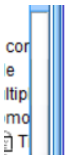
Problem: Brand X is committed to enhancing consideration (likelihood of buying or leasing one) for its brand. To accomplish that goal, Brand X would like to understand the nature relationship between brand considerations and various factors related to brand perceptions. They would like to prioritize their efforts, so they need your help in identifying nature and strength of significant variables.

Solution: Q13 (various factors related to brand perceptions) is independent variable with 10 categories from **Q13_1 to Q13_10** and **Q6_1** (Brand X likelihood of buying or leasing one/Brand consideration) is dependent variable.

Since we have 10 categories in independent variables, we will check the relationship using Multiple Linear Regression.

Null Hypothesis H_0: There is no linear relationship between Brand Consideration for Brand X with any of the brand attributes related to various factors related to brand perceptions.



Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.716[a]	.512	.511	.765

Multiple Correlation R = 0.716 -: It tells us there is **high positive correlation** between Brand Consideration for Brand X with various factors related to brand perceptions. (predictors)

R2 Square: It tells us that **51.2% variance in Brand Consideration for Brand X that can be accounted for by the combined predictors**

Adjusted R2 = 0.511 (almost same as R square) Adjusts for degrees of freedom. It penalizes unnecessarily complex models.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6512.306	10	651.231	1111.912	.000[b]
	Residual	6208.263	10600	.586		
	Total	12720.568	10610			

a. Dependent Variable: BrandX (For each of the following brands, please indicate how likely you are to consider buying or leasing one.)

b. Predictors: (Constant), Dependable (Please indicate how much you agree or disagree with the following statements about BrandX?), Fits my lifestyle (Please indicate how much you agree or disagree with the following statements about BrandX?), Luxurious (Please indicate how much you agree or disagree with the following statements about BrandX?), Good for the money (Please indicate how much you agree or disagree with the following statements about BrandX?), Attractive styling (Please indicate how much you agree or disagree with the following statements about BrandX?), Forward looking (Please indicate how much you agree

From above table, we can say that A statistically significant proportion of the variability in Brand Consideration for Brand X can be attributed to the regression model (P<0.01).

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-.189	.032		-5.864	.000
	A brand for me (Please indicate how much you agree or disagree with the following statements about BrandX?)	.391	.015	.370	26.597	.000
	Proud to own (Please indicate how much you agree or disagree with the following statements about BrandX?)	.061	.015	.053	4.014	.000
	Attractive styling (Please indicate how much you agree or disagree with the following statements about BrandX?)	.026	.013	.023	1.971	.049
	Luxurious (Please indicate how much you agree or disagree with the following statements about BrandX?)	.047	.012	.040	3.794	.000
	Excellent quality (Please indicate how much you agree or disagree with the following statements about BrandX?)	.039	.017	.033	2.366	.018
	Forward looking (Please indicate how much you agree or disagree with the following statements about BrandX?)	.001	.014	.001	.097	.923
	Fits my lifestyle (Please indicate how much you agree or disagree with the following statements about BrandX?)	.205	.015	.189	13.856	.000
	Heard good things (Please indicate how much you agree or disagree with the following statements about BrandX?)	.059	.015	.050	3.896	.000
	Good for the money (Please indicate how much you agree or disagree with the following statements about BrandX?)	.039	.013	.031	2.899	.004
	Dependable (Please indicate how much you agree or disagree with the following statements about BrandX?)	.014	.015	.012	.941	.347

From the above we can conclude that,

Brand Consideration = -0.189 +(0.391*A Brand for Me_Q13_1) +(0.061* Proud to own_Q13_2) +(0.026*Attractive styling_Q13_3) +(0.047*Luxurious_Q13_4) +(0.039* Excellent Quality_Q13_5) +(0.025* Fits my lifestyle_Q13_7) +(0.059* Hear good things Q13_8) +(0.039* Good for money _Q13_9)

We can **reject the null hypothesis** and can represent the relation using the above equation and can say that if no other value changes, a unit change increase in A Brand for Me (Q13_1) will increase the Brand Consideration for Band X by 0.391.

Drivers of Commitment with Brand X:

Attribute	**Relative Importance of Beta Weight**	**Relative Importance of Ranking**
A brand for me	0.370	8
Fits my style	0.189	7
Proud to own	0.053	6
Hear good things	0.050	5
Luxurious	0.040	4
Excellent Quality	0.033	3
Good for money	0.031	2
Attractive Styling	0.023	1