Hypothesis

H01: Product innovation does not attract consumers

H11: Product innovation attracts consumers

H02: Better promotion techniques do not attract consumers

H12: Better promotion techniques attract consumers

H03: Reasonable pricing does not affect consumer behavior

H13: Reasonable pricing is a major factor that affects consumer behavior

H04: The sale of a product does not get affected because of the change in the consumer’s psychology

H14: The sale of a product gets affected because of the change in the consumer’s psychology

H05: The attitudinal changes bring about a shift in consumer priorities in buying behavior show no effect on the market sale of products

H15: The attitudinal changes bring about a shift in consumer priorities in buying behavior that affects the market sale of products