# relationship between brand familiarity and likelihood to try a new brand (Q20)?

**Crosstabs**

|  |  |  |
| --- | --- | --- |
| **Notes** | | |
| Output Created | | 28-FEB-2025 23:33:01 |
| 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 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 RedBull Monster PowerHorse Sting Tiger  /FORMAT=DVALUE TABLES  /STATISTICS=CHISQ  /CELLS=COUNT COLUMN  /COUNT ROUND CELL. |
| Resources | Processor Time | 00:00:00.00 |
| Elapsed Time | 00:00:00.03 |
| Dimensions Requested | 2 |
| Cells Available | 524245 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Case Processing Summary** | | | | | | |
|  | Cases | | | | | |
| Valid | | Missing | | Total | |
| N | Percent | N | Percent | N | Percent |
| Q20: Likely to try a new energy drink brand. \* Q18: Brand familiarity\_Redbull | 369 | 99.7% | 1 | 0.3% | 370 | 100.0% |
| Q20: Likely to try a new energy drink brand. \* Q18: Brand familiarity\_Monster | 369 | 99.7% | 1 | 0.3% | 370 | 100.0% |
| Q20: Likely to try a new energy drink brand. \* Q18: Brand familiarity\_Power Horse | 369 | 99.7% | 1 | 0.3% | 370 | 100.0% |
| Q20: Likely to try a new energy drink brand. \* Q18: Brand familiarity\_Sting | 369 | 99.7% | 1 | 0.3% | 370 | 100.0% |
| Q20: Likely to try a new energy drink brand. \* Q18: Brand familiarity\_Tiger | 369 | 99.7% | 1 | 0.3% | 370 | 100.0% |

**Q20: Likely to try a new energy drink brand. \* Q18: Brand familiarity\_Redbull**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Crosstab** | | | | | |
|  | | | Q18: Brand familiarity\_Redbull | | Total |
| No | Yes |
| Q20: Likely to try a new energy drink brand. | Not likely at all | Count | 30 | 0 | 30 |
| % within Q18: Brand familiarity\_Redbull | 100.0% | 0.0% | 8.1% |
| Not very likely | Count | 0 | 54 | 54 |
| % within Q18: Brand familiarity\_Redbull | 0.0% | 15.9% | 14.6% |
| Neutral | Count | 0 | 84 | 84 |
| % within Q18: Brand familiarity\_Redbull | 0.0% | 24.8% | 22.8% |
| Somewhat likely | Count | 0 | 102 | 102 |
| % within Q18: Brand familiarity\_Redbull | 0.0% | 30.1% | 27.6% |
| Very likely | Count | 0 | 99 | 99 |
| % within Q18: Brand familiarity\_Redbull | 0.0% | 29.2% | 26.8% |
| Total | | Count | 30 | 339 | 369 |
| % within Q18: Brand familiarity\_Redbull | 100.0% | 100.0% | 100.0% |

|  |  |  |  |
| --- | --- | --- | --- |
| **Chi-Square Tests** | | | |
|  | Value | df | Asymptotic Significance (2-sided) |
| Pearson Chi-Square | 369.000a | 4 | .000 |
| Likelihood Ratio | 208.068 | 4 | .000 |
| Linear-by-Linear Association | 130.309 | 1 | .000 |
| N of Valid Cases | 369 |  |  |
| a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 2.44. | | | |

**Q20: Likely to try a new energy drink brand. \* Q18: Brand familiarity\_Monster**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Crosstab** | | | | | |
|  | | | Q18: Brand familiarity\_Monster | | Total |
| No | Yes |
| Q20: Likely to try a new energy drink brand. | Not likely at all | Count | 30 | 0 | 30 |
| % within Q18: Brand familiarity\_Monster | 18.9% | 0.0% | 8.1% |
| Not very likely | Count | 24 | 30 | 54 |
| % within Q18: Brand familiarity\_Monster | 15.1% | 14.3% | 14.6% |
| Neutral | Count | 15 | 69 | 84 |
| % within Q18: Brand familiarity\_Monster | 9.4% | 32.9% | 22.8% |
| Somewhat likely | Count | 27 | 75 | 102 |
| % within Q18: Brand familiarity\_Monster | 17.0% | 35.7% | 27.6% |
| Very likely | Count | 63 | 36 | 99 |
| % within Q18: Brand familiarity\_Monster | 39.6% | 17.1% | 26.8% |
| Total | | Count | 159 | 210 | 369 |
| % within Q18: Brand familiarity\_Monster | 100.0% | 100.0% | 100.0% |

|  |  |  |  |
| --- | --- | --- | --- |
| **Chi-Square Tests** | | | |
|  | Value | df | Asymptotic Significance (2-sided) |
| Pearson Chi-Square | 90.003a | 4 | .000 |
| Likelihood Ratio | 103.769 | 4 | .000 |
| Linear-by-Linear Association | .874 | 1 | .350 |
| N of Valid Cases | 369 |  |  |
| a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 12.93. | | | |

**Q20: Likely to try a new energy drink brand. \* Q18: Brand familiarity\_Power Horse**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Crosstab** | | | | | |
|  | | | Q18: Brand familiarity\_Power Horse | | Total |
| No | Yes |
| Q20: Likely to try a new energy drink brand. | Not likely at all | Count | 30 | 0 | 30 |
| % within Q18: Brand familiarity\_Power Horse | 13.3% | 0.0% | 8.1% |
| Not very likely | Count | 39 | 15 | 54 |
| % within Q18: Brand familiarity\_Power Horse | 17.3% | 10.4% | 14.6% |
| Neutral | Count | 36 | 48 | 84 |
| % within Q18: Brand familiarity\_Power Horse | 16.0% | 33.3% | 22.8% |
| Somewhat likely | Count | 42 | 60 | 102 |
| % within Q18: Brand familiarity\_Power Horse | 18.7% | 41.7% | 27.6% |
| Very likely | Count | 78 | 21 | 99 |
| % within Q18: Brand familiarity\_Power Horse | 34.7% | 14.6% | 26.8% |
| Total | | Count | 225 | 144 | 369 |
| % within Q18: Brand familiarity\_Power Horse | 100.0% | 100.0% | 100.0% |

|  |  |  |  |
| --- | --- | --- | --- |
| **Chi-Square Tests** | | | |
|  | Value | df | Asymptotic Significance (2-sided) |
| Pearson Chi-Square | 63.663a | 4 | .000 |
| Likelihood Ratio | 74.551 | 4 | .000 |
| Linear-by-Linear Association | 1.506 | 1 | .220 |
| N of Valid Cases | 369 |  |  |
| a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 11.71. | | | |

**Q20: Likely to try a new energy drink brand. \* Q18: Brand familiarity\_Sting**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Crosstab** | | | | | |
|  | | | Q18: Brand familiarity\_Sting | | Total |
| No | Yes |
| Q20: Likely to try a new energy drink brand. | Not likely at all | Count | 30 | 0 | 30 |
| % within Q18: Brand familiarity\_Sting | 18.9% | 0.0% | 8.1% |
| Not very likely | Count | 39 | 15 | 54 |
| % within Q18: Brand familiarity\_Sting | 24.5% | 7.1% | 14.6% |
| Neutral | Count | 36 | 48 | 84 |
| % within Q18: Brand familiarity\_Sting | 22.6% | 22.9% | 22.8% |
| Somewhat likely | Count | 30 | 72 | 102 |
| % within Q18: Brand familiarity\_Sting | 18.9% | 34.3% | 27.6% |
| Very likely | Count | 24 | 75 | 99 |
| % within Q18: Brand familiarity\_Sting | 15.1% | 35.7% | 26.8% |
| Total | | Count | 159 | 210 | 369 |
| % within Q18: Brand familiarity\_Sting | 100.0% | 100.0% | 100.0% |

|  |  |  |  |
| --- | --- | --- | --- |
| **Chi-Square Tests** | | | |
|  | Value | df | Asymptotic Significance (2-sided) |
| Pearson Chi-Square | 80.436a | 4 | .000 |
| Likelihood Ratio | 92.685 | 4 | .000 |
| Linear-by-Linear Association | 71.953 | 1 | .000 |
| N of Valid Cases | 369 |  |  |
| a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 12.93. | | | |

**Q20: Likely to try a new energy drink brand. \* Q18: Brand familiarity\_Tiger**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Crosstab** | | | | | |
|  | | | Q18: Brand familiarity\_Tiger | | Total |
| No | Yes |
| Q20: Likely to try a new energy drink brand. | Not likely at all | Count | 30 | 0 | 30 |
| % within Q18: Brand familiarity\_Tiger | 11.9% | 0.0% | 8.1% |
| Not very likely | Count | 39 | 15 | 54 |
| % within Q18: Brand familiarity\_Tiger | 15.5% | 12.8% | 14.6% |
| Neutral | Count | 60 | 24 | 84 |
| % within Q18: Brand familiarity\_Tiger | 23.8% | 20.5% | 22.8% |
| Somewhat likely | Count | 69 | 33 | 102 |
| % within Q18: Brand familiarity\_Tiger | 27.4% | 28.2% | 27.6% |
| Very likely | Count | 54 | 45 | 99 |
| % within Q18: Brand familiarity\_Tiger | 21.4% | 38.5% | 26.8% |
| Total | | Count | 252 | 117 | 369 |
| % within Q18: Brand familiarity\_Tiger | 100.0% | 100.0% | 100.0% |

|  |  |  |  |
| --- | --- | --- | --- |
| **Chi-Square Tests** | | | |
|  | Value | df | Asymptotic Significance (2-sided) |
| Pearson Chi-Square | 23.355a | 4 | .000 |
| Likelihood Ratio | 31.825 | 4 | .000 |
| Linear-by-Linear Association | 19.143 | 1 | .000 |
| N of Valid Cases | 369 |  |  |
| a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 9.51. | | | |

Below is the interpretation and summary of the SPSS Crosstabs results for the relationship between \*\*Likelihood to Try a New Energy Drink Brand\*\* and familiarity with various brands (Red Bull, Monster, Power Horse, Sting, and Tiger). The analysis includes Chi-square tests to assess the significance of relationships.

---

### \*\*Summary Table: Relationship Between Likelihood to Try a New Energy Drink Brand and Brand Familiarity\*\*

| \*\*Brand\*\* | \*\*Likelihood to Try\*\* | \*\*Frequency (N)\*\* | \*\*Percent Within Brand Familiarity Category\*\* | \*\*Chi-Square Test Results\*\* |

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

| \*\*Red Bull\*\* | Not likely at all | 30 | 100.0% | Significant relationship (p < 0.001) |

| | Not very likely | 0 | 0.0% | Consumers familiar with Red Bull are more likely to try new brands across all categories. |

| | Neutral | 0 | 0.0% | |

| | Somewhat likely | 0 | 0.0% | |

| | Very likely | 0 | 0.0% | |

| \*\*Monster\*\* | Not likely at all | 30 | 18.9% | Significant relationship (p < 0.001) |

| | Not very likely | 24 | 15.1% | Those unfamiliar with Monster are less likely to try new brands ("Not likely at all"). |

| | Neutral | 15 | 9.4% | |

| | Somewhat likely | 27 | 17.0% | |

| | Very likely | 63 | 39.6% | |

| \*\*Power Horse\*\* | Not likely at all | 30 | 13.3% | Significant relationship (p < 0.001) |

| | Not very likely | 39 | 17.3% | Those unfamiliar with Power Horse are less likely to try new brands. |

| | Neutral | 36 | 16.0% | |

| | Somewhat likely | 42 | 18.7% | |

| | Very likely | 78 | 34.7% | |

| \*\*Sting\*\* | Not likely at all | 30 | 18.9% | Significant relationship (p < 0.001) |

| | Not very likely | 39 | 24.5% | Those unfamiliar with Sting are less likely to try new brands. |

| | Neutral | 36 | 22.6% | |

| | Somewhat likely | 30 | 18.9% | |

| | Very likely | 24 | 15.1% | |

| \*\*Tiger\*\* | Not likely at all | 30 | 11.9% | Significant relationship (p < 0.001) |

| | Not very likely | 39 | 15.5% | Those unfamiliar with Tiger are less likely to try new brands. |

| | Neutral | 60 | 23.8% | |

| | Somewhat likely | 69 | 27.4% | |

| | Very likely | 54 | 21.4% | |

---

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

1. \*\*Red Bull\*\*:

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

- \*\*Familiar Consumers\*\*: All consumers familiar with Red Bull are more likely to consider trying a new brand across all likelihood categories.

- \*\*Unfamiliar Consumers\*\*: Those unfamiliar with Red Bull are most likely to select "Not likely at all."

2. \*\*Monster\*\*:

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

- \*\*Familiar Consumers\*\*: Familiar consumers are more evenly distributed across all likelihood categories but lean toward "Neutral" and "Very likely."

- \*\*Unfamiliar Consumers\*\*: Unfamiliar consumers are more likely to choose "Not likely at all" or "Not very likely."

3. \*\*Power Horse\*\*:

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

- \*\*Familiar Consumers\*\*: Familiar consumers are more likely to be "Somewhat likely" or "Very likely" to try a new brand.

- \*\*Unfamiliar Consumers\*\*: Unfamiliar consumers are more likely to choose "Not likely at all" or "Not very likely."

4. \*\*Sting\*\*:

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

- \*\*Familiar Consumers\*\*: Familiar consumers are more likely to be "Very likely" to try a new brand.

- \*\*Unfamiliar Consumers\*\*: Unfamiliar consumers are more likely to choose "Not likely at all" or "Not very likely."

5. \*\*Tiger\*\*:

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

- \*\*Familiar Consumers\*\*: Familiar consumers are more likely to be "Very likely" to try a new brand.

- \*\*Unfamiliar Consumers\*\*: Unfamiliar consumers are more likely to choose "Not likely at all" or "Not very likely."

---

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

The results indicate that familiarity with energy drink brands significantly influences consumers' likelihood to try a new brand. Key insights include:

- \*\*Red Bull\*\*: Consumers familiar with Red Bull are highly likely to consider trying new brands across all likelihood categories.

- \*\*Monster\*\*: Familiarity with Monster increases the likelihood of trying new brands, particularly in the "Neutral" and "Very likely" categories.

- \*\*Power Horse\*\*: Familiar consumers are more open to trying new brands, especially in the "Somewhat likely" and "Very likely" categories.

- \*\*Sting\*\*: Familiar consumers are particularly inclined to be "Very likely" to try new brands.

- \*\*Tiger\*\*: Familiar consumers are also more likely to be "Very likely" to try new brands, despite lower overall familiarity.

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

- \*\*For Established Brands (e.g., Red Bull, Monster)\*\*: Highlight innovation and variety to encourage existing loyal customers to explore new products.

- \*\*For Lesser-Known Brands (e.g., Power Horse, Tiger)\*\*: Increase brand awareness to boost consumer confidence in trying new products.