```
FREQUENCIES VARIABLES=Packageing_Preference
  /BARCHART FREQ
  /ORDER=ANALYSIS.
```

Frequencies

1. What type of packaging (e.g., cans, bottles) do consumers prefer ?

Notes

Output Created		01-MAR-2025 04:29:08
Comments		
Input	Data	E:\WORK\Portfolio\Research\Consumer Preferences and Behavior in the Energy Drink Market\Consumer-Preferences-and-Behavior-in-the-Energy-Drink-Market\1_Data\Analysis.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	370
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=Packageing_Preference /BARCHART FREQ /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00.16
	Elapsed Time	00:00:00.34

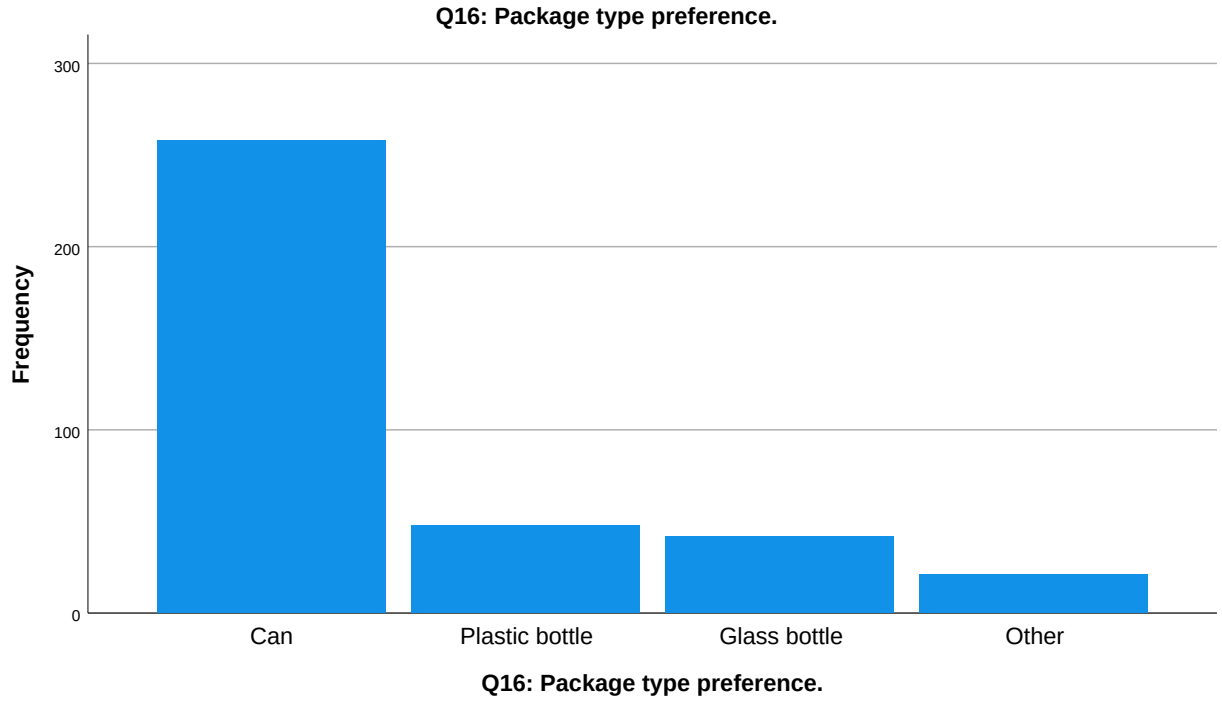
Statistics

Q16: Package type preference.

N	Valid	369
	Missing	1

Q16: Package type preference.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Can	258	69.7	69.9	69.9
	Plastic bottle	48	13.0	13.0	82.9
	Glass bottle	42	11.4	11.4	94.3
	Other	21	5.7	5.7	100.0
	Total	369	99.7	100.0	
Missing	System	1	.3		
Total		370	100.0		




```
CROSSTABS
 /TABLES=Packageing_Preference BY Age_Group
 /FORMAT=AVALUE TABLES
 /STATISTICS=CHISQ
```

```
/CELLS=COUNT ROW COLUMN
/COUNT ROUND CELL.
```

Crosstabs

2. Does packaging preference (Q16) vary by age group (Q1)?

Notes

Output Created		01-MAR-2025 04:32:27
Comments		
Input	Data	E:\WORK\Portfolio\Research\Consumer Preferences and Behavior in the Energy Drink Market\Consumer-Preferences-and-Behavior-in-the-Energy-Drink-Market\1_Data\Analysis.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	370
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.

Notes

Syntax		CROSSTABS /TABLES=Packageing_Preference BY Age_Group /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT ROW COLUMN /COUNT ROUND CELL.
Resources	Processor Time	00:00:00.03
	Elapsed Time	00:00:00.01
	Dimensions Requested	2
	Cells Available	524245

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Q16: Package type preference. * Q1: Age.	369	99.7%	1	0.3%	370	100.0%

Q16: Package type preference. * Q1: Age. Crosstabulation

			Q1: Age.		
			Under 18	18–24	25–34
Q16: Package type preference.	Can	Count	24	138	75
		% within Q16: Package type preference.	9.3%	53.5%	29.1%
		% within Q1: Age.	100.0%	71.9%	64.1%
	Plastic bottle	Count	0	24	24
		% within Q16: Package type preference.	0.0%	50.0%	50.0%
		% within Q1: Age.	0.0%	12.5%	20.5%
	Glass bottle	Count	0	15	18
		% within Q16: Package type preference.	0.0%	35.7%	42.9%
		% within Q1: Age.	0.0%	7.8%	15.4%
	Other	Count	0	15	0
		% within Q16: Package type preference.	0.0%	71.4%	0.0%
		% within Q1: Age.	0.0%	7.8%	0.0%
Total		Count	24	192	117
		% within Q16: Package type preference.	6.5%	52.0%	31.7%
		% within Q1: Age.	100.0%	100.0%	100.0%

Q16: Package type preference. * Q1: Age. Crosstabulation

			Q1: Age.		
			35–44	45+	Total
Q16: Package type preference.	Can	Count	21	0	258
		% within Q16: Package type preference.	8.1%	0.0%	100.0%
		% within Q1: Age.	100.0%	0.0%	69.9%
	Plastic bottle	Count	0	0	48
		% within Q16: Package type preference.	0.0%	0.0%	100.0%
		% within Q1: Age.	0.0%	0.0%	13.0%
	Glass bottle	Count	0	9	42
		% within Q16: Package type preference.	0.0%	21.4%	100.0%
		% within Q1: Age.	0.0%	60.0%	11.4%
	Other	Count	0	6	21
		% within Q16: Package type preference.	0.0%	28.6%	100.0%
		% within Q1: Age.	0.0%	40.0%	5.7%
Total		Count	21	15	369
		% within Q16: Package type preference.	5.7%	4.1%	100.0%
		% within Q1: Age.	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	111.723[a]	12	.000
Likelihood Ratio	109.129	12	.000
Linear-by-Linear Association	23.781	1	.000
N of Valid Cases	369		

a. 9 cells (45.0%) have expected count less than 5. The minimum expected count is .85.

```
CROSSTABS
 /TABLES=Importance_EcoFriendly_RecodedBY Packageing_Preference
 /FORMAT=AVALUE TABLES
```

```
/STATISTICS=CHISQ
/CELLS=COUNT ROW COLUMN
/COUNT ROUND CELL.
```

Crosstabs

3. Are respondents who prioritize eco-friendly packaging (Q17) more likely to prefer cans over bottles (Q16)?

Notes

Output Created		01-MAR-2025 04:42:22
Comments		
Input	Data	E:\WORK\Portfolio\Research\Consumer Preferences and Behavior in the Energy Drink Market\Consumer-Preferences-and-Behavior-in-the-Energy-Drink-Market\1_Data\Analysis.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	370
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.

Notes

Syntax		CROSSTABS /TABLES=Importance_EcoFriendly_Recoded BY Packageing_Preference /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT ROW COLUMN /COUNT ROUND CELL.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.04
	Dimensions Requested	2
	Cells Available	524245

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Q17: Importance of eco-friendly packaging. * Q16: Package type preference.	369	99.7%	1	0.3%	370	100.0%

Q17: Importance of eco-friendly packaging. * Q16: Package type preference. Crosstabulation

			Q16: Package type ...	
			Can	Plastic bottle
Q17: Importance of eco-friendly packaging.	Very important	Count	6	0
		% within Q17: Importance of eco-friendly packaging.	22.2%	0.0%
		% within Q16: Package type preference.	2.3%	0.0%
	Somewhat important	Count	15	0
		% within Q17: Importance of eco-friendly packaging.	100.0%	0.0%
		% within Q16: Package type preference.	5.8%	0.0%
	Neutral	Count	30	33
		% within Q17: Importance of eco-friendly packaging.	47.6%	52.4%
		% within Q16: Package type preference.	11.6%	68.8%
	Not very important	Count	45	15
		% within Q17: Importance of eco-friendly packaging.	75.0%	25.0%
		% within Q16: Package type preference.	17.4%	31.3%
	Not important at all	Count	162	0
		% within Q17: Importance of eco-friendly packaging.	79.4%	0.0%
		% within Q16: Package type preference.	62.8%	0.0%
Total		Count	258	48
		% within Q17: Importance of eco-friendly packaging.	69.9%	13.0%
		% within Q16: Package type preference.	100.0%	100.0%

Q17: Importance of eco-friendly packaging. * Q16: Package type preference. Crosstabulation

			Q16: Package type ...	
			Glass bottle	Other
Q17: Importance of eco-friendly packaging.	Very important	Count	0	21
		% within Q17: Importance of eco-friendly packaging.	0.0%	77.8%
		% within Q16: Package type preference.	0.0%	100.0%
	Somewhat important	Count	0	0
		% within Q17: Importance of eco-friendly packaging.	0.0%	0.0%
		% within Q16: Package type preference.	0.0%	0.0%
	Neutral	Count	0	0
		% within Q17: Importance of eco-friendly packaging.	0.0%	0.0%
		% within Q16: Package type preference.	0.0%	0.0%
	Not very important	Count	0	0
		% within Q17: Importance of eco-friendly packaging.	0.0%	0.0%
		% within Q16: Package type preference.	0.0%	0.0%
	Not important at all	Count	42	0
		% within Q17: Importance of eco-friendly packaging.	20.6%	0.0%
		% within Q16: Package type preference.	100.0%	0.0%
Total		Count	42	21
		% within Q17: Importance of eco-friendly packaging.	11.4%	5.7%
		% within Q16: Package type preference.	100.0%	100.0%

Q17: Importance of eco-friendly packaging. * Q16: Package type preference. Crosstabulation

			Total
Q17: Importance of eco-friendly packaging.	Very important	Count	27
		% within Q17: Importance of eco-friendly packaging.	100.0%
		% within Q16: Package type preference.	7.3%
	Somewhat important	Count	15
		% within Q17: Importance of eco-friendly packaging.	100.0%
		% within Q16: Package type preference.	4.1%
	Neutral	Count	63
		% within Q17: Importance of eco-friendly packaging.	100.0%
		% within Q16: Package type preference.	17.1%
	Not very important	Count	60
		% within Q17: Importance of eco-friendly packaging.	100.0%
		% within Q16: Package type preference.	16.3%
	Not important at all	Count	204
		% within Q17: Importance of eco-friendly packaging.	100.0%
		% within Q16: Package type preference.	55.3%
Total		Count	369
		% within Q17: Importance of eco-friendly packaging.	100.0%
		% within Q16: Package type preference.	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	431.741[a]	12	.000
Likelihood Ratio	292.646	12	.000
Linear-by-Linear Association	50.829	1	.000
N of Valid Cases	369		

a. 8 cells (40.0%) have expected count less than 5. The minimum expected count is .85.

```
NONPAR CORR
 /VARIABLES=Packageing_Preference Consum_Freq
 /PRINT=SPEARMAN TWOTAIL NOSIG FULL
 /MISSING=PAIRWISE.
```

Nonparametric Correlations

4. Is there a correlation between packaging preference (Q16) and consumption frequency (Q7)?

Notes

Output Created		01-MAR-2025 04:45:23
Comments		
Input	Data	E:\WORK\Portfolio\Research\Consumer Preferences and Behavior in the Energy Drink Market\Consumer-Preferences-and-Behavior-in-the-Energy-Drink-Market\1_Data\Analysis.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	370
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		NONPAR CORR /VARIABLES=Packageing_Preference Consum_Freq /PRINT=SPEARMAN TWOTAIL NOSIG FULL /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.01
	Number of Cases Allowed	629145 cases[a]

a. Based on availability of workspace memory

Correlations

			Q16: Package type preference.	Q7: Energy drinks consume frequency.
Spearman's rho	Q16: Package type preference.	Correlation Coefficient	1.000	.218**
		Sig. (2-tailed)	.	.000
		N	369	369
	Q7: Energy drinks consume frequency.	Correlation Coefficient	.218**	1.000
		Sig. (2-tailed)	.000	.
		N	369	369

**. Correlation is significant at the 0.01 level (2-tailed).

```
NONPAR CORR
 /VARIABLES=Importance_EcoFriendly_RecodedMax_Price_250ml
 /PRINT=SPEARMAN TWOTAIL NOSIG FULL
 /MISSING=PAIRWISE.
```

Nonparametric Correlations

5. Does the importance of eco-friendly packaging (Q17) influence willingness to pay (Q15)?

Notes

Output Created		01-MAR-2025 04:46:26
Comments		
Input	Data	E:\WORK\Portfolio\Research\Consumer Preferences and Behavior in the Energy Drink Market\Consumer-Preferences-and-Behavior-in-the-Energy-Drink-Market\1_Data\Analysis.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	370
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		NONPAR CORR /VARIABLES=Importance_EcoFriendly_Recoded Max_Price_250ml /PRINT=SPEARMAN TWOTAIL NOSIG FULL /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.00
	Number of Cases Allowed	629145 cases[a]

a. Based on availability of workspace memory

Correlations

			Q17: Importance of eco-friendly packaging.	Q15: Max price for 250ml.
Spearman's rho	Q17: Importance of eco-friendly packaging.	Correlation Coefficient	1.000	.084
		Sig. (2-tailed)	.	.107
		N	369	369
	Q15: Max price for 250ml.	Correlation Coefficient	.084	1.000
		Sig. (2-tailed)	.107	.
		N	369	369