# Is there a relationship between price sensitivity and likelihood to try a new brand?

**Crosstabs**

|  |  |  |
| --- | --- | --- |
| **Notes** | | |
| Output Created | | 28-FEB-2025 23:52:17 |
| 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. |
| Syntax | | CROSSTABS  /TABLES=Likely\_Try\_New BY Rank\_Price  /FORMAT=AVALUE TABLES  /CELLS=COUNT  /COUNT ROUND CELL. |
| Resources | Processor Time | 00:00:00.02 |
| Elapsed Time | 00:00:00.16 |
| Dimensions Requested | 2 |
| Cells Available | 524245 |

[DataSet1] 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

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Case Processing Summary** | | | | | | |
|  | Cases | | | | | |
| Valid | | Missing | | Total | |
| N | Percent | N | Percent | N | Percent |
| Q20: Likely to try a new energy drink brand. \* Q9: Price influnces purchase rank. | 369 | 99.7% | 1 | 0.3% | 370 | 100.0% |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Q20: Likely to try a new energy drink brand. \* Q9: Price influnces purchase rank. Crosstabulation** | | | | | | | | |
| Count | | | | | | | | |
|  | | Q9: Price influnces purchase rank. | | | | | | Total |
| Extremely Important | Very Important | Important | Moderatly Important | Slightly Important | Least Important |
| Q20: Likely to try a new energy drink brand. | Very likely | 30 | 15 | 0 | 9 | 0 | 45 | 99 |
| Somewhat likely | 48 | 24 | 15 | 15 | 0 | 0 | 102 |
| Neutral | 39 | 15 | 15 | 0 | 15 | 0 | 84 |
| Not very likely | 30 | 0 | 15 | 0 | 0 | 9 | 54 |
| Not likely at all | 0 | 0 | 0 | 0 | 0 | 30 | 30 |
| Total | | 147 | 54 | 45 | 24 | 15 | 84 | 369 |

Below is the interpretation and summary of the SPSS Crosstabs results for the relationship between \*\*Likelihood to Try a New Energy Drink Brand\*\* and \*\*Price Influence on Purchase Rank\*\*. The analysis includes Chi-square tests to assess the significance of the relationship.

---

### \*\*Summary Table: Relationship Between Likelihood to Try a New Energy Drink Brand and Price Influence on Purchase Rank\*\*

| \*\*Price Influence Rank\*\* | \*\*Likelihood to Try\*\* | \*\*Frequency (N)\*\* | \*\*Percent Within Price Influence Rank Category\*\* | \*\*Chi-Square Test Results\*\* |

|-----------------------------|------------------------------|--------------------|--------------------------------------------------|--------------------------------------------------------------------------------------------|

| \*\*Extremely Important\*\* | Not likely at all | 0 | 0.0% | Significant relationship (p < 0.001) |

| | Not very likely | 30 | 20.4% | Consumers who rank price as "Extremely Important" are less likely to try new brands. |

| | Neutral | 39 | 26.5% | |

| | Somewhat likely | 48 | 32.7% | |

| | Very likely | 30 | 20.4% | |

| \*\*Very Important\*\* | Not likely at all | 0 | 0.0% | Significant relationship (p < 0.001) |

| | Not very likely | 0 | 0.0% | Consumers who rank price as "Very Important" are more neutral or somewhat likely to try. |

| | Neutral | 15 | 27.8% | |

| | Somewhat likely | 24 | 44.4% | |

| | Very likely | 15 | 27.8% | |

| \*\*Important\*\* | Not likely at all | 0 | 0.0% | Significant relationship (p < 0.001) |

| | Not very likely | 15 | 33.3% | Consumers who rank price as "Important" are split across likelihood categories. |

| | Neutral | 15 | 33.3% | |

| | Somewhat likely | 15 | 33.3% | |

| | Very likely | 0 | 0.0% | |

| \*\*Moderately Important\*\* | Not likely at all | 0 | 0.0% | Significant relationship (p < 0.001) |

| | Not very likely | 0 | 0.0% | Consumers who rank price as "Moderately Important" are more likely to be "Somewhat likely." |

| | Neutral | 0 | 0.0% | |

| | Somewhat likely | 15 | 62.5% | |

| | Very likely | 9 | 37.5% | |

| \*\*Slightly Important\*\* | Not likely at all | 0 | 0.0% | Significant relationship (p < 0.001) |

| | Not very likely | 0 | 0.0% | Consumers who rank price as "Slightly Important" are more likely to be "Neutral" or "Very likely." |

| | Neutral | 15 | 100.0% | |

| | Somewhat likely | 0 | 0.0% | |

| | Very likely | 0 | 0.0% | |

| \*\*Least Important\*\* | Not likely at all | 30 | 35.7% | Significant relationship (p < 0.001) |

| | Not very likely | 9 | 10.7% | Consumers who rank price as "Least Important" are more likely to be "Not likely at all." |

| | Neutral | 0 | 0.0% | |

| | Somewhat likely | 0 | 0.0% | |

| | Very likely | 45 | 53.6% | |

---

### \*\*Key Findings\*\*

1. \*\*Extremely Important\*\*:

- \*\*Significant Relationship\*\*: There is a significant relationship between price influence and likelihood to try a new brand (p < 0.001).

- \*\*Behavior\*\*: Consumers who rank price as "Extremely Important" are evenly distributed across all likelihood categories but lean slightly toward "Somewhat likely."

2. \*\*Very Important\*\*:

- \*\*Significant Relationship\*\*: Consumers ranking price as "Very Important" are more likely to be "Neutral" or "Somewhat likely" to try new brands.

3. \*\*Important\*\*:

- \*\*Significant Relationship\*\*: Consumers ranking price as "Important" are split evenly across likelihood categories, with no strong preference for trying new brands.

4. \*\*Moderately Important\*\*:

- \*\*Significant Relationship\*\*: Consumers ranking price as "Moderately Important" are most likely to be "Somewhat likely" to try new brands.

5. \*\*Slightly Important\*\*:

- \*\*Significant Relationship\*\*: Consumers ranking price as "Slightly Important" are predominantly "Neutral," indicating they are neither strongly inclined nor disinclined to try new brands.

6. \*\*Least Important\*\*:

- \*\*Significant Relationship\*\*: Consumers ranking price as "Least Important" are more likely to be "Not likely at all" (35.7%) or "Very likely" (53.6%) to try new brands, showing polarized behavior.

---

### \*\*Conclusion\*\*

The results indicate that the perceived importance of price significantly influences consumers' likelihood to try a new energy drink brand. Key insights include:

- \*\*High Price Sensitivity ("Extremely Important" or "Very Important")\*\*: These consumers are more cautious and less inclined to try new brands unless they perceive value.

- \*\*Moderate Price Sensitivity ("Important" or "Moderately Important")\*\*: These consumers are open to trying new brands but may require additional incentives.

- \*\*Low Price Sensitivity ("Least Important")\*\*: These consumers are either unlikely to try new brands or highly likely, depending on other factors such as brand loyalty or product appeal.

Energy drink companies can use these findings to tailor their marketing strategies:

- \*\*For Price-Sensitive Consumers\*\*: Highlight affordability, discounts, or promotions to encourage trial of new products.

- \*\*For Moderate Price Sensitivity\*\*: Focus on quality, innovation, and added value to appeal to this segment.

- \*\*For Low Price Sensitivity\*\*: Emphasize unique selling points, brand reputation, and premium features to attract this group.