behaviour: Generational cohort perspective" Journal of Retailing and Consumer Services 61* (2021) identified the consumer behaviour patterns in the early stage of covid-19 second wave in the Czech Republic.
    - It was discovered that people worry more about the health of their loved ones than they do about their own. It found that 37% of respondents were concerned about their health and 31% were worried about losing their jobs.
    - It was found that most respondents tried to minimize the food wastage. The consumer behaviour during the shopping was majorly influenced by their fears. The degree of the behaviour modification increased with the level of fear.
    - Because of health concerns, such as concerns about hygiene, medications, and medical supplies, consumers were more likely to purchase both offline and online. However, due to concerns about the economy, less people bought electronics and home furnishings.
    - At this period, new purchases were made because of the products' high quality, wide availability, and practicality.
    - The study also identified how different generations behaved differently for each of the above findings.

3. Huiliang Zhao, Xuemei Yao, Zhenghong Liu and Qin Yang (2021) "*Impact of Pricing and Product Information on Consumer Buying Behavior with Customer Satisfaction in a Mediating Role" Frontiers in Psychology* identified the following among the students in the universities of China:
    - Regardless of the product's quality, the packaging has a significant impact on how consumers feel about purchasing decisions.
    - It was found that packaging performs multi-dimensional functions like offering product information, communicating with customers and safeguarding product quality. Innovation in packaging results in a significant relationship with consumers.
    - Pricing is one of the most important elements influencing the buying behaviour of the customers.
    - The purchasing decision of the consumer about any product depended upon their price perception rather than the actual price of the product.
    - The research concluded that both product pricing and packaging are major influences in the decision-making process of consumers, but if only one element is to be chosen then it is definitely pricing strategy to be taken care of.

4. Muhammad Tanveer, Shafiqul Hassan, Amiya Bhaumik (2020) "*COVID-19 QUARANTINE AND CONSUMER BEHAVIOR THAT CHANGE THE TRENDS OF BUSINESS SUSTAINABILITY & DEVELOPMENT" Academy of Strategic Management Journal* identified that quarantine has influenced the consumer behaviour in a negative manner and how it is affecting the sustainability of Business empire in Saudi Arabia.
    - Saudi Arabia's agricultural is small, and since Covid-19 has prevented the use of fertilizer, farming, and the deployment of lasers and levers, most agriculture in the country has been put on hold. Even the textile and e-commerce businesses have experienced difficulties. Because consumers are solely concerned with buying the bare necessities and saving money, the majority of firms are experiencing poor or even no profit.
    - Most of the economy of Saudi Arabia is based on imports and exports. With the lockdowns and nations trying to strengthen themselves by focusing on their own products, the exports have been greatly reduced and hence the purchasing power of Saudi nationals has been reduced.

- Majority of the respondents claimed that they have high fears regarding the pandemic and hence they have stopped spending on leisure, electronics, luxury and are focusing only on daily essentials. Since there is low interest in consumers regarding purchasing and selling of goods, the business sustainability is negative.
- Since the research was conducted during the first wave of Covid-19, there must be periodical surveys conducted in the similar manner and then only we can make any conclusion about the situation and identify the possibility of business development.

5. Zubair Ahmad Wani, Sanjay Agarwal (2017) "*Impact of Brand on Consumer Buying Behavior" World Wide Journal of Multidisciplinary Research and Development* identified that people use brands to prioritize their choices. It was conducted in Indore.
   - Consumers differ not only in the manner of how they perceive the brand but also as how they relate to the brand. Majority of the respondents said that they choose a product based on the brand and brand plays a vital role in their decision-making process. Quality is the important metric during the purchase of the brands by consumers.
   - There is an increase in the purchase of Indian brands among older people with quality, national pride, supporting the economy and domestic producers being their reasons.
   - But due to the competitive global scenario, the brand loyalty is almost disappearing. So, the companies must try to foster loyalty relationships by offering value proposition meeting the consumers values and desires.
   - This research was carried out a long time before Covid-19. Covid-19 has brough a lot of changes even with respect to brand among the consumers. So, there is a need to conduct research again in regular time intervals to understand the current scenario.

6. Manpreet Kaur, Shubham Verma, Gopali Dayal "*Impact of Covid-19 crises on consumer behaviour during this pandemic situation*" in their research identified that the essential goods have become very much costlier, so that the poor people could not afford them. There was a huge difference in the supply and demand of clothes, footwear and electronics in the departmental stores, as the consumers were focused only on purchasing the basic essentials and they mostly preferred online means for purchasing to avoid the infection and be safe.

Articles:

1. Accenture (2020) "*COVID-19: How consumer behaviour will be changed*" identified that new habits are formed during the covid-19 pandemic, and they are likely to continue even after it ends. Consumers are impacted not only from the health perspective but also from the economic perspective. They began developing new attitudes, behaviours and purchasing habits. They prioritized basic needs and hygiene needs over non-essential and experiential needs. Digital commerce and buy local trends boosted. People shifted to conscious consumption. To combat loneliness during the lockdowns, they developed online communities. It was found that people expected that this communities will stay intact even after the virus is eliminated. People started giving importance to family and their needs.

Chapter 3: Research Methodology

The methodology to be used in this research is predominantly primary research and some secondary research. Secondary research is done by reading previous articles, research papers to get an understanding about how to proceed with the research process.

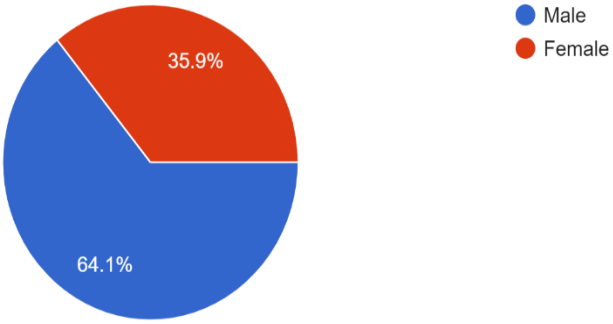
Then, for primary research, a research questionnaire is designed and then responses from a sample size of 131 respondents is collected. The research questionnaire has 30 questions which were useful in doing both qualitative and quantitative analysis. The responses are obtained by simple random sampling and snowball sampling. The research is based mainly on the young and middle-class population in India. For collection of responses google form was used based on the requirement. The analysis of the data obtained was done by Excel and SPSS. Graphical analysis is done through Excel and advanced analysis is done through SPSS. The quantitative analysis techniques used are chi-square tests and regression analysis using SPSS.

Descriptive analysis is done to identify the trends of what the customer is expecting and find out the managerial implications. Chi-square tests are performed to find out the if there is any association between the variables (factors). Regression Analysis is done which factors are significant and the strength of relationship between them.

Chapter 4: Results and Discussions

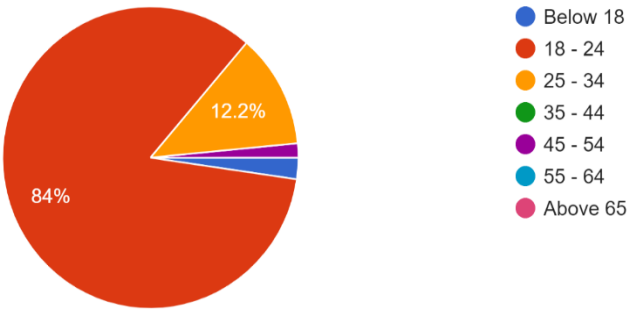
4.1 Descriptive Analysis for Managerial Implications:

Gender:



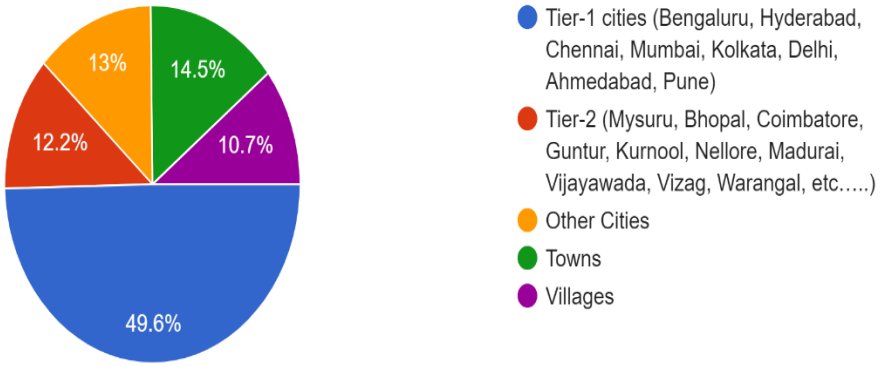
From the above graph, it is observed that the majority of the respondents are male with 64.1% and females are 35.9%.

Age:



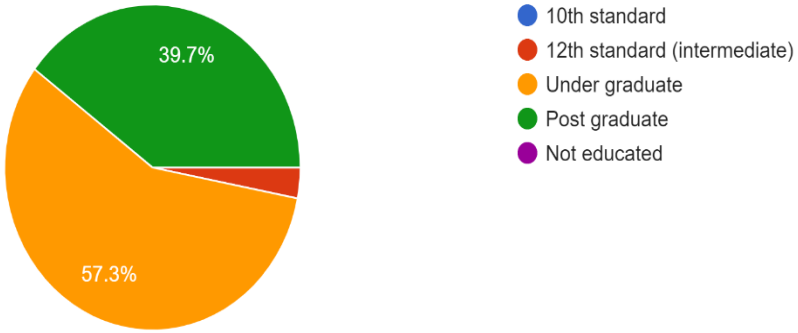
From the above graph, it is observed that 2.3% of the respondents belong to the age group below 18 years, 84% of the respondents belong to the age group 18 – 24, 12.2% of the respondents belong to 25 – 34, 1.5% belong to the age group 45 – 54. So, we can say that the survey is mostly inclined to the millennials.

Location:



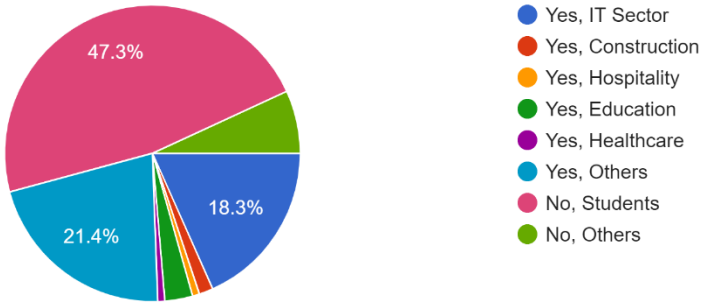
From the above graph, it is observed that 49.6% of the respondents belong to the Tier-1 cities, 12.2% belong to Tier-2 cities, 13% belong to other cities, 14.5% belong to towns and 10.7% belong to Villages. So, we can say that this survey is mostly inclined towards Tier-1 cities.

Qualification:



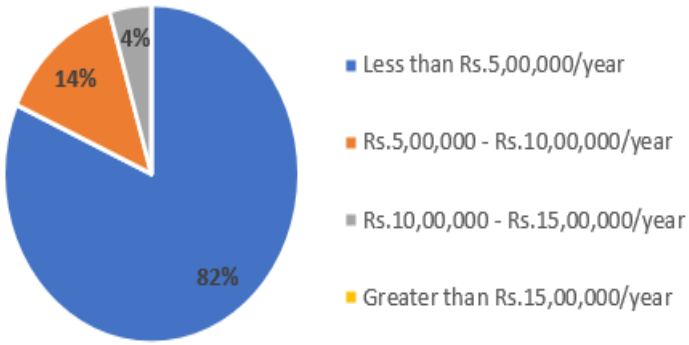
From the above graph, it is observed that 3% of the respondents have completed 12^{th} standard, 57.3% of the respondents have completed Under graduation and 39.7% have completed Post graduation. So, we can say that the entire sample belongs to educated class.

Employment:



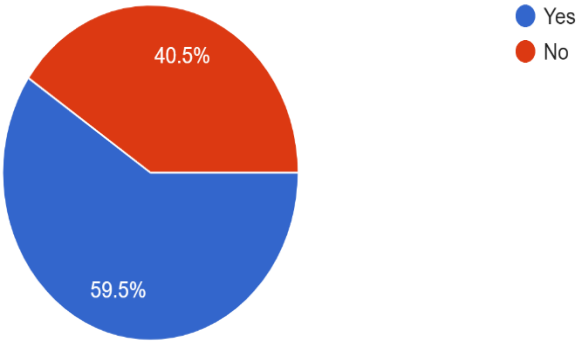
From the above graph, we can say that 45.9 % are employed. Of the employed 18.3% belong to IT sector, 1.5% belong to construction sector, 0.8% belong to Hospitality sector, 3.1% belong to Education sector, 0.8% belong to Healthcare sector, 21.4% belong to other sectors. Whereas the remaining 47.3% of the respondents are students and 6.8% of the respondents belong to the other category.

Income:



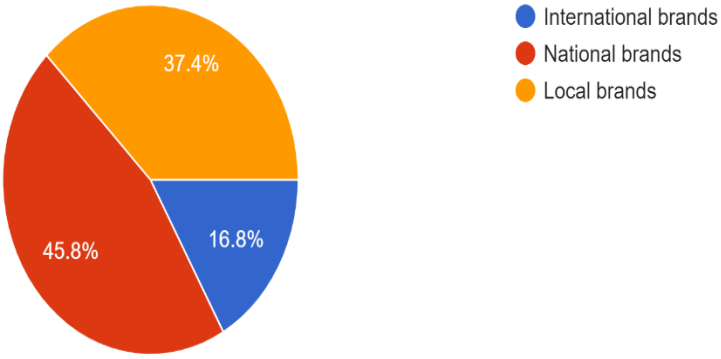
From the above graph, it is observed that 82% of the respondents belong to the income group Less than Rs.5,00,000/year, 14% belong to the income group Rs.5,00,000 - Rs.10,00,000/year, 4% belong to the income group Rs.10,00,000 - Rs.15,00,000/year. So, we can say that the survey is done on middle class population.

Effect of brand after Covid-19:



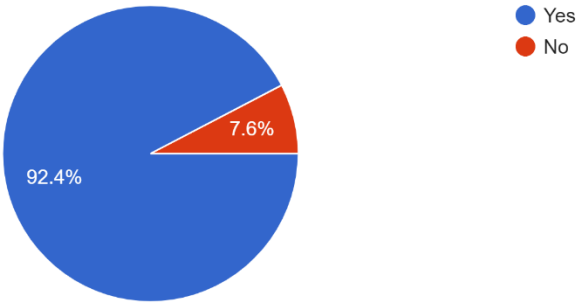
From the above graph, it is observed that 59.5% of the respondents said that the brand affected their choice during purchase of the product or service after Covid-19, whereas 40.5% said that brand has no effect on their purchases post Covid-19.

Type of brands purchased:



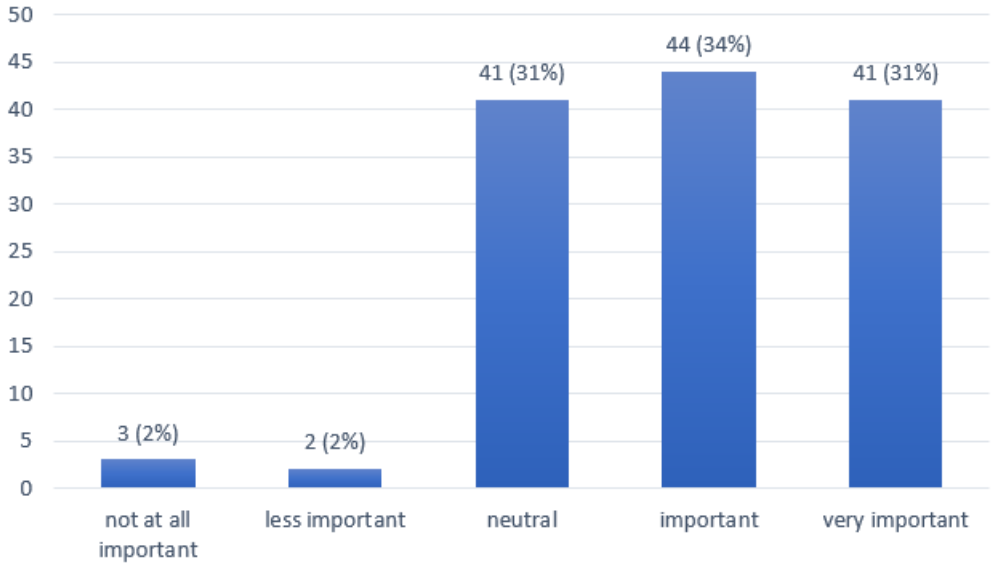
From the above graph, it is observed that 16.8% of the respondents purchase international brands, 45.8% of the respondents purchase national brands and 37.4% of the respondents purchase local brands.

Price:



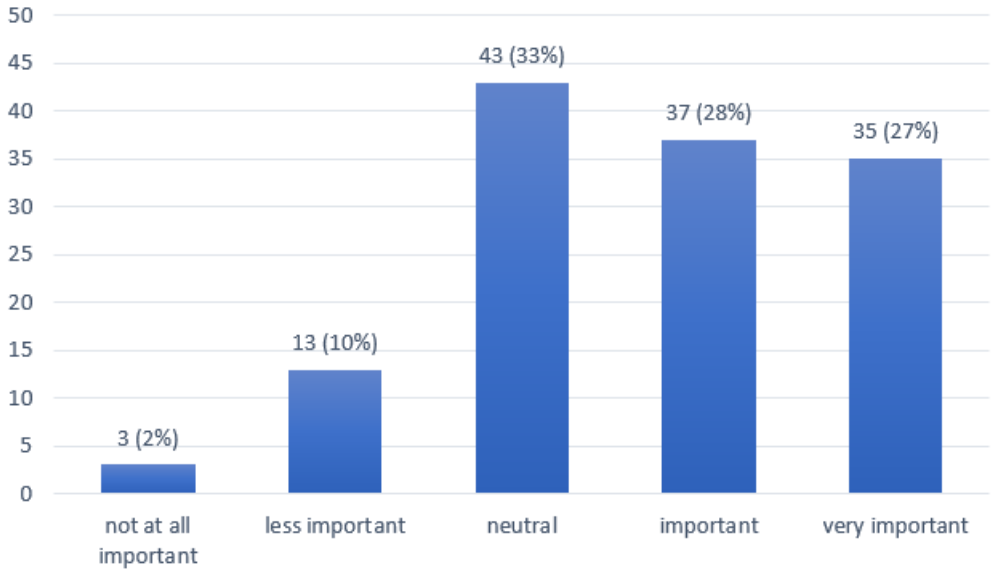
From the above graph, it is observed that 92.4% of the respondents said they cared about prices for purchasing, whereas 7.6% of the respondents said that price does not matter for them.

Importance of Price:



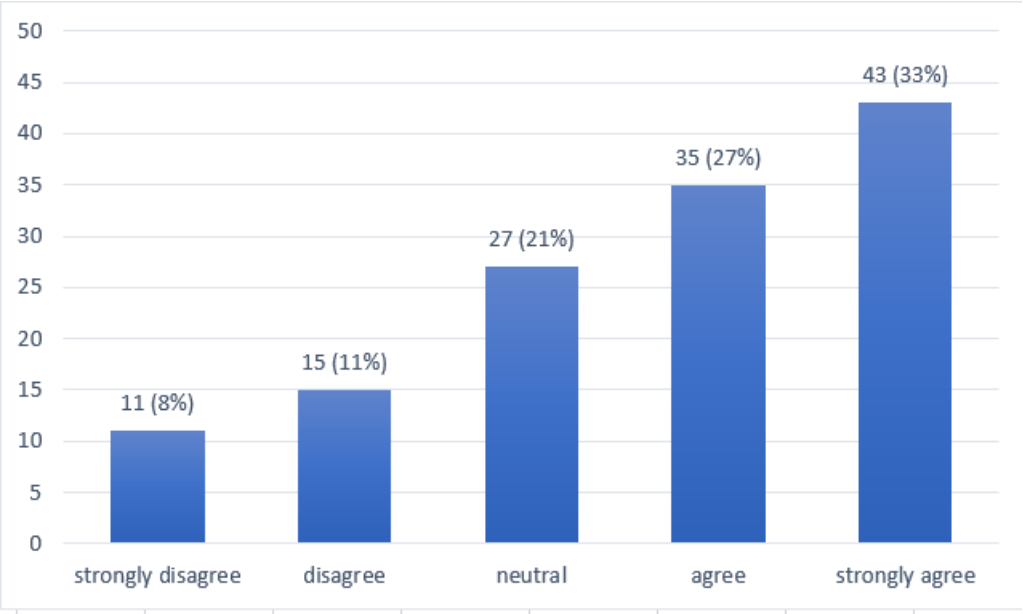
From the above bar graph, 34% of the respondents agreed that price is important for them. 31% of the respondents agreed that price is very important for them. Whereas 31% felt that price is neutral for them and 2% and 2% felt that price is less important and not at all important for them respectively.

Importance of discounts:



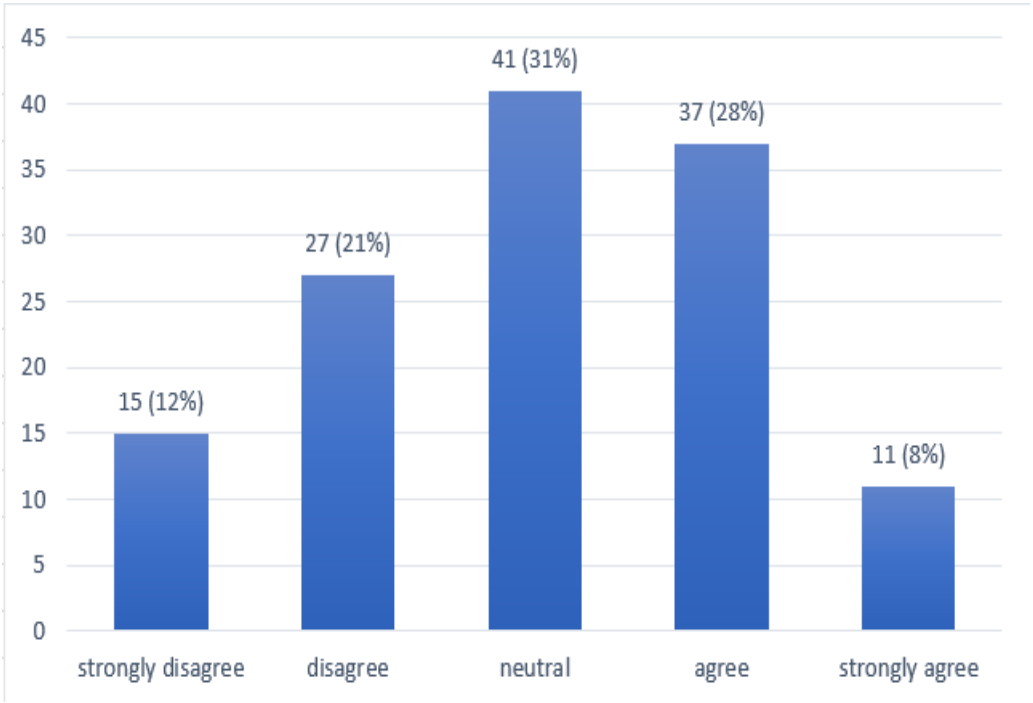
From the above bar graph, 28% of the respondents agreed that discounts are important for them. 27% of the respondents agreed that discounts are very important for them. Whereas 33% felt that discounts are neutral for them, which leads us to understand that many consumers opt for discounts only when they deem necessary. 10% and 2% felt that discounts are less important and not at all important for them respectively.

Brand doesn't matter, quality matters:



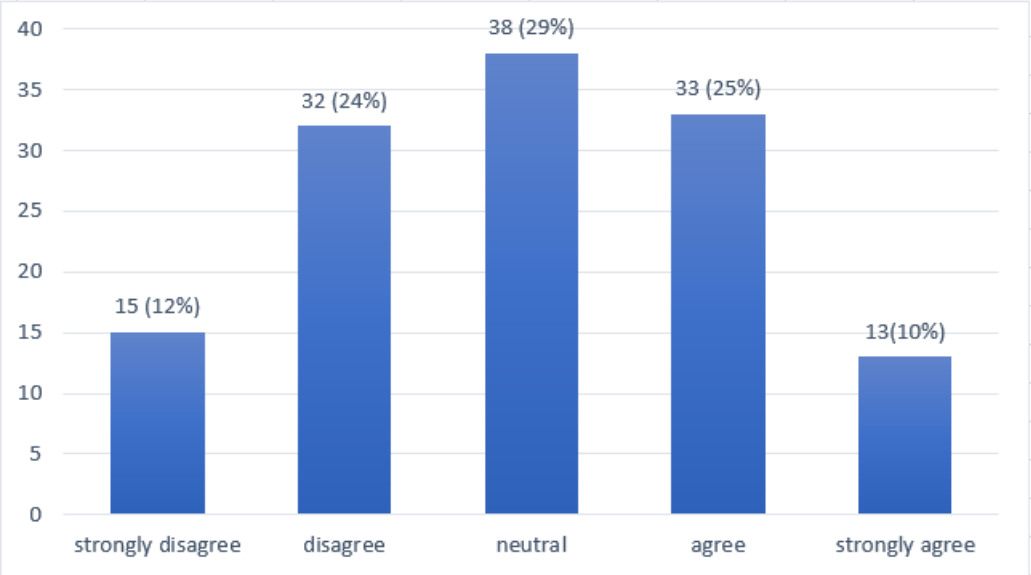
From the above bar graph, we can see that 33% of the respondents strongly agreed to the statement “Brand doesn’t matter, quality matters” which leads us to understand that majority of the consumers prioritize quality over brand. We can also see that 27% agreed and 21% felt neutral about the statement. Whereas 11% and 8% of the respondents disagreed and strongly disagreed respectively with the statement.

I purchase only those brands that reflect my personality:



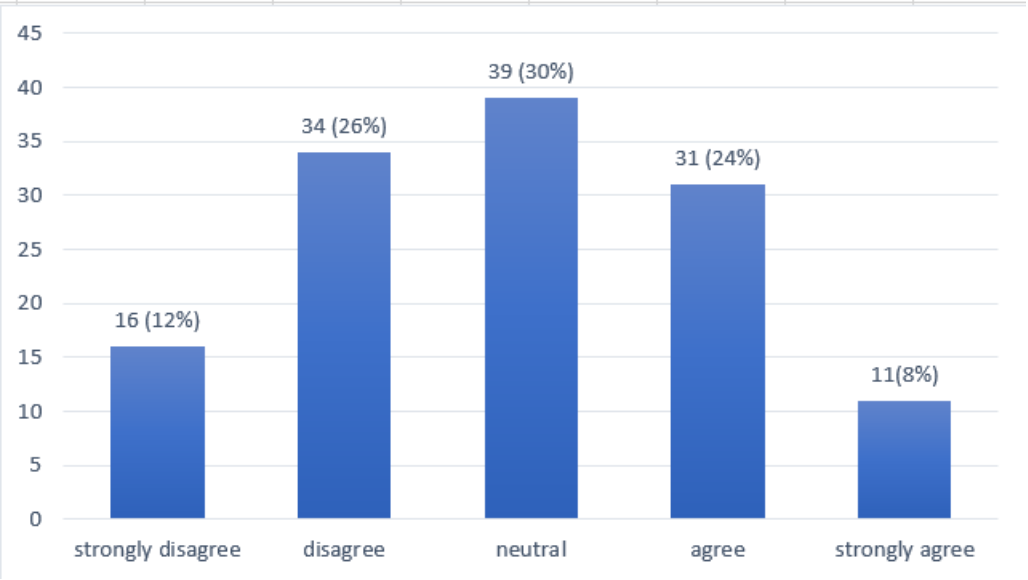
From the above bar graph, we can see that 28% of the respondents agreed to the statement “I purchase only those brands that reflect my personality”, whereas 8% strongly agreed to the statement. It leads us to understand that majority of the consumers make purchase decisions about a brand which resonates with their personality. We can also see that 31% felt neutral about the statement. Whereas 21% and 12% of the respondents disagreed and strongly disagreed respectively with the statement.

I prefer brands because of their credibility:



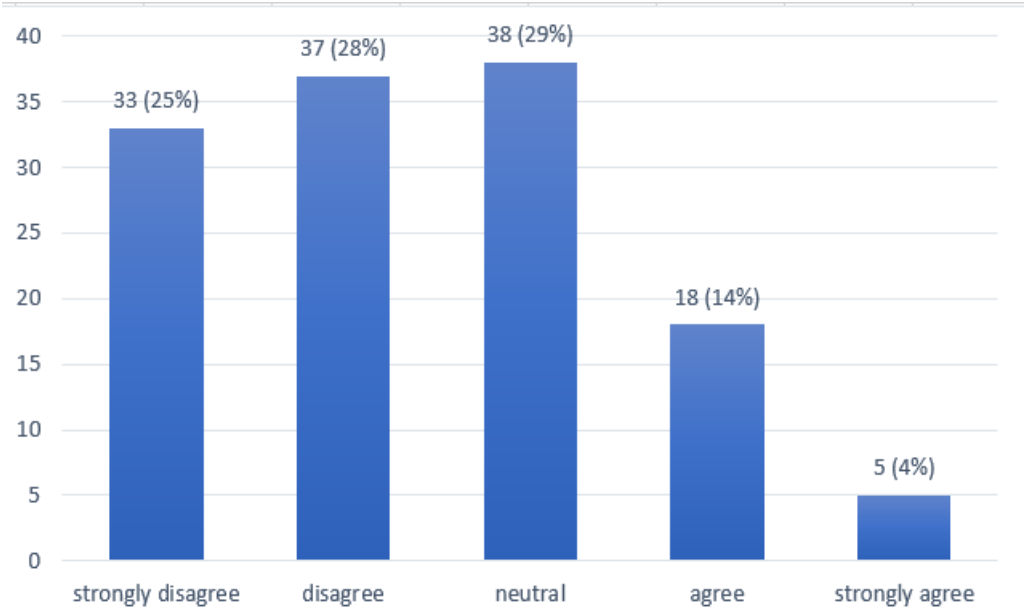
From the above bar graph, we can see that 25% of the respondents agreed to the statement "I prefer brands because of their credibility", whereas 10% strongly agreed to the statement. It leads us to understand that consumers make purchase decisions about a brand because of their credibility. We can also see that 29% felt neutral about the statement. Whereas 24% and 12% of the respondents disagreed and strongly disagreed respectively with the statement, leading us to understand that they do not purchase brands based on their credibility.

I prefer brands because of their popularity:



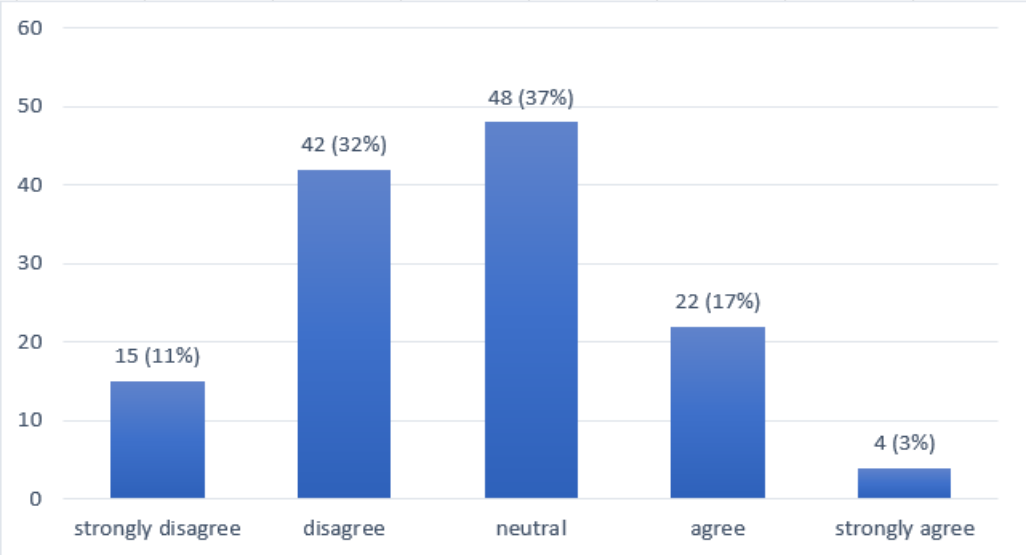
From the above bar graph, we can see that 26% of the respondents disagreed to the statement "I prefer brands because of their popularity", whereas 12% strongly disagreed to the statement. It leads us to understand that majority of the respondents do not make purchase decisions about a brand because of their popularity. We can also see that 30% felt neutral about the statement. Whereas 24% and 8% of the respondents agreed and strongly agreed respectively with the statement, leading us to understand that they purchase brands based on their popularity.

I purchase brands to maintain my status:



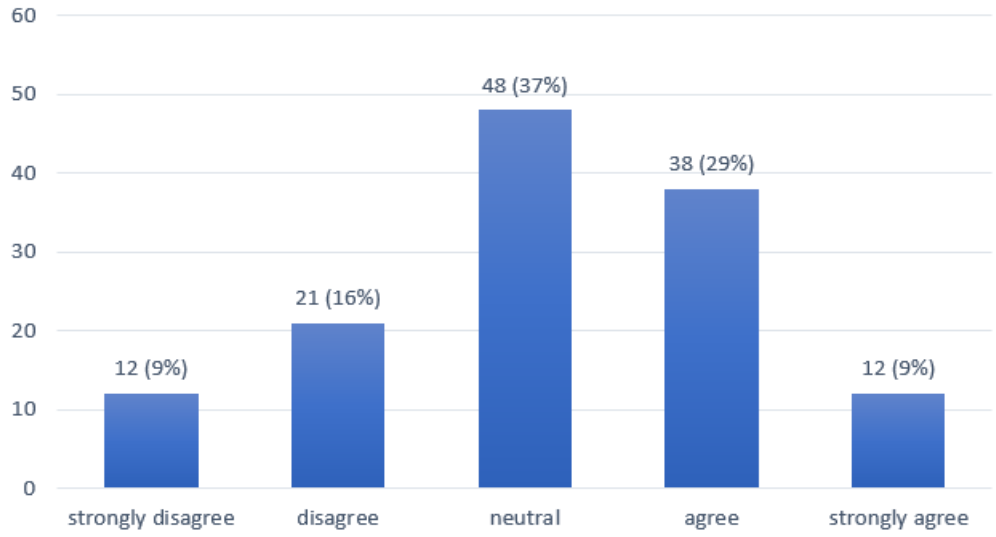
From the above bar graph, we can see that 28% of the respondents disagreed to the statement "I purchase brands to maintain my status", whereas 25% strongly disagreed to the statement. It leads us to understand that majority of the respondents do not purchase brands to maintain their status. We can also see that 29% felt neutral about the statement. Whereas 14% and 4% of the respondents agreed and strongly agreed respectively with the statement, leading us to understand that they purchase brands to maintain their status in the society.

Due to the effect of Covid-19 on my lifestyle, I stopped purchasing brands:



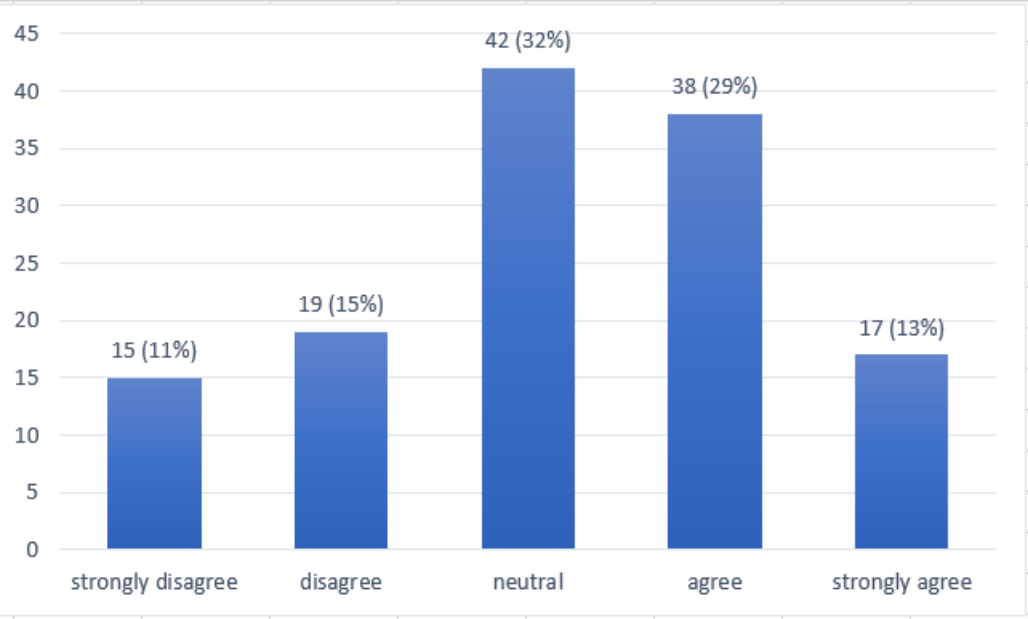
From the above bar graph, we can see that 32% of the respondents disagreed to the statement "Due to the effect of Covid-19 on my lifestyle, I stopped purchasing brands", whereas 11% strongly disagreed to the statement. It leads us to understand that majority of the respondents' lifestyle did not get affected by Covid-19 and they did not stop purchasing brands due to covid-19. We can also see that 37% felt neutral about the statement, which means they are uncertain about it. Whereas 17% and 3% of the respondents agreed and strongly agreed respectively with the statement, leading us to understand that due to covid-19 they stopped purchasing brands.

Branded products meet my expectations:



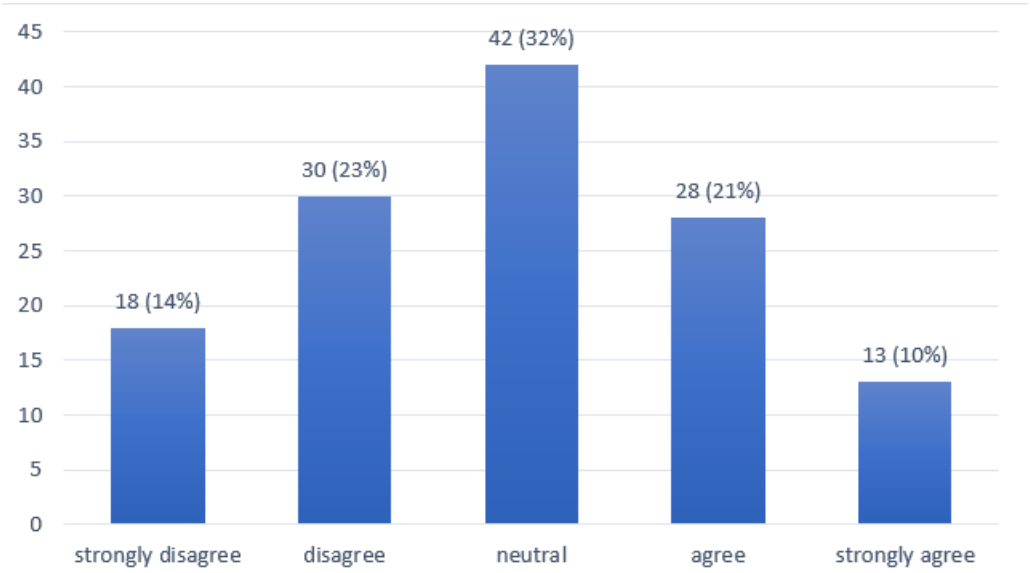
From the above bar graph, we can see that 29% of the respondents agreed to the statement "Branded products meet my expectations", whereas 9% strongly agreed to the statement. It leads us to understand that majority of the respondents' expectations are met by branded products. We can also see that 37% felt neutral about the statement. Whereas 16% and 9% of the respondents disagreed and strongly disagreed respectively with the statement, leading us to understand that their expectations are not met by branded products.

Products from brands offer value for money:



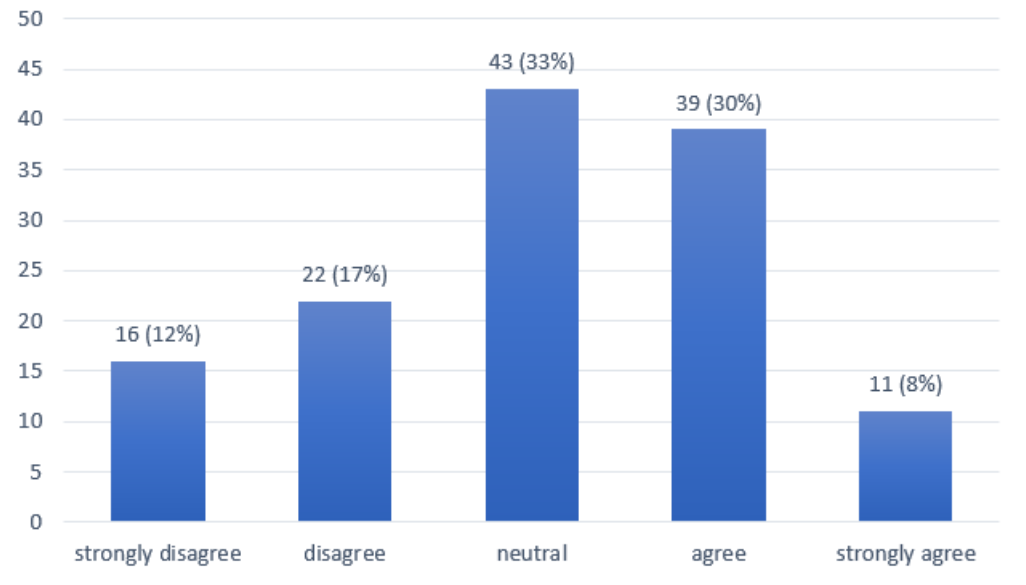
From the above bar graph, we can see that 29% of the respondents agreed to the statement "Products from brands offer value for money", whereas 13% strongly agreed to the statement. It leads us to understand that majority of the respondents believed that branded products offer value for money. We can also see that 32% felt neutral about the statement. Whereas 15% and 11% of the respondents disagreed and strongly disagreed respectively with the statement, leading us to understand that they did not believe that branded products offer value for money.

I am influenced by my friends and family while purchasing branded products:



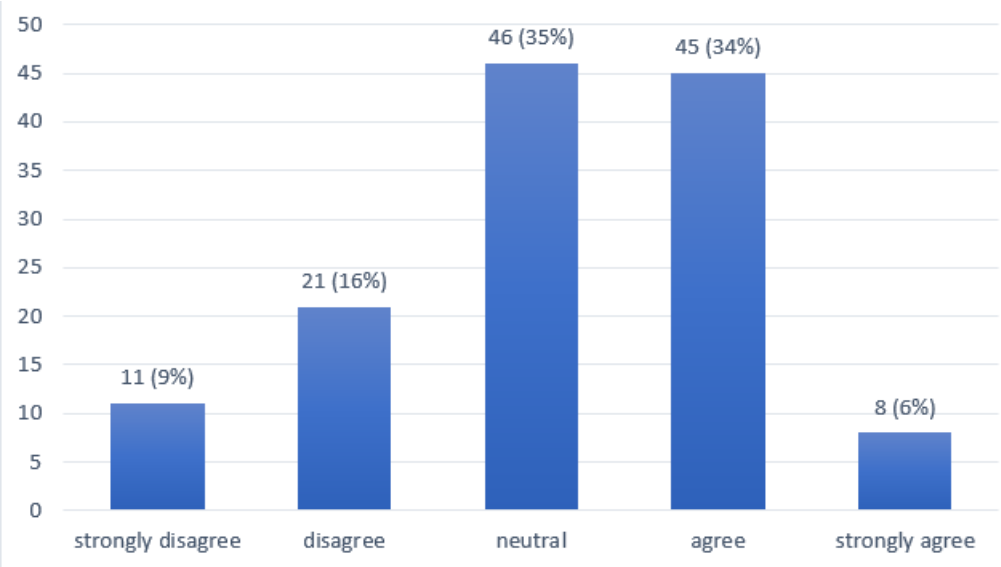
From the above bar graph, we can see that 23% of the respondents disagreed to the statement "I am influenced by my friends and family while purchasing branded products", whereas 14% strongly disagreed to the statement. It leads us to understand that majority of the respondents do not get influenced by their friends and family when making brand purchases. We can also see that 32% felt neutral about the statement. Whereas 21% and 10% of the respondents agreed and strongly agreed respectively with the statement, leading us to understand that they get influenced by family and friends while purchasing brands.

Branded products are better than unbranded products:



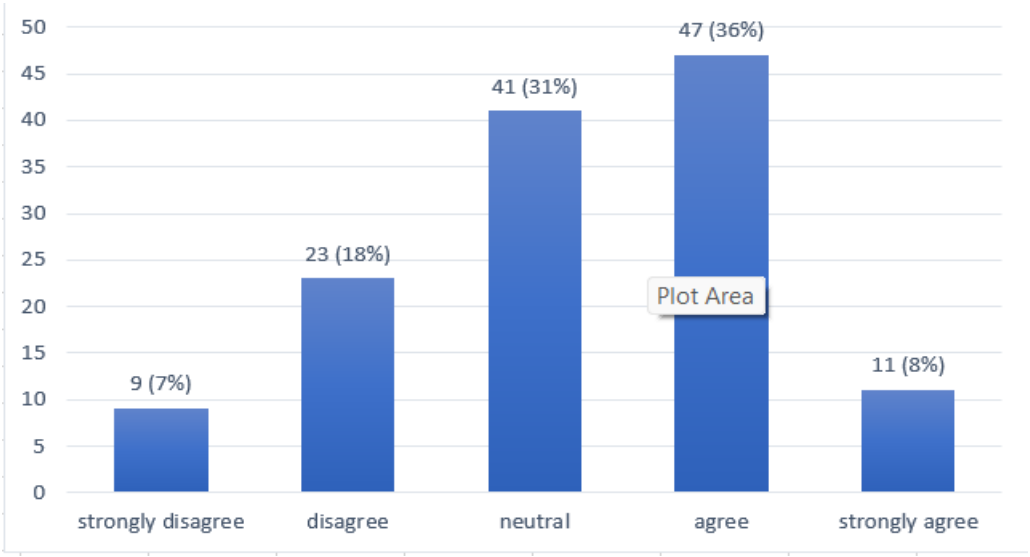
From the above bar graph, we can see that 30% of the respondents agreed to the statement "Branded products are better than unbranded products", whereas 8% strongly agreed to the statement. It leads us to understand that majority of the respondents believed that branded products are better than unbranded products. We can also see that 33% felt neutral about the statement. Whereas 17% and 12% of the respondents disagreed and strongly disagreed respectively with the statement, leading us to understand that they did not believe that branded products are better than unbranded products.

I am willing to pay any price for the product based on the specifications I need:



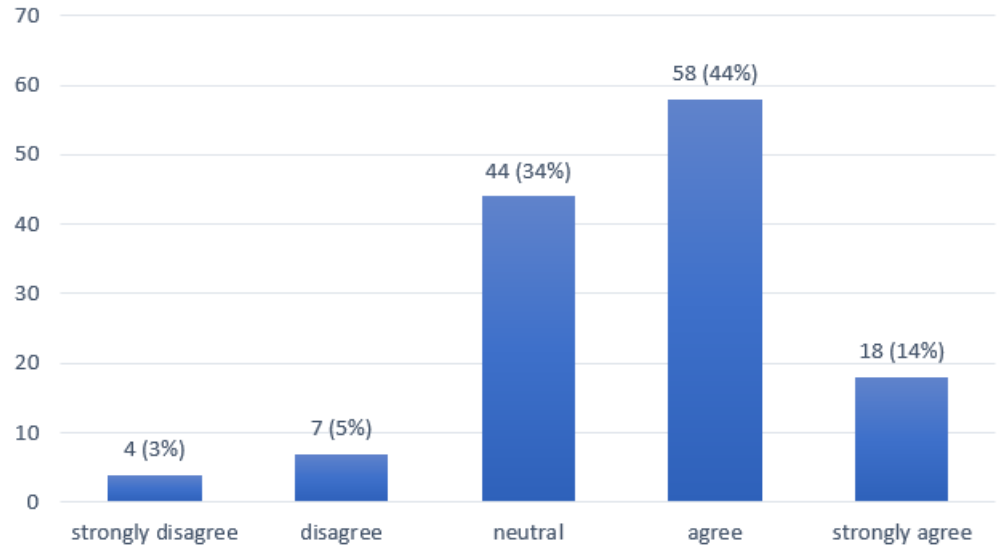
From the above bar graph, we can see that 34% of the respondents agreed to the statement "I am willing to pay any price for the product based on the specifications I need", whereas 6% strongly agreed to the statement. It leads us to understand that majority of the respondents give importance to the specifications they need in the products than the price of the product. We can also see that 35% felt neutral about the statement. Whereas 16% and 9% of the respondents disagreed and strongly disagreed respectively with the statement, leading us to understand that they consider price over the specifications they need.

I am willing to pay any price for the product based on the services offered:



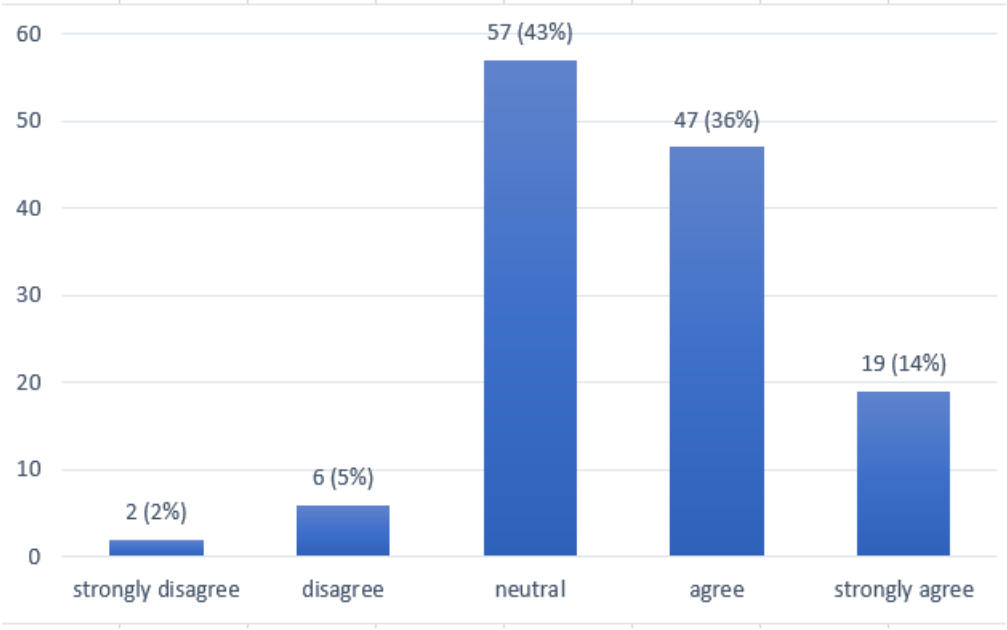
From the above bar graph, we can see that 36% of the respondents agreed to the statement "I am willing to pay any price for the product based on the services offered", whereas 8% strongly agreed to the statement. It leads us to understand that majority of the respondents are willing to pay price depending on the services they get after purchasing the products. We can also see that 31% felt neutral about the statement. Whereas 18% and 7% of the respondents disagreed and strongly disagreed respectively with the statement, leading us to understand that they consider price over the services offered with the products.

I am willing to pay any price for the product based on the necessity and urgency of the situation:



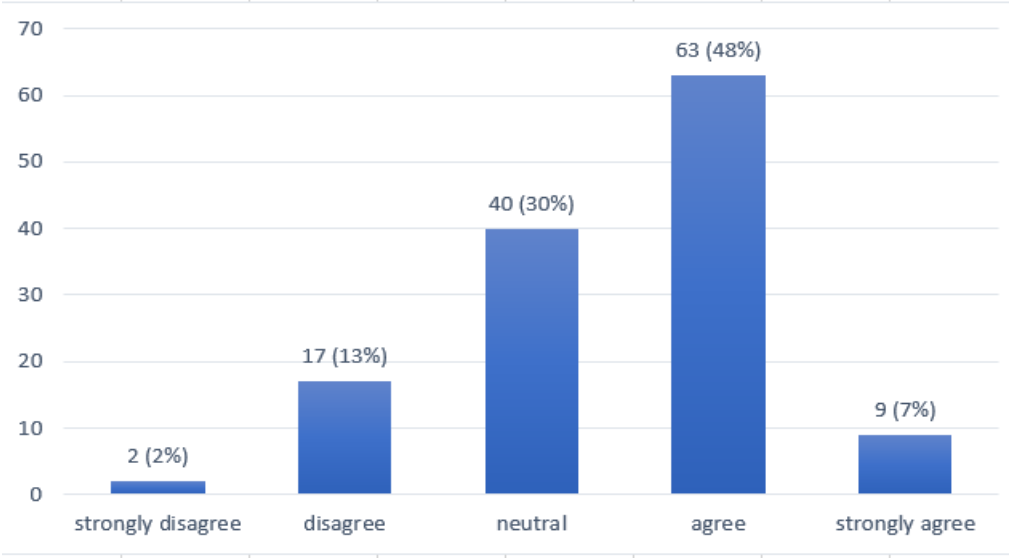
From the above bar graph, we can see that 44% of the respondents agreed to the statement "I am willing to pay any price for the product based on the necessity and urgency of the situation", whereas 14% strongly agreed to the statement. It leads us to understand that majority of the respondents are willing to pay any price depending upon the necessity and urgency of their situation. We can also see that 34% felt neutral about the statement. Whereas 5% and 3% of the respondents disagreed and strongly disagreed respectively with the statement.

I prefer to buy the products which have discounts or offers:



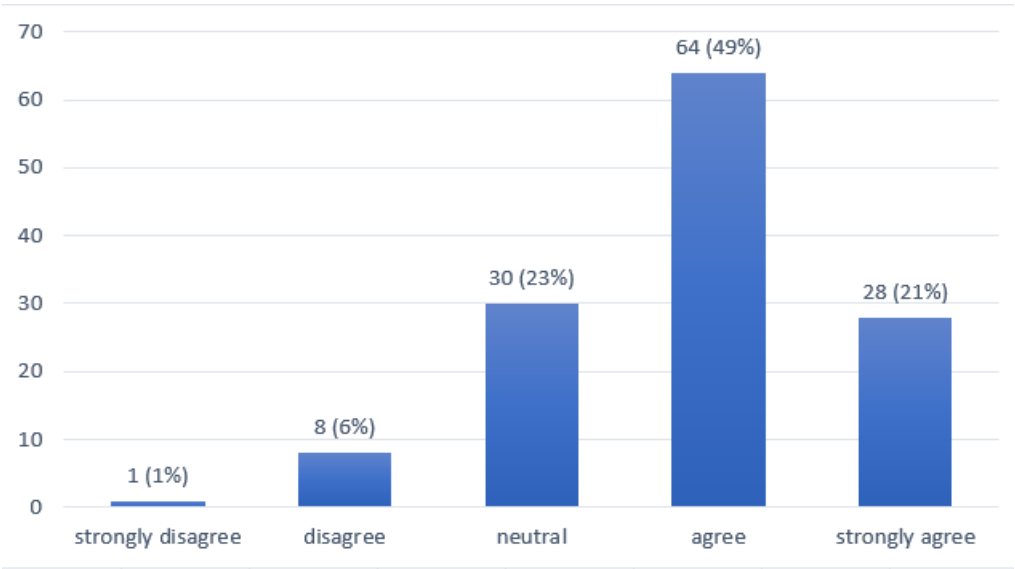
From the above bar graph, we can see that 36% of the respondents agreed to the statement "I prefer to buy the products which have discounts or offers", whereas 14% strongly agreed to the statement. It leads us to understand that majority of the respondents are most likely to buy when the products have discounts or offers. We can also see that 43% felt neutral about the statement, indicating they are uncertain about discounts or offers being their priority while purchasing any product. Whereas 5% and 2% of the respondents disagreed and strongly disagreed respectively with the statement.

Due to the effect of Covid-19, I am cautious about the price of the products while purchasing:



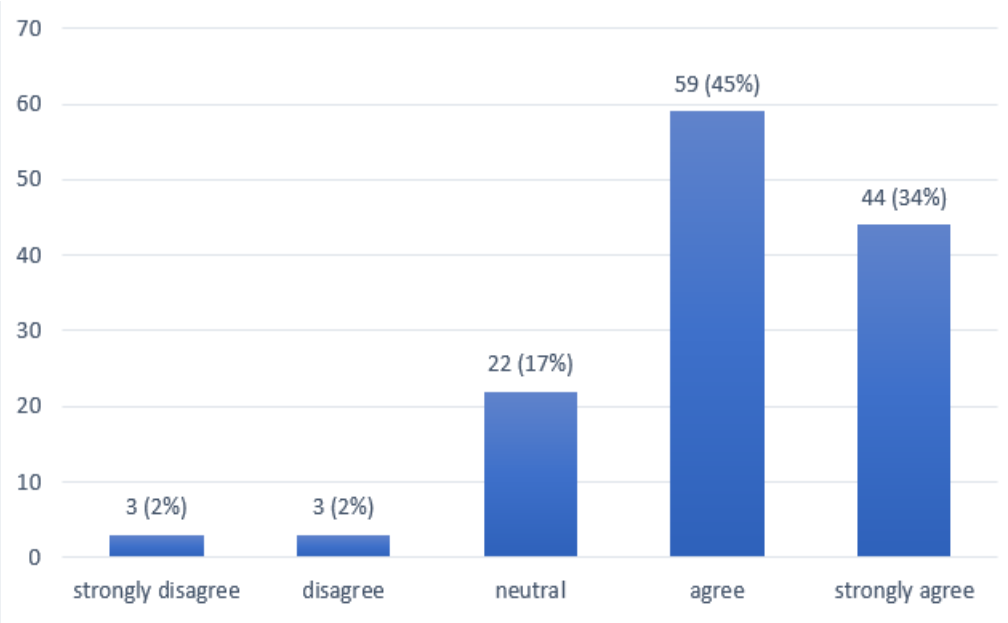
From the above bar graph, we can see that 48% of the respondents agreed to the statement "Due to the effect of Covid-19, I am cautious about the price of the products while purchasing", whereas 7% strongly agreed to the statement. It leads us to understand that majority of the respondents are making cautious purchase decisions after covid-19. We can also see that 30% felt neutral about the statement, indicating they are uncertain about changing their purchase habits due to price after covid-19. Whereas 13% and 2% of the respondents disagreed and strongly disagreed respectively with the statement.

I usually compare the prices of alternatives available while purchasing:



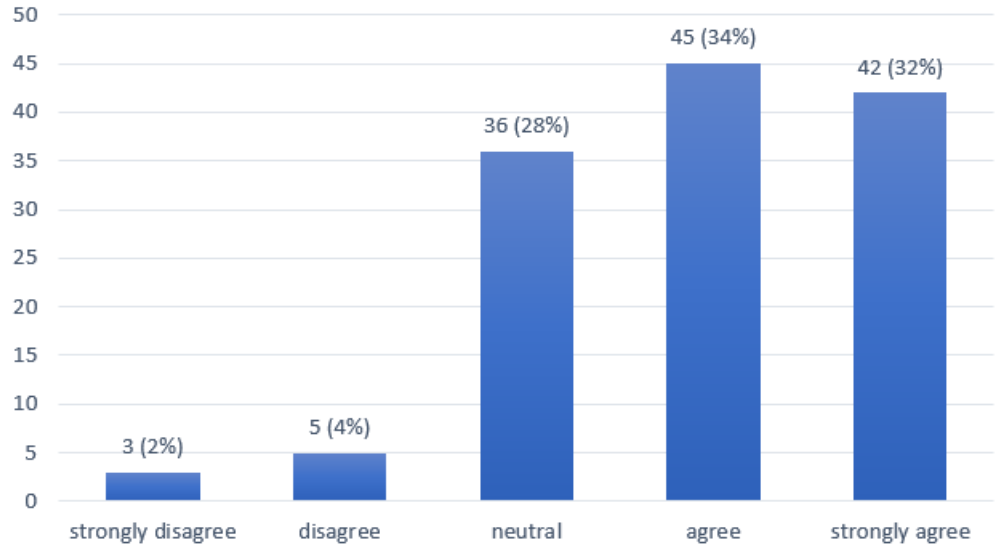
From the above bar graph, we can see that 49% of the respondents agreed to the statement "I usually compare the prices of alternatives available while purchasing", whereas 21% strongly agreed to the statement. It leads us to understand that majority of the respondents compare the alternatives, regarding their prices before making any purchase. We can also see that 23% felt neutral about the statement, indicating they are not sure if they compare the prices of alternatives every time, they make a purchase. Whereas 6% and only 1% of the respondents disagreed and strongly disagreed respectively with the statement.

I prefer to purchase the products, which I feel are worth (value) the money I spend:



From the above bar graph, we can see that 45% of the respondents agreed to the statement "I prefer to purchase the products, which I feel are worth (value) the money I spend", whereas 34% strongly agreed to the statement. It leads us to understand that majority of the respondents purchase only those products, which they feel are doing justice for the money they spent. We can also see that 17% felt neutral about the statement, indicating they are uncertain about it. Whereas 2% and 2% of the respondents disagreed and strongly disagreed respectively with the statement.

I prefer to purchase the products with highest quality available, for the money I spend:



From the above bar graph, we can see that 34% of the respondents agreed to the statement "I prefer to purchase the products with highest quality available, for the money I spend", whereas 32% strongly agreed to the statement. It leads us to understand that majority of the respondents purchase only those products, which they feel are of highest quality in comparison to alternatives of the same price. We can also see that 28% felt neutral about the statement, indicating they are certain about it. Whereas 4% and 2% of the respondents disagreed and strongly disagreed respectively with the statement.

4.2 Statistical Analysis:

4.2.1: Chi-square tests for Brand:

Comparison between Gender and Effect of brand on purchasing after Covid-19:

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Effect_of_brand_after_covid * Gender	131	100.0%	0	0.0%	131	100.0%

Effect_of_brand_after_covid * Gender Crosstabulation

			Gender		
			Female	Male	Total
Effect_of_brand_after_covid	No	Count	17	36	53
		Expected Count	19.0	34.0	53.0
	Yes	Count	30	48	78
		Expected Count	28.0	50.0	78.0
Total		Count	47	84	131
		Expected Count	47.0	84.0	131.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.559[a]	1	.454		
Continuity Correction[b]	.316	1	.574		
Likelihood Ratio	.563	1	.453		
Fisher's Exact Test				.578	.288
N of Valid Cases	131				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 19.02.

b. Computed only for a 2x2 table

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	-.065	.454
	Cramer's V	.065	.454
N of Valid Cases		131	

Interpretation:

From the above chi-square test, we got the p value as 0.454, which is greater than the standard p value of 0.05. This means there is no significant association between Gender and Effect of brand on purchase after covid-19. There is no significant association at 95 percent confidence level.

Comparison between age groups and Types of brands:

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Types_of_brands * Age_group	131	100.0%	0	0.0%	131	100.0%

Types_of_brands * Age_group Crosstabulation

			Age_group				Total
			18 - 24	25 - 34	45 - 54	Below 18	
Types_of_brands	International brands	Count	21	0	0	1	22
		Expected Count	18.5	2.7	.3	.5	22.0
	Local brands	Count	45	3	0	1	49
		Expected Count	41.1	6.0	.7	1.1	49.0
	National brands	Count	44	13	2	1	60
		Expected Count	50.4	7.3	.9	1.4	60.0
Total		Count	110	16	2	3	131
		Expected Count	110.0	16.0	2.0	3.0	131.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.051[a]	6	.042
Likelihood Ratio	15.915	6	.014
N of Valid Cases	131		

a. 7 cells (58.3%) have expected count less than 5. The minimum expected count is .34.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.316	.042
	Cramer's V	.223	.042
N of Valid Cases		131	

Interpretation:

From the above chi-square test, it is seen that 58.3% (which is greater than 20%) cells have expected count less than 5. This means that we have to consider the likelihood ratio. The significance value of likelihood ratio is 0.014, which is less than the standard p value of 0.05. This means there is a significant association between Age groups and Types of brands purchased after covid-19. There is a significant association at 95 percent confidence level. The value of Cramer's V from the above analysis is 0.223, which indicates there is a large association between age groups and types of brands purchased after covid-19.

Comparison between location and Effect of brand on purchasing after Covid-19:

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Effect_of_brand_after_covid * Location	131	100.0%	0	0.0%	131	100.0%

Effect_of_brand_after_covid * Location Crosstabulation

			Location					
			Other Cities	Tier-1 cities (Bengaluru, Hyderabad, Chennai, Mumbai, Kolkata, Delhi, Ahmedabad, Pune)	Tier-2 (Mysuru, Bhopal, Coimbatore, Guntur, Kurnool, Nellore, Madurai, Vijayawada, Vizag, Warangal, etcâ€¦)	Towns	Villages	Total
Effect_of_brand_after_covid	No	Count	10	22	6	7	8	53
		Expected Count	6.9	26.3	6.5	7.7	5.7	53.0
	Yes	Count	7	43	10	12	6	78
		Expected Count	10.1	38.7	9.5	11.3	8.3	78.0
Total		Count	17	65	16	19	14	131
		Expected Count	17.0	65.0	16.0	19.0	14.0	131.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.339[a]	4	.254
Likelihood Ratio	5.268	4	.261
N of Valid Cases	131		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.66.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.202	.254
	Cramer's V	.202	.254
N of Valid Cases		131	

Interpretation:

From the above chi-square test, we got the p value as 0.254, which is greater than the standard p value of 0.05. This means there is no significant association between Location and Effect of brand on purchase after covid-19. There is no significant association at 95 percent confidence level.

Comparison between Qualification and Effect of brand on purchasing after Covid-19:

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Effect_of_brand_after_covid * Qualification	131	100.0%	0	0.0%	131	100.0%

Effect_of_brand_after_covid * Qualification Crosstabulation

			Qualification			
			12th standard (intermediate)	Post graduate	Under graduate	Total
Effect_of_brand_after_covid	No	Count	1	18	34	53
		Expected Count	1.6	21.0	30.3	53.0
	Yes	Count	3	34	41	78
		Expected Count	2.4	31.0	44.7	78.0
Total		Count	4	52	75	131
		Expected Count	4.0	52.0	75.0	131.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.874[a]	2	.392
Likelihood Ratio	1.904	2	.386
N of Valid Cases	131		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 1.62.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.120	.392
	Cramer's V	.120	.392
N of Valid Cases		131	

Interpretation:

From the above chi-square test, it is seen that 33.3% (which is greater than 20%) cells have expected count less than 5. This means that we have to consider the likelihood ratio. The significance value of likelihood ratio is 0.386, which is greater than the standard p value of 0.05. This means there is no significant association between Qualification and effect of brand on purchase after covid-19. There is no significant association at 95 percent confidence level.

Comparison between Employment and Types of brands purchased:

Types_of_brands * Employment Crosstabulation

			Employment								Total
			No, Others	No, Students	Yes, Construction	Yes, Education	Yes, Healthcare	Yes, Hospitality	Yes, IT Sector	Yes, Others	
Types_of_brands	International brands	Count	1	12	0	1	0	0	5	3	22
		Expected Count	1.5	10.4	.3	.7	.2	.2	4.0	4.7	22.0
	Local brands	Count	4	25	1	2	0	0	6	11	49
		Expected Count	3.4	23.2	.7	1.5	.4	.4	9.0	10.5	49.0
	National brands	Count	4	25	1	1	1	1	13	14	60
		Expected Count	4.1	28.4	.9	1.8	.5	.5	11.0	12.8	60.0
Total		Count	9	62	2	4	1	1	24	28	131
		Expected Count	9.0	62.0	2.0	4.0	1.0	1.0	24.0	28.0	131.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.926[a]	14	.938
Likelihood Ratio	8.250	14	.876
N of Valid Cases	131		

a. 17 cells (70.8%) have expected count less than 5. The minimum expected count is .17.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.230	.938
	Cramer's V	.163	.938
N of Valid Cases		131	

Interpretation:

From the above chi-square test, it is seen that 70.8% (which is greater than 20%) cells have expected count less than 5. This means that we have to consider the likelihood ratio. The significance value of likelihood ratio is 0.876, which is greater than the standard p value of 0.05. It means there is no significant difference between employment and types of brands purchased after covid-19. There is no significant association at 95 percent confidence level.

Comparison between income and Effect of brand on purchasing after Covid-19:

Effect_of_brand_after_covid * Income Crosstabulation

			Income			
			Less than Rs. 5,00,000/year	Rs.10,00,000 - Rs. 15,00,000 /year	Rs.5,00,000 - Rs.10,00,000 /year	Total
Effect_of_brand_after_covid	No	Count	45	4	4	53
		Expected Count	43.3	2.4	7.3	53.0
	Yes	Count	62	2	14	78
		Expected Count	63.7	3.6	10.7	78.0
Total		Count	107	6	18	131
		Expected Count	107.0	6.0	18.0	131.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.709[a]	2	.049
Likelihood Ratio	16.476	2	.017
N of Valid Cases	131		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 2.43.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.211	.049
	Cramer's V	.181	.049
N of Valid Cases		131	

Interpretation:

From the above chi-square test, it is seen that 33.3% (which is greater than 20%) cells have expected count less than 5. This means that we have to consider the likelihood ratio. The significance value of likelihood ratio is 0.017, which is less than the standard p value of 0.05. This means there is a significant association between Income and Effect of brand on purchases after covid-19. There is a significant association at 95 percent confidence level. The value of Cramer's V from the above analysis is 0.181, which indicates there is a small association between Income and Effect of brand on purchases after covid-19.

Comparison between quality of product and types of brands purchased after Covid-19:

Types_of_brands * Branddoesnotmatter_qualitymatters Crosstabulation

			Branddoesnotmatter_qualitymatters					
			agree	disagree	neutral	strongly agree	strongly disagree	Total
Types_of_brands	International brands	Count	6	6	6	3	1	22
		Expected Count	5.9	2.5	4.5	7.2	1.8	22.0
	Local brands	Count	11	3	8	22	5	49
		Expected Count	13.1	5.6	10.1	16.1	4.1	49.0
	National brands	Count	18	6	13	18	5	60
		Expected Count	16.0	6.9	12.4	19.7	5.0	60.0
Total		Count	35	15	27	43	11	131
		Expected Count	35.0	15.0	27.0	43.0	11.0	131.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.025[a]	8	.111
Likelihood Ratio	12.471	8	.131
N of Valid Cases	131		

a. 4 cells (26.7%) have expected count less than 5. The minimum expected count is 1.85.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.315	.111
	Cramer's V	.223	.111
N of Valid Cases		131	

Interpretation:

From the above chi-square test, it is seen that 26.7% (which is greater than 20%) cells have expected count less than 5. This means that we have to consider the likelihood ratio. The significance value of likelihood ratio is 0.131, which is greater than the standard p value of 0.05. This means there is no significant association between quality of product and types of brands purchased after covid-19. There is no significant association at 95 percent confidence level.

Comparison between personality and types of brands purchased after Covid-19:

Types_of_brands * Brands_reflecting_personality Crosstabulation

			Brands_reflecting_personality					
			agree	disagree	neutral	strongly agree	strongly disagree	Total
Types_of_brands	International brands	Count	7	4	7	0	4	22
		Expected Count	6.2	4.5	6.9	1.8	2.5	22.0
	Local brands	Count	13	10	14	6	6	49
		Expected Count	13.8	10.1	15.3	4.1	5.6	49.0
	National brands	Count	17	13	20	5	5	60
		Expected Count	16.9	12.4	18.8	5.0	6.9	60.0
Total		Count	37	27	41	11	15	131
		Expected Count	37.0	27.0	41.0	11.0	15.0	131.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.563[a]	8	.803
Likelihood Ratio	6.223	8	.622
N of Valid Cases	131		

a. 4 cells (26.7%) have expected count less than 5. The minimum expected count is 1.85.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.187	.803
	Cramer's V	.132	.803
N of Valid Cases		131	

Interpretation:

From the above chi-square test, it is seen that 26.7% (which is greater than 20%) cells have expected count less than 5. This means that we have to consider the likelihood ratio. The significance value of likelihood ratio is 0.622, which is greater than the standard p value of 0.05. This means there is no significant association between personality and types of brands purchased after covid-19. There is no significant association at 95 percent confidence level.

Comparison between brand credibility and types of brands purchased after Covid-19:

Types_of_brands * Brand_credibility Crosstabulation

			Brand_credibility					
			agree	disagree	neutral	strongly agree	strongly disagree	Total
Types_of_brands	International brands	Count	6	5	4	3	4	22
		Expected Count	5.5	5.4	6.4	2.2	2.5	22.0
	Local brands	Count	13	12	13	4	7	49
		Expected Count	12.3	12.0	14.2	4.9	5.6	49.0
	National brands	Count	14	15	21	6	4	60
		Expected Count	15.1	14.7	17.4	6.0	6.9	60.0
Total		Count	33	32	38	13	15	131
		Expected Count	33.0	32.0	38.0	13.0	15.0	131.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.797[a]	8	.779
Likelihood Ratio	4.925	8	.766
N of Valid Cases	131		

a. 3 cells (20.0%) have expected count less than 5. The minimum expected count is 2.18.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.191	.779
	Cramer's V	.135	.779
N of Valid Cases		131	

Interpretation:

From the above chi-square test, we got the p value as 0.779, which is greater than the standard p value of 0.05. This means there is no significant association between brand credibility and types of brands purchased after covid-19. There is no significant association at 95 percent confidence level.

Comparison between brand popularity and types of brands purchased after Covid-19:

Types_of_brands * Brand_popularity Crosstabulation

			Brand_popularity					
			agree	disagree	neutral	strongly agree	strongly disagree	Total
Types_of_brands	International brands	Count	8	5	3	3	3	22
		Expected Count	5.2	5.7	6.5	1.8	2.7	22.0
	Local brands	Count	10	12	16	3	8	49
		Expected Count	11.6	12.7	14.6	4.1	6.0	49.0
	National brands	Count	13	17	20	5	5	60
		Expected Count	14.2	15.6	17.9	5.0	7.3	60.0
Total		Count	31	34	39	11	16	131
		Expected Count	31.0	34.0	39.0	11.0	16.0	131.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.872[a]	8	.551
Likelihood Ratio	7.094	8	.527
N of Valid Cases	131		

a. 3 cells (20.0%) have expected count less than 5. The minimum expected count is 1.85.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.229	.551
	Cramer's V	.162	.551
N of Valid Cases		131	

Interpretation:

From the above chi-square test, we got the p value as 0.551, which is greater than the standard p value of 0.05. This means there is no significant association between brand popularity and types of brands purchased after covid-19. There is no significant association at 95 percent confidence level.

Comparison between status consciousness and types of brands purchased after Covid-19:

Types_of_brands * Status_consciousness Crosstabulation

			Status_consciousness					
			agree	disagree	neutral	strongly agree	strongly disagree	Total
Types_of_brands	International brands	Count	2	6	10	0	4	22
		Expected Count	3.0	6.2	6.4	.8	5.5	22.0
	Local brands	Count	9	13	12	2	13	49
		Expected Count	6.7	13.8	14.2	1.9	12.3	49.0
	National brands	Count	7	18	16	3	16	60
		Expected Count	8.2	16.9	17.4	2.3	15.1	60.0
Total		Count	18	37	38	5	33	131
		Expected Count	18.0	37.0	38.0	5.0	33.0	131.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.515[a]	8	.701
Likelihood Ratio	6.081	8	.638
N of Valid Cases	131		

a. 4 cells (26.7%) have expected count less than 5. The minimum expected count is .84.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.205	.701
	Cramer's V	.145	.701
N of Valid Cases		131	

Interpretation:

From the above chi-square test, it is seen that 26.7% (which is greater than 20%) cells have expected count less than 5. This means that we have to consider the likelihood ratio. The significance value of likelihood ratio is 0.638, which is greater than the standard p value of 0.05. This means there is no significant association between status consciousness and types of brands purchased after covid-19. There is no significant association at 95 percent confidence level.

Comparison between lifestyle and types of brands purchased after Covid-19:

Types_of_brands * lifestyle Crosstabulation

			lifestyle					
			agree	disagree	neutral	strongly agree	strongly disagree	Total
Types_of_brands	International brands	Count	2	11	5	0	4	22
		Expected Count	3.7	7.1	8.1	.7	2.5	22.0
	Local brands	Count	10	11	18	2	8	49
		Expected Count	8.2	15.7	18.0	1.5	5.6	49.0
	National brands	Count	10	20	25	2	3	60
		Expected Count	10.1	19.2	22.0	1.8	6.9	60.0
Total		Count	22	42	48	4	15	131
		Expected Count	22.0	42.0	48.0	4.0	15.0	131.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.311[a]	8	.185
Likelihood Ratio	12.441	8	.133
N of Valid Cases	131		

a. 5 cells (33.3%) have expected count less than 5. The minimum expected count is .67.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.294	.185
	Cramer's V	.208	.185
N of Valid Cases		131	

Interpretation:

From the above chi-square test, it is seen that 33.3% (which is greater than 20%) cells have expected count less than 5. This means that we have to consider the likelihood ratio. The significance value of likelihood ratio is 0.133, which is greater than the standard p value of 0.05. This means there is no significant association between lifestyle and types of brands purchased after covid-19. There is no significant association at 95 percent confidence level.

Comparison between expectations on brand and types of brands purchased after Covid-19:

Types_of_brands * Brand_expectations Crosstabulation

			Brand_expectations					
			agree	disagree	neutral	strongly agree	strongly disagree	Total
Types_of_brands	International brands	Count	8	2	7	2	3	22
		Expected Count	6.4	3.5	8.1	2.0	2.0	22.0
	Local brands	Count	12	11	16	4	6	49
		Expected Count	14.2	7.9	18.0	4.5	4.5	49.0
	National brands	Count	18	8	25	6	3	60
		Expected Count	17.4	9.6	22.0	5.5	5.5	60.0
Total		Count	38	21	48	12	12	131
		Expected Count	38.0	21.0	48.0	12.0	12.0	131.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.957[a]	8	.652
Likelihood Ratio	6.056	8	.641
N of Valid Cases	131		

a. 5 cells (33.3%) have expected count less than 5. The minimum expected count is 2.02.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.213	.652
	Cramer's V	.151	.652
N of Valid Cases		131	

Interpretation:

From the above chi-square test, it is seen that 33.3% (which is greater than 20%) cells have expected count less than 5. This means that we have to consider the likelihood ratio. The significance value of likelihood ratio is 0.641, which is greater than the standard p value of 0.05. This means there is no significant association between expectations on brand and types of brands purchased after covid-19. There is no significant association at 95 percent confidence level.

Comparison between value for money by brands and types of brands purchased after Covid-19:

Types_of_brands * Brand_valueformoney Crosstabulation

			Brand_valueformoney					
			agree	disagree	neutral	strongly agree	strongly disagree	Total
Types_of_brands	International brands	Count	7	2	5	4	4	22
		Expected Count	6.4	3.2	7.1	2.9	2.5	22.0
	Local brands	Count	11	7	18	8	5	49
		Expected Count	14.2	7.1	15.7	6.4	5.6	49.0
	National brands	Count	20	10	19	5	6	60
		Expected Count	17.4	8.7	19.2	7.8	6.9	60.0
Total		Count	38	19	42	17	15	131
		Expected Count	38.0	19.0	42.0	17.0	15.0	131.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.675[a]	8	.684
Likelihood Ratio	5.767	8	.673
N of Valid Cases	131		

a. 3 cells (20.0%) have expected count less than 5. The minimum expected count is 2.52.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.208	.684
	Cramer's V	.147	.684
N of Valid Cases		131	

Interpretation:

From the above chi-square test, we got the p value as 0.684, which is greater than the standard p value of 0.05. This means there is no significant association between value for money by brands and types of brands purchased after covid-19. There is no significant association at 95 percent confidence level.

Comparison between influence of family, friends on purchases and types of brands purchased after Covid-19:

Types_of_brands * Peerinfluence_brandpurchases Crosstabulation

			Peerinfluence_brandpurchases					
			agree	disagree	neutral	strongly agree	strongly disagree	Total
Types_of_brands	International brands	Count	3	9	6	2	2	22
		Expected Count	4.7	5.0	7.1	2.2	3.0	22.0
	Local brands	Count	7	7	19	6	10	49
		Expected Count	10.5	11.2	15.7	4.9	6.7	49.0
	National brands	Count	18	14	17	5	6	60
		Expected Count	12.8	13.7	19.2	6.0	8.2	60.0
Total		Count	28	30	42	13	18	131
		Expected Count	28.0	30.0	42.0	13.0	18.0	131.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.648[a]	8	.125
Likelihood Ratio	12.181	8	.143
N of Valid Cases	131		

a. 4 cells (26.7%) have expected count less than 5. The minimum expected count is 2.18.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.311	.125
	Cramer's V	.220	.125
N of Valid Cases		131	

Interpretation:

From the above chi-square test, it is seen that 26.7% (which is greater than 20%) cells have expected count less than 5. This means that we have to consider the likelihood ratio. The significance value of likelihood ratio is 0.143, which is greater than the standard p value of 0.05. This means there is no significant association between influence of family, friends on purchases and types of brands purchased after covid-19. There is no significant association at 95 percent confidence level.

Comparison between perception of branded products being better than unbranded products and types of brands purchased after Covid-19:

Types_of_brands * Branded_betterthan_unbranded Crosstabulation

			Branded_betterthan_unbranded					
			agree	disagree	neutral	strongly agree	strongly disagree	Total
Types_of_brands	International brands	Count	5	3	7	3	4	22
		Expected Count	6.5	3.7	7.2	1.8	2.7	22.0
	Local brands	Count	13	10	17	2	7	49
		Expected Count	14.6	8.2	16.1	4.1	6.0	49.0
	National brands	Count	21	9	19	6	5	60
		Expected Count	17.9	10.1	19.7	5.0	7.3	60.0
Total		Count	39	22	43	11	16	131
		Expected Count	39.0	22.0	43.0	11.0	16.0	131.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.344[a]	8	.720
Likelihood Ratio	5.473	8	.706
N of Valid Cases	131		

a. 4 cells (26.7%) have expected count less than 5. The minimum expected count is 1.85.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.202	.720
	Cramer's V	.143	.720
N of Valid Cases		131	

Interpretation:

From the above chi-square test, it is seen that 26.7% (which is greater than 20%) cells have expected count less than 5. This means that we have to consider the likelihood ratio. The significance value of likelihood ratio is 0.706, which is greater than the standard p value of 0.05. This means there is no significant association between perception of branded products being better than unbranded products and types of brands purchased after covid-19. There is no significant association at 95 percent confidence level.

4.2.2: Chi-square tests for Price:

Comparison between age groups and price after covid-19:

Price * Age_group Crosstabulation

			Age_group				
			18 - 24	25 - 34	45 - 54	Below 18	Total
Price	No	Count	7	2	0	1	10
		Expected Count	8.4	1.2	.2	.2	10.0
	Yes	Count	103	14	2	2	121
		Expected Count	101.6	14.8	1.8	2.8	121.0
Total		Count	110	16	2	3	131
		Expected Count	110.0	16.0	2.0	3.0	131.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.764[a]	3	.288
Likelihood Ratio	2.684	3	.443
N of Valid Cases	131		

a. 5 cells (62.5%) have expected count less than 5. The minimum expected count is .15.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.170	.288
	Cramer's V	.170	.288
N of Valid Cases		131	

Interpretation:

From the above chi-square test, it is seen that 62.5% (which is greater than 20%) cells have expected count less than 5. This means that we have to consider the likelihood ratio. The significance value of likelihood ratio is 0.443, which is greater than the standard p value of 0.05. This means there is no significant association between age groups and price after covid-19. There is no significant association at 95 percent confidence level.

Comparison between income and price after covid-19:

Price * Income Crosstabulation

			Income			
			Less than Rs. 5,00,000/year	Rs.10,00,000 - Rs. 15,00,000 /year	Rs.5,00,000 - Rs.10,00,000 /year	Total
Price	No	Count	8	1	1	10
		Expected Count	8.2	.5	1.4	10.0
	Yes	Count	99	5	17	121
		Expected Count	98.8	5.5	16.6	121.0
Total		Count	107	6	18	131
		Expected Count	107.0	6.0	18.0	131.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.808[a]	2	.668
Likelihood Ratio	.657	2	.720
N of Valid Cases	131		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is .46.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.079	.668
	Cramer's V	.079	.668
N of Valid Cases		131	

Interpretation:

From the above chi-square test, it is seen that 33.3% (which is greater than 20%) cells have expected count less than 5. This means that we have to consider the likelihood ratio. The significance value of likelihood ratio is 0.720, which is greater than the standard p value of 0.05. This means there is no significant association between income and price after covid-19. There is no significant association at 95 percent confidence level.

Comparison between location and price after covid-19:

Price * Location Crosstabulation

			Location					
			Other Cities	Tier-1 cities (Bengaluru, Hyderabad, Chennai, Mumbai, Kolkata, Delhi, Ahmedabad, Pune)	Tier-2 (Mysuru, Bhopal, Coimbatore, Guntur, Kurnool, Nellore, Madurai, Vijayawada, Vizag, Warangal, etcâ€¦)	Towns	Villages	Total
Price	No	Count	0	2	2	3	3	10
		Expected Count	1.3	5.0	1.2	1.5	1.1	10.0
	Yes	Count	17	63	14	16	11	121
		Expected Count	15.7	60.0	14.8	17.5	12.9	121.0
Total		Count	17	65	16	19	14	131
		Expected Count	17.0	65.0	16.0	19.0	14.0	131.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.428[a]	4	.050
Likelihood Ratio	9.627	4	.047
N of Valid Cases	131		

a. 5 cells (50.0%) have expected count less than 5. The minimum expected count is 1.07.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.268	.051
	Cramer's V	.268	.051
N of Valid Cases		131	

Interpretation:

From the above chi-square test, it is seen that 50% (which is greater than 20%) cells have expected count less than 5. This means that we have to consider the likelihood ratio. The significance value of likelihood ratio is 0.047, which is less than the standard p value of 0.05. This means there is a significant association between location and price after covid-19. There is a significant association at 95 percent confidence level. The value of Cramer's V from the above analysis is 0.051, which indicates there is a small association between location and price after covid-19.

Comparison between product specifications and price after covid-19:

Price * Product_specifications Crosstabulation

			Product_specifications					
			agree	disagree	neutral	strongly agree	strongly disagree	Total
Price	No	Count	3	1	4	1	1	10
		Expected Count	3.4	1.6	3.5	.6	.8	10.0
	Yes	Count	42	20	42	7	10	121
		Expected Count	41.6	19.4	42.5	7.4	10.2	121.0
Total		Count	45	21	46	8	11	131
		Expected Count	45.0	21.0	46.0	8.0	11.0	131.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.681[a]	4	.954
Likelihood Ratio	.674	4	.955
N of Valid Cases	131		

a. 5 cells (50.0%) have expected count less than 5. The minimum expected count is .61.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.072	.954
	Cramer's V	.072	.954
N of Valid Cases		131	

Interpretation:

From the above chi-square test, it is seen that 50% (which is greater than 20%) cells have expected count less than 5. This means that we have to consider the likelihood ratio. The significance value of likelihood ratio is 0.955, which is greater than the standard p value of 0.05. This means there is no significant association between product specifications and price after covid-19. There is no significant association at 95 percent confidence level.

Comparison between services offered and price after covid-19:

Price * sevices_offered Crosstabulation

			sevices_offered					
			agree	disagree	neutral	strongly agree	strongly disagree	Total
Price	No	Count	3	1	4	1	1	10
		Expected Count	3.6	1.8	3.1	.8	.7	10.0
	Yes	Count	44	22	37	10	8	121
		Expected Count	43.4	21.2	37.9	10.2	8.3	121.0
Total		Count	47	23	41	11	9	131
		Expected Count	47.0	23.0	41.0	11.0	9.0	131.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.906[a]	4	.924
Likelihood Ratio	.933	4	.920
N of Valid Cases	131		

a. 5 cells (50.0%) have expected count less than 5. The minimum expected count is .69.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.083	.924
	Cramer's V	.083	.924
N of Valid Cases		131	

Interpretation:

From the above chi-square test, it is seen that 50% (which is greater than 20%) cells have expected count less than 5. This means that we have to consider the likelihood ratio. The significance value of likelihood ratio is 0.920, which is greater than the standard p value of 0.05. This means there is no significant association between services offered and price after covid-19. There is no significant association at 95 percent confidence level.

Comparison between necessity & urgency and price after covid-19:

Price * necessity_and_urgency Crosstabulation

			necessity_and_urgency					
			agree	disagree	neutral	strongly agree	strongly disagree	Total
Price	No	Count	2	2	3	2	1	10
		Expected Count	4.4	.5	3.4	1.4	.3	10.0
	Yes	Count	56	5	41	16	3	121
		Expected Count	53.6	6.5	40.6	16.6	3.7	121.0
Total		Count	58	7	44	18	4	131
		Expected Count	58.0	7.0	44.0	18.0	4.0	131.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.854[a]	4	.097
Likelihood Ratio	5.933	4	.204
N of Valid Cases	131		

a. 6 cells (60.0%) have expected count less than 5. The minimum expected count is .31.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.245	.097
	Cramer's V	.245	.097
N of Valid Cases		131	

Interpretation:

From the above chi-square test, it is seen that 60% (which is greater than 20%) cells have expected count less than 5. This means that we have to consider the likelihood ratio. The significance value of likelihood ratio is 0.204, which is greater than the standard p value of 0.05. This means there is no significant association between necessity & urgency of the products, services and price after covid-19. There is no significant association at 95 percent confidence level.

Comparison between discounts or offers and price after covid-19:

Price * discounts_or_offers Crosstabulation

			discounts_or_offers					
			agree	disagree	neutral	strongly agree	strongly disagree	Total
Price	No	Count	3	0	5	1	1	10
		Expected Count	3.6	.5	4.4	1.5	.2	10.0
	Yes	Count	44	6	52	18	1	121
		Expected Count	43.4	5.5	52.6	17.5	1.8	121.0
Total		Count	47	6	57	19	2	131
		Expected Count	47.0	6.0	57.0	19.0	2.0	131.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.948[a]	4	.203
Likelihood Ratio	3.863	4	.425
N of Valid Cases	131		

a. 6 cells (60.0%) have expected count less than 5. The minimum expected count is .15.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.213	.203
	Cramer's V	.213	.203
N of Valid Cases		131	

Interpretation:

From the above chi-square test, it is seen that 60% (which is greater than 20%) cells have expected count less than 5. This means that we have to consider the likelihood ratio. The significance value of likelihood ratio is 0.425, which is greater than the standard p value of 0.05. This means there is no significant association between discounts or offers and price after covid-19. There is no significant association at 95 percent confidence level.

Comparison between price consciousness due to covid-19 and price after covid-19:

Price * priceconsciousness_duetocovid Crosstabulation

			priceconsciousness_duetocovid					
			agree	disagree	neutral	strongly agree	strongly disagree	Total
Price	No	Count	2	3	5	0	0	10
		Expected Count	4.8	1.3	3.1	.7	.2	10.0
	Yes	Count	61	14	35	9	2	121
		Expected Count	58.2	15.7	36.9	8.3	1.8	121.0
Total		Count	63	17	40	9	2	131
		Expected Count	63.0	17.0	40.0	9.0	2.0	131.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.447[a]	4	.168
Likelihood Ratio	6.947	4	.139
N of Valid Cases	131		

a. 6 cells (60.0%) have expected count less than 5. The minimum expected count is .15.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.222	.168
	Cramer's V	.222	.168
N of Valid Cases		131	

Interpretation:

From the above chi-square test, it is seen that 60% (which is greater than 20%) cells have expected count less than 5. This means that we have to consider the likelihood ratio. The significance value of likelihood ratio is 0.139, which is greater than the standard p value of 0.05. This means there is no significant association between price consciousness due to covid-19 and price after covid-19. There is no significant association at 95 percent confidence level.

Comparison between prices of alternatives and price after covid-19:

Price * prices_of_alternatives Crosstabulation

			prices_of_alternatives					
			agree	disagree	neutral	strongly agree	strongly disagree	Total
Price	No	Count	3	1	4	2	0	10
		Expected Count	4.9	.6	2.3	2.1	.1	10.0
	Yes	Count	61	7	26	26	1	121
		Expected Count	59.1	7.4	27.7	25.9	.9	121.0
Total		Count	64	8	30	28	1	131
		Expected Count	64.0	8.0	30.0	28.0	1.0	131.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.531[a]	4	.639
Likelihood Ratio	2.451	4	.653
N of Valid Cases	131		

a. 6 cells (60.0%) have expected count less than 5. The minimum expected count is .08.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.139	.639
	Cramer's V	.139	.639
N of Valid Cases		131	

Interpretation:

From the above chi-square test, it is seen that 60% (which is greater than 20%) cells have expected count less than 5. This means that we have to consider the likelihood ratio. The significance value of likelihood ratio is 0.653, which is greater than the standard p value of 0.05. This means there is no significant association between prices of alternatives and price after covid-19. There is no significant association at 95 percent confidence level.

Comparison between value for money spent and price after covid-19:

Price * valueformoney_spent Crosstabulation

			valueformoney_spent					
			agree	disagree	neutral	strongly agree	strongly disagree	Total
Price	No	Count	3	0	2	5	0	10
		Expected Count	4.5	.2	1.7	3.4	.2	10.0
	Yes	Count	56	3	20	39	3	121
		Expected Count	54.5	2.8	20.3	40.6	2.8	121.0
Total		Count	59	3	22	44	3	131
		Expected Count	59.0	3.0	22.0	44.0	3.0	131.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.974[a]	4	.741
Likelihood Ratio	2.390	4	.664
N of Valid Cases	131		

a. 7 cells (70.0%) have expected count less than 5. The minimum expected count is .23.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.123	.741
	Cramer's V	.123	.741
N of Valid Cases		131	

Interpretation:

From the above chi-square test, it is seen that 70% (which is greater than 20%) cells have expected count less than 5. This means that we have to consider the likelihood ratio. The significance value of likelihood ratio is 0.664, which is greater than the standard p value of 0.05. This means there is no significant association between value for money spent and price after covid-19. There is no significant association at 95 percent confidence level.

Comparison between quality of products and price after covid-19:

Price * quality_of_products Crosstabulation

			quality_of_products					
			agree	disagree	neutral	strongly agree	strongly disagree	Total
Price	No	Count	1	0	6	3	0	10
		Expected Count	3.4	.4	2.7	3.2	.2	10.0
	Yes	Count	44	5	30	39	3	121
		Expected Count	41.6	4.6	33.3	38.8	2.8	121.0
Total		Count	45	5	36	42	3	131
		Expected Count	45.0	5.0	36.0	42.0	3.0	131.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.711[a]	4	.152
Likelihood Ratio	7.023	4	.135
N of Valid Cases	131		

a. 7 cells (70.0%) have expected count less than 5. The minimum expected count is .23.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.226	.152
	Cramer's V	.226	.152
N of Valid Cases		131	

Interpretation:

From the above chi-square test, it is seen that 70% (which is greater than 20%) cells have expected count less than 5. This means that we have to consider the likelihood ratio. The significance value of likelihood ratio is 0.135, which is greater than the standard p value of 0.05. This means there is no significant association between quality of products and price after covid-19. There is no significant association at 95 percent confidence level.

4.2.3: Regression Analysis for Brand:

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.741[a]	.550	.516	.754

a. Predictors: (Constant), Status_consciousness, Branddoesnotmatter_qualitymatters, Brand_valueformoney, lifestyle, Brands_reflecting_personality, Branded_betterthan_unbranded, Brand_credibility, Peerinfluence_brandpurchases, Brand_popularity

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	83.998	9	9.333	16.415	.000[b]
	Residual	68.796	121	.569		
	Total	152.794	130			

a. Dependent Variable: Brand_expectations

b. Predictors: (Constant), Status_consciousness, Branddoesnotmatter_qualitymatters, Brand_valueformoney, lifestyle, Brands_reflecting_personality, Branded_betterthan_unbranded, Brand_credibility, Peerinfluence_brandpurchases, Brand_popularity

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.407	.297		1.370	.173
	Brands_reflecting_personality	.094	.075	.099	1.248	.214
	Branded_betterthan_unbranded	.041	.081	.043	.505	.614
	Brand_valueformoney	.394	.071	.429	5.549	.000
	Brand_popularity	.193	.097	.204	1.989	.049
	Peerinfluence_brandpurchases	.191	.080	.208	2.391	.018
	Brand_credibility	.017	.091	.018	.185	.854
	lifestyle	.300	.081	.273	3.696	.000
	Branddoesnotmatter_qualitymatters	-.110	.059	-.129	-1.871	.064
	Status_consciousness	-.210	.096	-.217	-2.196	.030

a. Dependent Variable: Brand_expectations

Interpretation:

- This regression helps us to identify how the expectations of consumers from brands after covid-19 are affected by various factors.
- From the ANOVA table, the significance is 0.000, which is less than the standard p value of 0.05. Hence, this is a significant model.
- The R^2 value is 0.550. Whereas the Adjusted R^2 value is 0.516. Since it is multiple regression, we consider Adjusted R^2.
- Hence, we can say that 51.6% variation in the dependent variable (Brand_expectations) is explained by the independent variables (Brands_reflecting_personality, Branded_betterthan_unbranded, Brand_valueformoney, Brand_popularity, Peerinfluence_brandpurchases, Brand_credibility, lifestyle, Branddoesnotmatter_qualitymatters, Status_consciousness)
- The Regression equation is:
  y = 0.407 + 0.094 x1 + 0.041 x2 + 0.394 x3 + 0.193 x4 + 0.191 x5 + 0.017 x6 + 0.300 x7 - 0.110 x8 – 0.210 x9
  where,
  y = Brand_expectations
  x1 = Brands_reflecting_personality
  x2 = Branded_betterthan_unbranded
  x3 = Brand_valueformoney
  x4 =Brand_popularity
  x5 = Peerinfluence_brandpurchases
  x6 = Brand_credibility
  x7 = lifestyle
  x8 = Branddoesnotmatter_qualitymatters
  x9 = Status_consciousness
- For every 1 unit increase in Brands_reflecting_personality (the perception of consumers that brand resonates with their personality), there is 0.094 units increase in Brand_expectations (the expectations of the consumers from brand).
- For every 1 unit increase in Branded_betterthan_unbranded (the perception of consumers that branded products are better than the unbranded products), there is 0.041units increase in Brand_expectations (the expectations of the consumers from brand)

- For every 1 unit increase in Brand_valueformoney (the perception of consumers that branded products offer them the value for the money they spent), there is 0.394 units increase in Brand_expectations (the expectations of the consumers from brand)
- For every 1 unit increase in Brand_popularity (the perception of consumers that the brand is very popular), there is 0.193 units increase in Brand_expectations (the expectations of the consumers from brand)
- For every 1 unit increase in Peerinfluence_brandpurchases (the amount of the influence on consumers by their family and friends with respect to branded purchases), there is 0.191 units increase in Brand_expectations (the expectations of the consumers from brand)
- For every 1 unit increase in Brand_credibility (the perception of consumers that the brand is credible), there is 0.017 units increase in Brand_expectations (the expectations of the consumers from brand)
- For every 1 unit increase in lifestyle (the change in the lifestyle of the consumers), there is 0.300 units increase in Brand_expectations (the expectations of the consumers from brand)
- For every 1 unit increase in Branddoesnotmatter_qualitymatters (quality being the top priority of the consumers than the brand), there is 0.110 units decrease in Brand_expectations (the expectations of the consumers from brand)
- For every 1 unit increase in Status_consciousness (the purchasing behaviour of consumers to maintain only their status), there is 0.210 units decrease in Brand_expectations (the expectations of the consumers from brand)
- From the coefficients table, we can see that the independent variables Brand_valueformoney, Brand_popularity, Peerinfluence_brandpurchases, lifestyle, Status_consciousness are significant.

4.2.4: Regression Analysis for Price:

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.790[a]	.624	.603	.539

a. Predictors: (Constant), Product_specifications, Price, discounts, quality_of_products, necessity_and_urgency, prices_of_alternatives, sevices_offered

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	45.424	7	6.489	13.482	.000[b]
	Residual	59.202	123	.481		
	Total	104.626	130			

a. Dependent Variable: valueformoney_spent

b. Predictors: (Constant), Product_specifications, Price, discounts, quality_of_products, necessity_and_urgency, prices_of_alternatives, sevices_offered

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.086	.526		-.163	.871
	prices_of_alternatives	.390	.080	.373	4.901	.000
	quality_of_products	.261	.070	.284	3.712	.000
	necessity_and_urgency	.144	.076	.144	1.883	.042
	Price	.517	.234	.154	2.206	.029
	discounts	.060	.059	.070	1.012	.314
	sevices_offered	-.012	.077	-.014	-.153	.879
	Product_specifications	.117	.076	.135	1.540	.126

a. Dependent Variable: valueformoney_spent

Interpretation:

- This regression helps us to understand how the consumers perception of value for money spent (price paid for purchasing products) is affected by various factors during purchasing after covid-19.
- From the ANOVA table, the significance is 0.000, which is less than the standard p value of 0.05. Hence, this is a significant model.
- The R^2 value is 0.624. Whereas the Adjusted R^2 value is 0.603. Since it is multiple regression, we consider Adjusted R^2.
- Hence, we can say that 60.3% variation in the dependent variable (valueformoney_spent) is explained by the independent variables (prices_of_alternatives, quality_of_products, necessity_and_urgency, price, discounts, services_offered, product_specifications)
- The Regression equation is:

  y = -0.86 + 0.390 x1 + 0.261 x2 + 0.144 x3 + 0.517 x4 + 0.060 x5 – 0.012 x6 + 0.117 x7

  where,

  y = valueformoney_spent

  x1 = prices_of_alternatives

  x2 = quality_of_products

  x3 = necessity_and_urgency

  x4 = price

  x5 = discounts

  x6 = services_offered

  x7 = product_specifications
- For every 1 unit increase in prices_of_alternatives (the comparison of alternatives made in terms of prices, by the consumers), there is 0.390 units increase in valueformoney_spent (the utility derived from the price paid for every purchase made).
- For every 1 unit increase in quality_of_products (the highest quality available for any product, for the same price, in comparison to its alternatives), there is 0.261 units increase in valueformoney_spent (the utility derived from the price paid for every purchase made).

- For every 1 unit increase in necessity_and_urgency (the necessity and urgency of the consumers in a situation), there is 0.144 units increase in valueformoney_spent (the utility derived from the price paid for every purchase made).
- For every 1 unit increase in price (the importance of price in the minds of consumers), there is 0.517 units increase in valueformoney_spent (the utility derived from the price paid for every purchase made).
- For every 1 unit increase in discounts (the importance of discounts in the minds of consumers), there is 0.060 units increase in valueformoney_spent (the utility derived from the price paid for every purchase made).
- For every 1 unit increase in services_offered (the number of services offered after purchasing a product), there is 0.012 units decrease in valueformoney_spent (the utility derived from the price paid for every purchase made).
- For every 1 unit increase in product_specifications (the number and complexity of product specifications needed by consumers), there is 0.117 units increase in valueformoney_spent (the utility derived from the price paid for every purchase made).
- Of all the independent variables, we can see that the independent variables prices_of_alternatives, quality_of_products, necessity_and_urgency, price are significant from the coefficients table.

Chapter 5: Conclusions

With covid-19 coming to an end or becoming the new normal, people started getting back to their normal lives. But the middle-class people are still cautious while purchasing. From the above analysis obtained by research, the same was found. The detailed analysis is done by analyzing the survey responses in the form of pie charts, bar charts and by quantitative techniques.

The analysis shows that both brand and price have significant influence on consumer behaviour after covid-19. To get a good and loyal consumer base, managers and company must focus on both brand and price to create a strong relationship with the consumers both effectively and efficiently. But, of these two, according to the consumers, price matters the most. This can be due to the post-covid or pre-recession precautions.

From the analysis, we can conclude that the consumers will be willing to pay some extra price, if they get the specifications and services they need. Quality and usability of the products has been marked as their top priority by the respondents. Brands can make their customers loyal, if they can make the consumers believe that their products and services offer value for the money paid by them. Brands must make the customers aware of their popularity and inculcate their credibility in a positive way in the minds of consumers.

Since majority of the people agreed that covid-19 has changed their lifestyle, brands must adopt innovative ways to grab their attention and also provide the specifications and offers they need. This must be done in a manner such that the products do not become too expensive and also be superior in comparison to their competitors. They must bring a change in the perception of consumers, that they are offering value for the money spent by the consumers.

Similar researches have to be carried out in future, to understand the consumer behaviour in a timely manner. This is because consumer behaviour changes quickly with their situations and is difficult to predict over a long time. A single study cannot enforce that the results obtained are correct. As this research is carried out by an online survey, there may be limitations and biasedness. So, to make an accurate outcome, similar researches have to be carried out from time to time and have to be analyzed.

Chapter 6: Managerial implications (Major highlights)

From the above analysis of consumer behaviour, any brand must improve the following factors with respect to their brand image and price, to increase their consumer base as well as gain loyalty from them.

1. Brands must communicate with consumers in a way that makes the consumers personality be in line with the brand image.
2. Brands must make sure they provide the top-notch quality products for the consumers.
3. Since, this research is made by keeping middle class people in mind, brands should provide value for the price paid by the consumers.
4. Brands must indulge in activities that make them more popular in a positive way. The more is the popularity of the brand; the more people will know about it.
5. Brands must start increasing their credibility to attract larger share of consumers. This is due to the fact that middle class consumers do not take risk by purchasing brands which they find not credible and popular enough, especially when it comes to high-end products.
6. Brands must target mostly the people whose lifestyle matches their image, as there is a high chance of turning them into loyal consumers.
7. To succeed in the middle class market, a product must be superior to its competitors both in terms of price and quality.
8. The brands must advertise in way that highlights its necessity and urgency in the lives of consumers. Because in the time of necessity and urgency, consumers make purchase decisions without giving much thinking.
9. The brands must also make sure that they provide the services to the consumers after purchasing the products. The services to be offered should be identified by doing research on what the consumers are expecting from them. This is because the consumers will be willing to pay the price, if they think that the services offered are important and are different from your competitors.
10. The products must make sure to contain the specifications that consumers need, in order to make the consumers purchase them.

Chapter 7: Recommendations

1. Brands must conduct regular researches on its consumers, to know their requirements, priorities and cater their needs.
2. The products and services should be priced in such a way that makes the consumers believe that they offer value for money.
3. Brands must not compromise over the quality offered for the products by them, even though they might be slightly costlier than their alternatives which are low in quality comparably.
4. Brands must identify the pain points of the consumers. Then they must focus and highlight those pain points in their campaigns, to make the consumers feel the necessity and urgency of such products in their life and make purchases.
5. Products must be priced based on the features it is offering and the consumers willingness to pay for such products.
6. Since, from the analysis it is evident that branded purchases are driven by peer influences, brands must try to attract new consumers from the inner circle of already existing consumers by providing them various offers, referral programs.

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