**Problem:** Since word of mouth is a powerful tool for promoting a business, Brand X is really interested in knowing how well does brand favorability impact recommendation. Can you decipher the strength and nature of this relationship and quantify it so it can be used for predictive purposes?

**Solution:** Here **Q5\_1**(Brand X brand favorability impact) is independent variable and **Q7\_1** (Brand X brand recommendation) is dependent variable.

Since we have one independent variable and one dependent variable, and both are interval scale so we will perform the Simple Linear Regression to built the relationship between these variables.

**Null Hypothesis H0:** There is no linear relationship between brand favorability for Band X with Brand recommendation for Brand X

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The above table shows the summary of linear regression model build through SPSS using the given dataset, we can say there is **moderate positive correlation** between brand favorability and recommendation with r = 0.620, p <0.001

And Since R squared is 0.385, we can say that **38.5% variance in brand recommendation is explained by brand favorability** for Band X.

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For the regression, we can **reject the null hypothesis** and can say that there is nonzero slope coefficient, 0.788 that can describe the relation as p < 0.001 for Brand Favorability coefficient and moreover there is nonzero constant value that is -0.087, p = 0.014 (< 0.05).

**Brand Recommendation = -0.087 (constant) + 0.788 \* (****Brand Favorability)**

From the above equation, we can say that a unit change in Brand Favorability can impact the brand recommendation by 0.788, that if brand favorability increase by 1 unit the brand recommendation will increase by 0.788.