

```

FREQUENCIES VARIABLES=Max_Price_250ml
  /BARCHART FREQ
  /ORDER=ANALYSIS.

```

## Frequencies

### 1. What price range are consumers willing to pay for an energy drink?

#### Notes

Output Created		01-MAR-2025 03:23:01
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=Max_Price_250ml /BARCHART FREQ /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00.42
	Elapsed Time	00:00:00.53

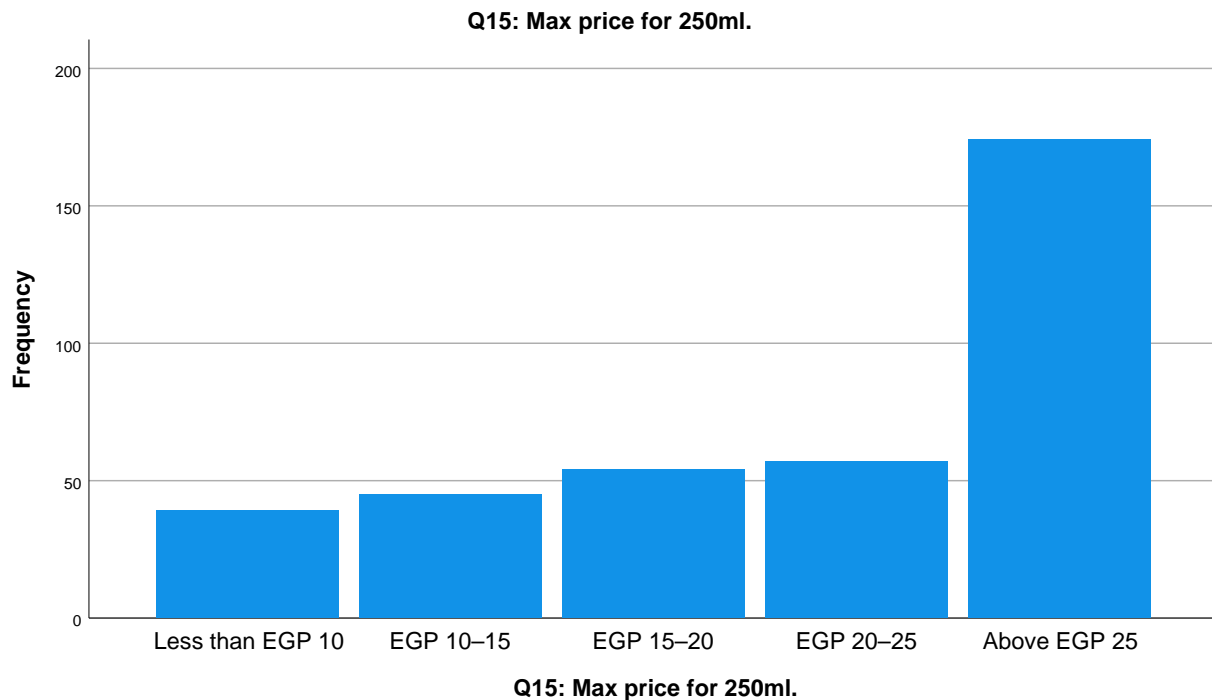
## Statistics

Q15: Max price for 250ml.

N	Valid	369
	Missing	1

### Q15: Max price for 250ml.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than EGP 10	39	10.5	10.6	10.6
	EGP 10–15	45	12.2	12.2	22.8
	EGP 15–20	54	14.6	14.6	37.4
	EGP 20–25	57	15.4	15.4	52.8
	Above EGP 25	174	47.0	47.2	100.0
	Total	369	99.7	100.0	
Missing	System	1	.3		
Total		370	100.0		



FREQUENCIES VARIABLES=Rank\_Flavor Rank\_Price Rank\_Reputation Rank\_Packaging Rank\_Health  
Rank\_Availability

```

/BARCHART FREQ
/ORDER=ANALYSIS.

```

## Frequencies

### Notes

Output Created		01-MAR-2025 03:26:19
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
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	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=Rank_Flavor Rank_Price Rank_Reputation Rank_Packaging Rank_Health Rank_Availability /BARCHART FREQ /ORDER=ANALYSIS.
Resources	Processor Time	00:00:01.50
	Elapsed Time	00:00:01.26

### Statistics

		Q9: Flavor influnces purchase rank.	Q9: Price influnces purchase rank.	Q9: Reputation influnces purchase rank.	Q9: Packaging influnces purchase rank.	Q9: Health influnces purchase rank.
N	Valid	369	369	369	369	369
	Missing	1	1	1	1	1

### Statistics

		Q9: Availability influnces purchase rank.
N	Valid	369
	Missing	1

### Frequency Table

#### 2. How does pricing influence purchase decisions compared to other factors ?

#### Q9: Flavor influnces purchase rank.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely Important	150	40.5	40.7	40.7
	Important	15	4.1	4.1	44.7
	Moderatly Important	15	4.1	4.1	48.8
	Slightly Important	15	4.1	4.1	52.8
	Least Important	174	47.0	47.2	100.0
	Total	369	99.7	100.0	
Missing	System	1	.3		
Total		370	100.0		

**Q9: Price influences purchase rank.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely Important	147	39.7	39.8	39.8
	Very Important	54	14.6	14.6	54.5
	Important	45	12.2	12.2	66.7
	Moderately Important	24	6.5	6.5	73.2
	Slightly Important	15	4.1	4.1	77.2
	Least Important	84	22.7	22.8	100.0
	Total	369	99.7	100.0	
Missing	System	1	.3		
Total		370	100.0		

**Q9: Reputation influences purchase rank.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely Important	132	35.7	35.8	35.8
	Very Important	30	8.1	8.1	43.9
	Important	39	10.5	10.6	54.5
	Moderately Important	33	8.9	8.9	63.4
	Slightly Important	15	4.1	4.1	67.5
	Least Important	120	32.4	32.5	100.0
	Total	369	99.7	100.0	
Missing	System	1	.3		
Total		370	100.0		

**Q9: Packaging influences purchase rank.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely Important	108	29.2	29.3	29.3
	Very Important	24	6.5	6.5	35.8
	Important	63	17.0	17.1	52.8
	Moderately Important	24	6.5	6.5	59.3
	Slightly Important	30	8.1	8.1	67.5
	Least Important	120	32.4	32.5	100.0
	Total	369	99.7	100.0	
Missing	System	1	.3		
Total		370	100.0		

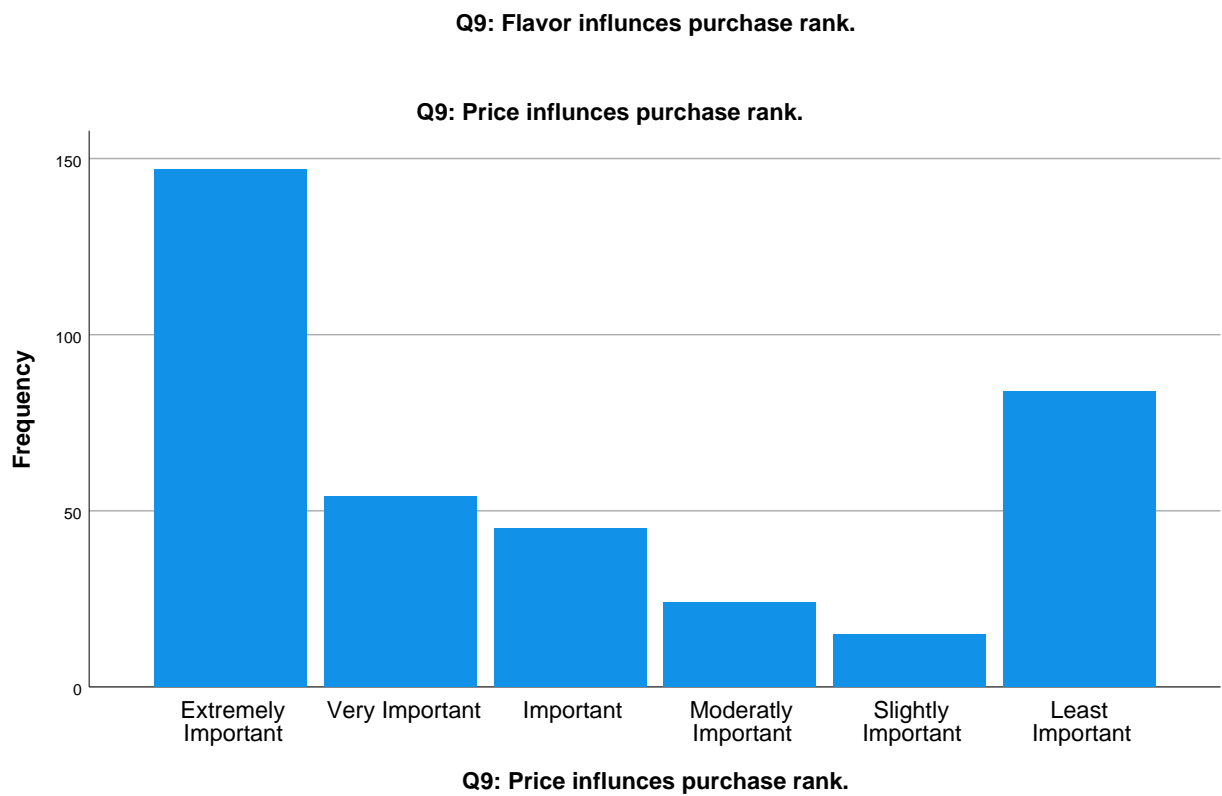
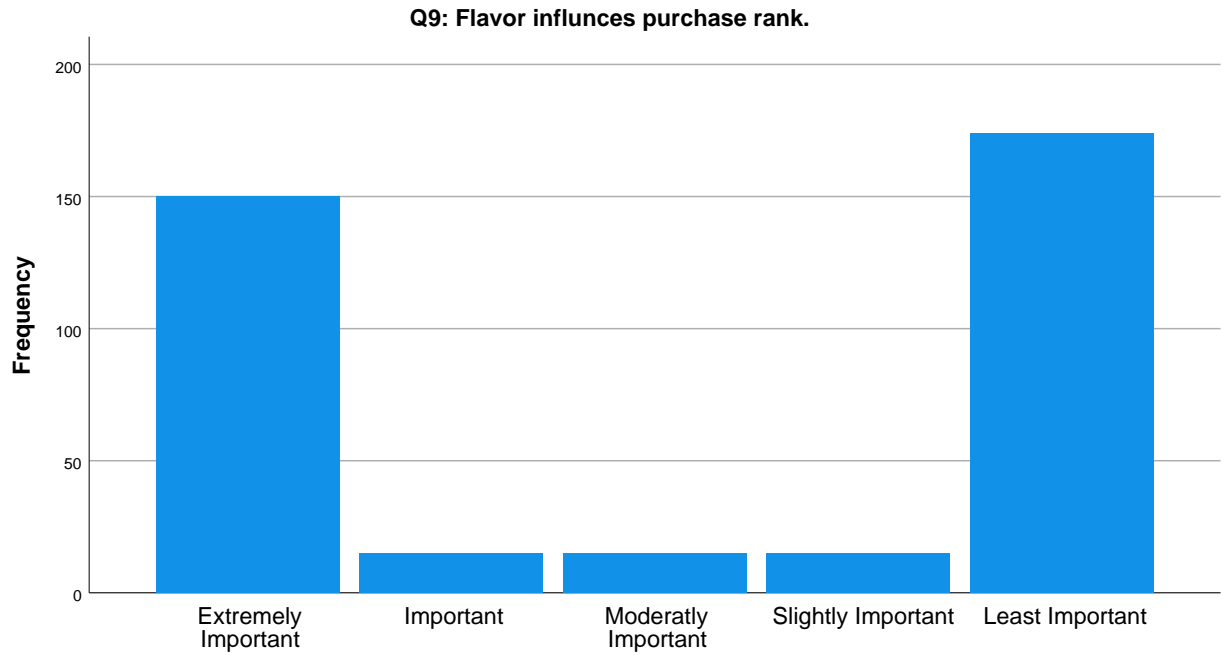
**Q9: Health influences purchase rank.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely Important	153	41.4	41.5	41.5
	Very Important	57	15.4	15.4	56.9
	Important	39	10.5	10.6	67.5
	Least Important	120	32.4	32.5	100.0
	Total	369	99.7	100.0	
Missing	System	1	.3		
Total		370	100.0		

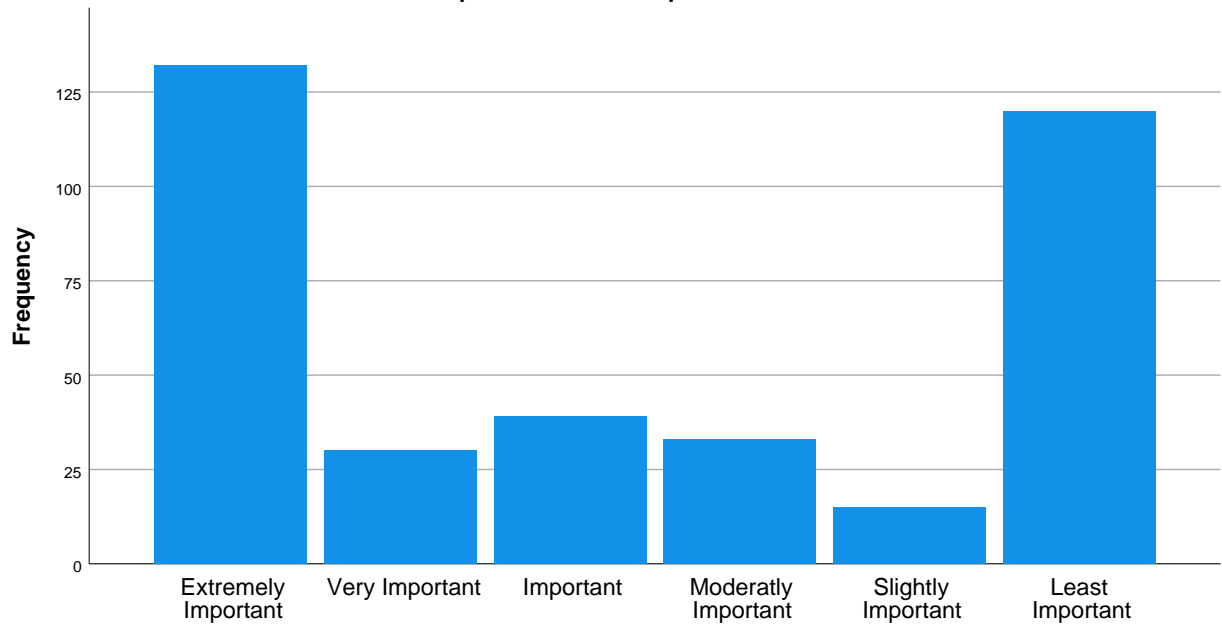
**Q9: Availability influences purchase rank.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely Important	120	32.4	32.5	32.5
	Very Important	15	4.1	4.1	36.6
	Important	57	15.4	15.4	52.0
	Moderately Important	24	6.5	6.5	58.5
	Slightly Important	24	6.5	6.5	65.0
	Least Important	129	34.9	35.0	100.0
	Total	369	99.7	100.0	
Missing	System	1	.3		
Total		370	100.0		

**Bar Chart**

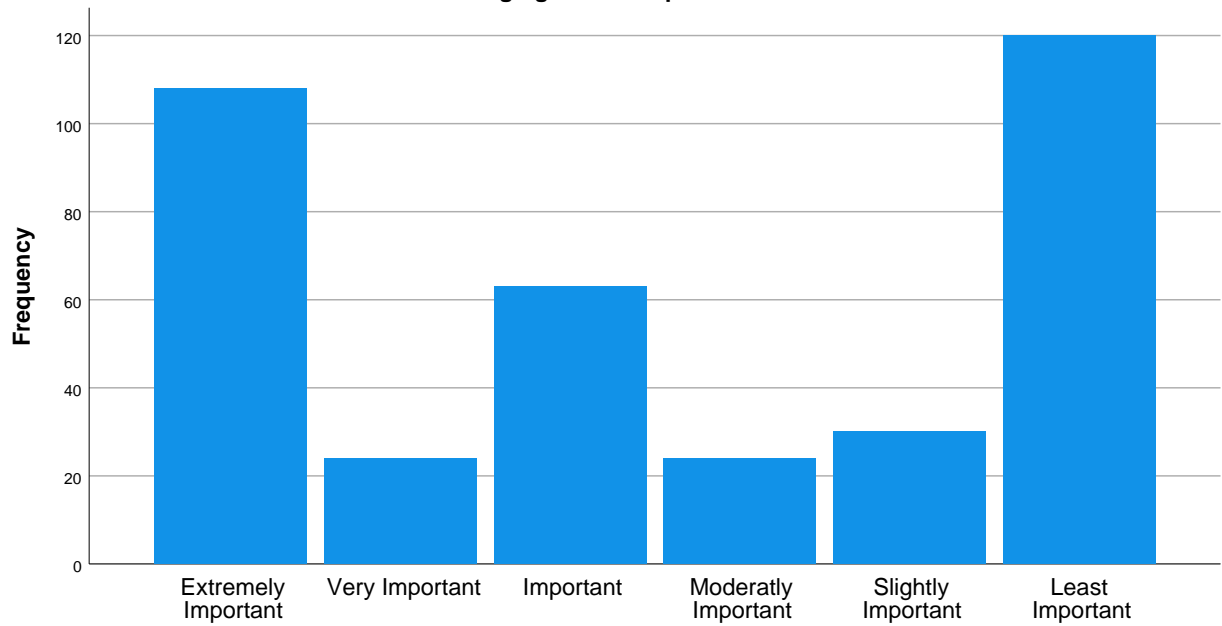


**Q9: Reputation influnces purchase rank.**



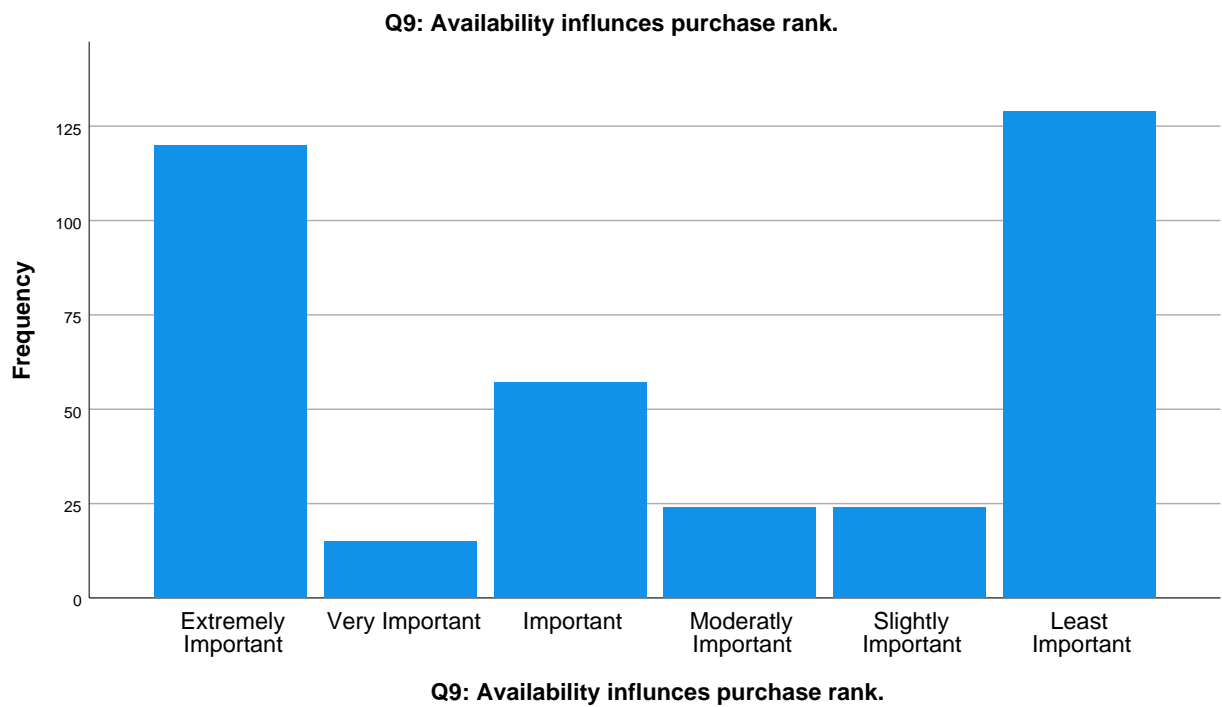
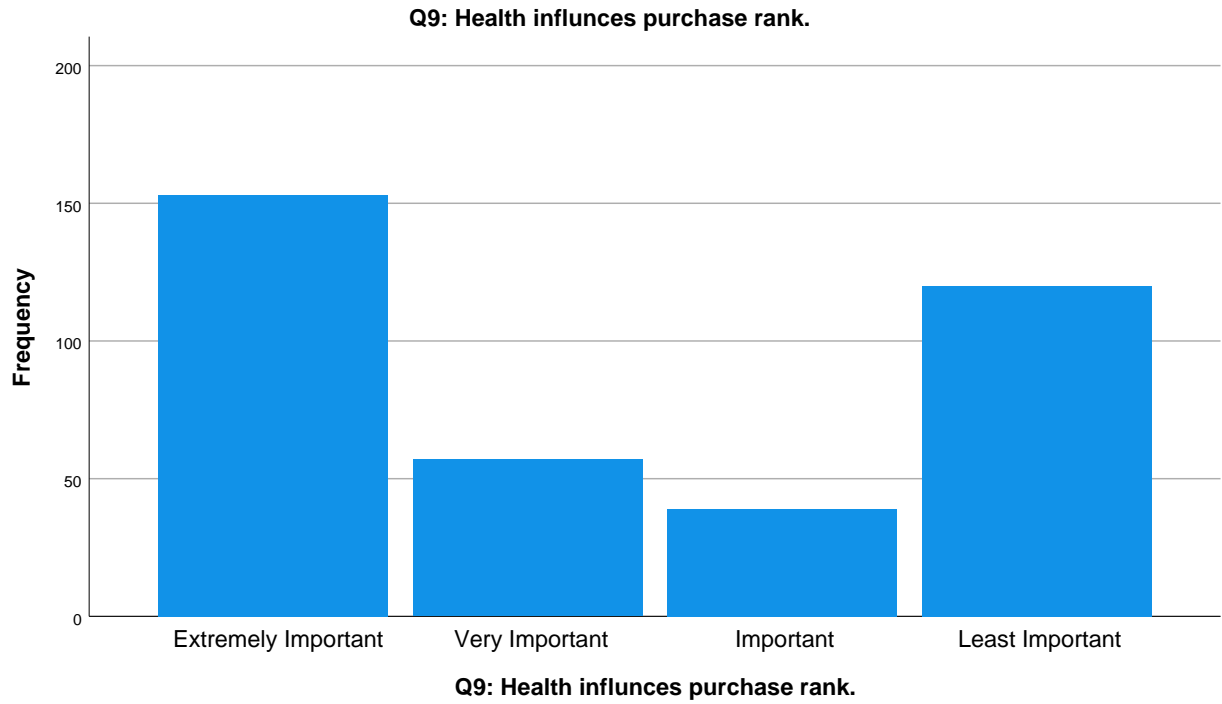
**Q9: Reputation influnces purchase rank.**

**Q9: Packaging influnces purchase rank.**



**Q9: Packaging influnces purchase rank.**





CROSSTABS  
 /TABLES=Max\_Price\_250ml BY Income\_Range

```

/FORMAT=AVALUE TABLES
/STATISTICS=CHISQ
/CELLS=COUNT ROW COLUMN
/COUNT ROUND CELL.

```

## Crosstabs

### 3. Does willingness to pay (Q15) vary significantly across income levels (Q6)?

#### Notes

Output Created		01-MAR-2025 03:28:00
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=Max_Price_250 ml BY Income_Range /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT ROW COLUMN /COUNT ROUND CELL.	
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.01
	Dimensions Requested	2
	Cells Available	524245

## Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
Q15: Max price for 250ml. * Q6: Monthly income range.	369	99.7%	1	0.3%	370	100.0%

**Q15: Max price for 250ml. \* Q6: Monthly income range. Crosstabulation**

		Q6: Monthly ... Less than EGP 5,000	
Q15: Max price for 250ml.	Less than EGP 10	Count	9
		% within Q15: Max price for 250ml.	23.1%
		% within Q6: Monthly income range.	10.3%
	EGP 10–15	Count	24
		% within Q15: Max price for 250ml.	53.3%
		% within Q6: Monthly income range.	27.6%
	EGP 15–20	Count	24
		% within Q15: Max price for 250ml.	44.4%
		% within Q6: Monthly income range.	27.6%
	EGP 20–25	Count	0
		% within Q15: Max price for 250ml.	0.0%
		% within Q6: Monthly income range.	0.0%
	Above EGP 25	Count	30
		% within Q15: Max price for 250ml.	17.2%
		% within Q6: Monthly income range.	34.5%
Total	Count		87
	% within Q15: Max price for 250ml.		23.6%
	% within Q6: Monthly income range.		100.0%

**Q15: Max price for 250ml. \* Q6: Monthly income range. Crosstabulation**

			Q6: Monthly ... EGP 5,000– 10,000
Q15: Max price for 250ml.	Less than EGP 10	Count	15
		% within Q15: Max price for 250ml.	38.5%
		% within Q6: Monthly income range.	8.6%
	EGP 10–15	Count	6
		% within Q15: Max price for 250ml.	13.3%
		% within Q6: Monthly income range.	3.4%
	EGP 15–20	Count	30
		% within Q15: Max price for 250ml.	55.6%
		% within Q6: Monthly income range.	17.2%
	EGP 20–25	Count	33
		% within Q15: Max price for 250ml.	57.9%
		% within Q6: Monthly income range.	19.0%
	Above EGP 25	Count	90
		% within Q15: Max price for 250ml.	51.7%
		% within Q6: Monthly income range.	51.7%
Total	Count		174
	% within Q15: Max price for 250ml.		47.2%
	% within Q6: Monthly income range.		100.0%

**Q15: Max price for 250ml. \* Q6: Monthly income range. Crosstabulation**

			Q6: Monthly ... EGP 10,001– 20,000
Q15: Max price for 250ml.	Less than EGP 10	Count	0
		% within Q15: Max price for 250ml.	0.0%
		% within Q6: Monthly income range.	0.0%
	EGP 10–15	Count	15
		% within Q15: Max price for 250ml.	33.3%
		% within Q6: Monthly income range.	16.1%
	EGP 15–20	Count	0
		% within Q15: Max price for 250ml.	0.0%
		% within Q6: Monthly income range.	0.0%
	EGP 20–25	Count	24
		% within Q15: Max price for 250ml.	42.1%
		% within Q6: Monthly income range.	25.8%
	Above EGP 25	Count	54
		% within Q15: Max price for 250ml.	31.0%
		% within Q6: Monthly income range.	58.1%
Total	Count		93
	% within Q15: Max price for 250ml.		25.2%
	% within Q6: Monthly income range.		100.0%

**Q15: Max price for 250ml. \* Q6: Monthly income range. Crosstabulation**

			Q6: Monthly ... EGP 20,001– 30,000	Total
Q15: Max price for 250ml.	Less than EGP 10	Count	15	39
		% within Q15: Max price for 250ml.	38.5%	100.0%
		% within Q6: Monthly income range.	100.0%	10.6%
	EGP 10–15	Count	0	45
		% within Q15: Max price for 250ml.	0.0%	100.0%
		% within Q6: Monthly income range.	0.0%	12.2%
	EGP 15–20	Count	0	54
		% within Q15: Max price for 250ml.	0.0%	100.0%
		% within Q6: Monthly income range.	0.0%	14.6%
	EGP 20–25	Count	0	57
		% within Q15: Max price for 250ml.	0.0%	100.0%
		% within Q6: Monthly income range.	0.0%	15.4%
	Above EGP 25	Count	0	174
		% within Q15: Max price for 250ml.	0.0%	100.0%
		% within Q6: Monthly income range.	0.0%	47.2%
Total	Count		15	369
	% within Q15: Max price for 250ml.		4.1%	100.0%
	% within Q6: Monthly income range.		100.0%	100.0%

### Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	218.143 <sup>a</sup>	12	.000
Likelihood Ratio	192.121	12	.000
Linear-by-Linear Association	.278	1	.598
N of Valid Cases	369		

a. 4 cells (20.0%) have expected count less than 5. The minimum expected count is 1.59.

NONPAR CORR

/VARIABLES=Importance\_EcoFriendly\_RecodedMax\_Price\_250ml

/PRINT=SPEARMAN TWOTAIL NOSIG FULL

/MISSING=PAIRWISE.

### Nonparametric Correlations

**4. Are respondents who value eco-friendly packaging (Q17) more willing to pay a premium price (Q15)?**



## Notes

Output Created		01-MAR-2025 03:30:11
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	00:00:00.02
	Elapsed Time	00:00:00.01
	Number of Cases Allowed	629145 cases <sup>a</sup>

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

```

NONPAR CORR
/VARIABLES=Rank_Price Value_BrandReputation
/PRINT=SPEARMAN TWOTAIL NOSIG FULL
/MISSING=PAIRWISE.

```

## Nonparametric Correlations

5. Is there a correlation between price sensitivity (Q9) and brand loyalty (Q19)?

## Notes

Output Created		01-MAR-2025 03:36:11
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=Rank_Price Value_BrandReputation /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 <sup>a</sup>

a. Based on availability of workspace memory

## Correlations

		Q9: Price influences purchase rank.		Q19: Most value in energy drink_Brand Reputarian
Spearman's rho	Q9: Price influences purchase rank.	Correlation Coefficient	1.000	-.404**
		Sig. (2-tailed)	.	.000
		N	369	369
	Q19: Most value in energy drink_Brand Reputarian	Correlation Coefficient	-.404**	1.000
		Sig. (2-tailed)	.000	.
		N	369	369

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