**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 Multinomial Linear Regression.

**Null Hypothesis H0:** There is no linear relationship between Brand Consideration for Brand X with any of the brand attributes related tovarious factors related to brand perceptions.

A screenshot of a document

Description automatically generated

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.

A screenshot of a document

Description automatically generated

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).

A screenshot of a document

Description automatically generated

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 |