

Data Analysis on Beverage Consumption Behavior

Motto Beverage Company

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Modeling Business Decisions and Market Outcomes

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‘Motto Beverage Company’ produces functional and soothing soda drinks with health benefits, which are prevalent for being *‘made with fresh ingredients and help to boost energy and relieve stress.’*

The following extensive research is organized to deliver business insights to the ‘Motto Beverage Company’ by discovering the beverage (excluding water) consumption habits of individuals living in the Greater Boston area. The main question answered through this study is the following: **“How do beverage consumption behaviors influence the likelihood of purchase and the willingness to pay (WTP) for a ‘Motto’ beverage?”**

The data is collected through a survey conducted on individuals residing in Boston. The survey questions were initially separated into three main sections: demographics, beverage preferences, and ‘Motto’ related questions. Beginning with an in-depth analysis of demographics, purchasing habits, and preferences of average consumers, the main emphasis was ultimately placed on their likelihood of purchase and willingness to pay for a ‘Motto’ drink.

The potential future customer of ‘Motto’ is someone who values the quality of ingredients and considers the caffeine content inside a drink, therefore, often consumes beverages to increase focus and also moderately prefers energy drinks. The prospective customer usually purchases beverages at a convenience store and is introduced to new drinks via website advertisements. Additionally, considering the average WTP is \$0.70 lower than the \$4.00 MSRP of ‘Motto,’ utilization of influential factors to justify the MSRP or to increase the average WTP is essential.

From the perspective of business executives at ‘Motto,’ the results may help to construct strategic decisions in marketing and sales to improve brand awareness and market share in the consumer packaged goods (CPG) industry.

Throughout the research, specific data components are analyzed, visualized, and built into regression models to highlight the key results and takeaways. ‘Motto’ has immense potential for market penetration based on its taste, health benefits, and

general appeal to new trends such as sustainability and natural ingredients. By effectively targeting ideal consumers, Motto can potentially increase its market share and invest in the right areas for long-term growth.

Data Description

The total number of collected observations during the survey period was '107.' After the removal of two invalid rows with null values and three rows with outliers in the 'Gender' variable, the count of observations was finalized as '102.' There are a total of 26 variables including 4 numerical and 22 categorical variables. The detailed explanation of each variable can be referred to in Table 1.

Through explorations of the summary statistics and distribution of each variable, a typical respondent in the given data pool is an approximately 21 years old Female, who exercises one to three times a week and has a yearly household income of lower than \$50K. The typical preference for beverages ranks highest to lowest as follows: tea, coffee, juice, alcohol, soda, milk, sparkling water, and energy drinks. Additionally, the typical respondent highly values 'Taste' when purchasing drinks, while 'Price,' 'Health Benefit,' 'Caffeine Content,' and 'Brand Reputation' follows in order. Purchasing beverages per unit at convenience stores, consuming beverages for the purpose of refreshment, consuming 2 beverages on average per day, and hearing about new beverage products through word of mouth are also typical behaviors of respondents. They are more likely to purchase Motto as the average likelihood is 5.89 out of 10. Also, they are willing to pay on average \$3.3 for one unit of Motto and would be more willing to try Motto's Matcha flavor over Rooibos.

The random sample is a female, which makes up the majority of the gender distribution. Her age of 21 aligns with the mean and her average consumption level of 2 beverages other than water per day also aligns with the mean of 2 for the data set. She is willing to pay slightly more than the mean price of \$3.31 for a unit of Motto, but \$4/unit still falls within 1 standard deviation (std dev = \$1.63) around the

mean. Her likelihood of purchasing a 'Motto' drink is below the mean of 5.89 and falls outside of the typical range of one standard deviation (2.56) around the mean.

The demographic variables include 'Age,' 'Gender,' and 'Income.' According to Figure 1.1, the distribution of 'Age' is skewed to the right with one outlier at 38 years old. Figure 1.2 illustrates the average age as approximately 21 years old with a standard deviation of about 3 years, a median age of 20, an IQR of 2.75, and an age range of 16 ~ 38. 95% of the observations for age are between 15 and 27 years old. The 'Gender' variable has a proportion of 57.84% female and 42.16% male as shown in Figure 2. Additionally, as described in Figure 3, 31.37% of observations reported an income lower than \$50,000, 26.47% between \$50,000 and \$100,000, 16.67% between \$100,000 and \$150,000, and 25.49% higher than \$150,000.

Acknowledging the main purpose of the research as 'providing Motto with insights on individuals' drink preferences and purchasing habits,' the most important variables analyzed in the study are specified as follows:

- Independent Variables: Age, Gender, Income, Exercise, Ingredients_Quality, Consumption, Purchase_Location, Platforms, and Purchase_Influence (Taste, Brand Reputation, Health Benefit, Caffeine Content, and Price).

- Dependent Variables: Motto_Likelihood, Motto_Price

Based on Figure 4 on the 'Exercise' variable, slightly more than half (50.98%) of the respondents exercise 1-3x per week, while the second largest portion (31.37%) exercise 4-6x a week. The data indicate a potential relationship between a high average exercise amount and a high average likelihood of purchasing a 'Motto' drink. Figure 5 displays that the majority of respondents (56.86%) purchase beverages at convenience stores, which provides insight into where consumers are purchasing beverages and will aid in policy-making decisions of where to focus selling.

In Figure 6, the majority of responses (60.78%) for 'Platform' pointed out that the respondents hear about new beverage products via 'Word of Mouth.' The data implies that 'Motto' has an opportunity in increasing sales by expanding brand

visibility and driving word of mouth within its target segments.

The histogram in Figure 7.1 for 'Consumption' is skewed to the right by a high outlier. The outlier represents an individual who has an average daily consumption of 10 beverages excluding water. Examining Figure 7.2, respondents consumed about 2 beverages per day on average with a standard deviation of 1.4 beverages per day, and the interquartile range is 2 beverages per day. As many individuals drink an average of between 1 and 3 beverages per day, 'Motto' has the opportunity to strategize on how their product can become part of consumers' drinking regimens.

Figure 8 shows the elements that influence the purchase of drinks. 'Taste' is the most significant factor, while 'Brand Reputation' is the least. Moreover, 'Price,' 'Health Benefits,' and 'Caffeine Content' have relatively similar importance. Looking at Figure 9, Ingredients_Quality has a mean rating of 3.17 out of 5, indicating moderate importance of ingredients quality on average. The variable has a standard deviation of 1.45, a median of 4, and an interquartile range of 1. The distribution appears to be bi-modal with a split between respondents rating ingredients quality less than or equal to 1 and greater than or equal to 3.

Figures 10.1 and 10.2 illustrate the distribution of the main dependent variable, 'Motto Likelihood.' The distribution of the variable is skewed to the left by low outliers. However, most of the data is concentrated towards the right of the distribution, suggesting that a high number of respondents stated that they are interested in purchasing Motto. However, there appears to be a split in the data, where survey responses were either unlikely to purchase (lower than 4) or moderately likely to purchase (higher than 5). This may be due to the nature of polarized dislikes in certain types of drinks. The majority of responses lie in the 7-10 range and the average likelihood lies in 5.89 with a standard deviation of 2.56. The median is a likelihood of 7 and the IQR of the likelihood observations is 3.25.

Figures 11.1 and 11.2 describe the distribution of the second dependent

variable, 'Motto Price.' The distribution of the variable is right skewed by a high outlier at \$12/unit. The mean price of our survey data is \$3.3/unit with a standard deviation of \$1.6/unit. Prices range from \$0/unit to \$12/unit and the median price is \$7/unit with an interquartile range of \$5.75/unit. Table 2 shows the summary statistics table for reference.

Variable Relations

Analyzing the correlation matrix in Figure 12, various important independent variables show statistical correlations with the dependent variables. The first dependent variable 'Motto_Likelihood' has positive correlations with 'Ingredients_Quality ($r=0.38$),' 'Tea (0.32),' 'Health_Benefit (0.27),' 'Price (0.25),' 'Brand_Reputation (0.24),' 'Sparkling_Water (0.24),' 'Caffeine_Content (0.20),' 'Coffee (0.16),' 'Taste (0.14),' and 'Consumption (0.11).' The second dependent variable 'Motto_Price' has a positive correlation with 'Ingredients_Quality ($r=0.16$)' and has negative correlations with 'Juice (-0.18)' and 'Price (-0.12).' The correlated independent variables have the potential to influence or even cause the likelihood of purchase and WTP for a 'Motto' beverage. Therefore, they are the significant factors analyzed in the study.

Excluding the dependent variables, there were also significant correlations between independent variables. There are positive correlations between 'SparklingWater' and 'Tea' with a coefficient of 0.28, between 'Tea' and 'Ingredients_Quality' with a coefficient of 0.33, and between 'SparklingWater' and 'Ingredients_Quality' with a coefficient of 0.34. Additionally, there are positive correlations between 'Tea' and 'Health_Benefits' with a coefficient of 0.29, and between 'SparklingWater' and 'Health_Benefits' with a coefficient of 0.19. Therefore, all of these correlations make the two beverages connected to each other and to both Health_Benefit and Ingredients_Quality (Figure 13). Hence, it can be assumed that individuals who prefer tea and sparkling water tend to care more about the health

benefits and quality of ingredients in beverages. Since the four variables are also correlated individually with 'Motto_Likelihood,' there is a possibility that individuals who prefer tea and sparkling water and who tend to care about health benefits and ingredients quality have a higher likelihood of purchasing 'Motto.' Intuitively, the possibility is high, considering the 'Matcha Motto' drink is a functional soda drink that boosts energy with fresh ingredients and health benefits.

The following set of correlations involving another pair of beverages - 'Soda' and 'Juice' - demonstrate insight into general beverage consumption behavior. There is a positive correlation between 'Soda' and 'Juice' with a coefficient of 0.30, between 'Soda' and 'Taste' with a coefficient of 0.20, and between 'Juice' and 'Taste' with a coefficient of 0.31. According to the set of correlations in Figure 14, it can be assumed that individuals who prefer soda and juice tend to care more about the taste of the beverages such as sweetness and flavors.

The relational findings above can essentially categorize beverage consumers into two groups. The first is the 'Health Complement Group' which includes individuals who favor tea & sparkling water and therefore value the health impact of drinks. The other group is the 'Taste Fulfillment Group' which are the ones who favor soda & juice and therefore value the taste of drinks. Clearly, the target consumer of 'Motto' should be the "Health Complement Group", whose value aligns with the branding strategy of 'Motto.'

In addition, there is one variable that generated an unexpected result. Before conducting the survey, there was an assumption that exercise habits would have a positive influence on 'Motto_Likelihood.' However, the statistical analysis shown in Table 3 demonstrated that 'Exercise' does not have statistical significance on 'Motto_Likelihood.' Therefore, the discovered insight for the healthy drink market is the following: the likelihood of buying healthy drinks might not necessarily correlate to exercise habits - the intention of 'being healthy' itself may be sufficient.

Regression Analysis

Regression models are often built for policy-making and forecasting. In the study of beverage consumption behavior, multiple regression models are constructed to find the most important influential factors towards the likelihood of an individual purchasing a 'Motto' drink and his/her willingness to pay for the drink.

Policy-making concerns the estimation of the effect when policies are changed. A policy variable x causes an outcome variable y (causal relation) if x changes y when everything else is kept constant. Thus, an attempt to discover the policy variable towards 'Motto_Likelihood' and 'Motto_Price' is completed.

The dependent variable for the first policy-making regression model is 'Motto_Likelihood.' The independent variable is 'Health_Benefit,' which is the importance of health benefits in purchasing a drink. 'Motto' beverage is considered a health-centric brand, which means that the brand promotes the healthy factors of its products. Therefore, determining if a correlation or statistical significance exists between individuals who value health benefits and those who are more likely to purchase a 'Motto' drink is a vital part of the study and will provide meaningful insights to the company.

Through statistical testing in the regression model, confounding variables were unfolded and required to be controlled to reduce omitted variable bias (OVB). The control variables had relations with both 'Motto_Likelihood' and 'Health_Benefit,' and are shown as follows: 'Tea,' 'SparklingWater,' 'Ingredients_Quality,' 'Brand_Reputation,' and 'Price.' Before controlling for the variables above, the 'Motto_Likelihood' increased by 0.48 on average or the individuals' likelihood of purchasing a 'Motto' drink increased by approximately 4.80% on average for every higher level (0-5) of importance in 'Health_Benefit.' After controlling for all identified confounding variables, the model calculates the impact of 'Health_Benefit' on the 'Motto_Likelihood' when the control variables are kept constant. Therefore,

the likelihood of purchasing a 'Motto' drink increases by 0.065 or 0.65% on average for every higher tier of individuals' importance in health benefits while controlling for the individuals' importance in the quality of ingredients (Table 4).

The second main regression model used 'Motto_Price' as the dependent variable. The independent variable is specified as 'Ingredients_Quality,' which is the individuals' importance in the quality of ingredients when purchasing a drink. The assumption is that the consumers who desire high-quality ingredients would be willing to pay more for a 'Motto' drink as it has healthy and fresh ingredients, therefore, establishing a causal relationship. Through statistical testing, one confounding variable 'Tea' was discovered, which is the individuals' preference level towards tea. Prior to controlling for 'Tea,' the beta coefficient indicated the average increase in willingness to pay for a 'Motto' (Motto_Price) is 18.20 cents per one higher level in purchase being influenced by the quality of ingredients (Ingredients_Quality). Once the 'Tea' variable is controlled, the average 'Motto_Price' increases by 17.80 cents per one higher level in 'Ingredients_Quality' (Table 5).

Maximizing the adjusted R-squared value, which is often used to determine the goodness of fit within a multivariate regression model, is the main purpose of tuning a forecasting model. Forward and backward selections are the two methodologies for selecting the confounding independent variables for the forecasting models to avoid redundant variables. Using a forecasting model, the most influential variables on the likelihood of purchasing a 'Motto' drink and on the willingness to pay are determined. Furthermore, the model enables predictions of the two independent variables with provided data

Two distinct forecasting models are built with the 'Motto_Likelihood' and 'Motto_Price' each as the dependent variable. The backward selection methodology was initially implemented for the two variables, resulting in an adjusted R-squared value of 0.41 and 0.60 accordingly. However, the forward selection method, which

adds variables based on their best increase in adjusted r-squared, outputs a higher value of 0.42 and 0.62, compelling the use of forward selection for the two forecasting models. The independent confounding variables for the first forecasting model with 'Motto_Likelihood' as the dependent variable and for the second forecasting model with 'Motto_Price' as the dependent variable are as indicated in Tables 6 and 7 accordingly. Figures 15 and 16 illustrate how accurately the forecasting models predicted the dependent variables. The first model's prediction of 'Motto_Likelihood' was fairly accurate as the actual value mostly stays in the 95% confidence interval, while the second model was mostly inaccurate in predicting the 'Motto_Price.'

Regression analysis in policy-making and forecasting resulted in a successful discovery of variables that function as influential factors towards the likelihood of purchase and the willingness to pay (WTP) for a 'Motto' beverage. By targeting individuals who look for health benefits in beverages, 'Motto' will be able to increase the number of customers and therefore, acquire higher market shares in the CPG industry. Individuals who value the quality of ingredients inside a beverage will have a higher willingness to pay. Thus, by marketing the fresh and high-quality ingredients of 'Motto' to those individuals, the \$4.00 per unit price of 'Motto' may be justified and increase sales. Referring to the sufficiently accurate forecasting model for 'Motto_Likelihood' and Table 8, the characteristics of an ideal customer with the highest likelihood of purchasing a 'Motto' drink include the following: 1. Quality of ingredients and caffeine content have a high impact on purchasing a beverage. 2. Usually introduced to new drinks via website advertisements. 3. Drinks beverages to increase focus and moderately prefers energy drinks. 4. Mainly purchases beverages at a convenience store. 5. Strongly dislikes alcoholic beverages. With this insight, business executives at 'Motto' may describe their ideal customer as an individual who is highly motivated, energized, health-conscious, and punctual.

The comprehensive research uncovers beverage (excluding water) consumption habits by examining the survey data of individuals residing in the Greater Boston Area. The objective was to answer the question: **“How do beverage consumption behaviors influence the likelihood of purchase and the willingness to pay (WTP) for a ‘Motto’ beverage?”** Therefore, deliver business insights to the ‘Motto Beverage Company’ to target ideal customers and improve brand awareness and market share within the CPG industry.

Through exploration of the survey data, the typical respondent indicated that ‘Taste’ and ‘Price’ as the most important factors when it comes to purchasing drinks other than water. Also, the majority of the respondents usually purchase beverages at convenience stores and are introduced to new products through word of mouth. The average WTP for one unit of ‘Motto’ from the survey data was \$3.30, which is nearly 20% less than the actual ‘Motto’ MSRP (\$4.00).

Regression results indicated an increased WTP given a preference for higher-quality ingredients. Also, the likelihood of purchase increased for individuals with higher priority towards the health benefits of a drink. ‘Motto Beverage Company’ can leverage this information by targeting its marketing efforts toward consumers who are health-conscious. One way to effectively do this is to pitch the product at health-centric product fairs and healthy markets.

Based on the forecasting model for the likelihood of purchase, ‘Motto’ may target someone who is highly motivated, energized, health-conscious, and punctual as the customer values focus, caffeine, energy, quality, and convenience.

By targeting these potential customers, ‘Motto’ will be able to increase engagement in their brand, which leads to a rise in brand awareness. Thus, acquiring higher market shares in the CPG industry. Additionally, the higher than average WTP price of ‘Motto’ could be justified for those potential customers and increase sales. In conclusion, an extensive analysis of the beverage consumption behavior conducted to provide insights for the ‘Motto Beverage Company’ has been completed.

Appendix

Tables				
Table 1. Description of Data Variables * ‘Beverages’ and ‘Drinks’ always exclude ‘Water’; * T = Type; C = Categorical Variables; N = Numerical Variables;				
No.	Variable	T	Description	
1	Gender	C	Demographic question for respondents’ gender.	
2	Age	N	Demographic question for respondents’ age.	
3	Income	C	Demographic question for respondents’ income.	
4	Exercise	C	Number of times per week the respondent exercises.	
5	Coffee; Tea; Soda; Milk; Juice; Alcohol; EnergyDrink; SparklingWater;	C	8 Variables derived from question 5 in the survey, which prompts respondents to scale their preferences of drinks other than water. (1-Least preferred, 5-Most preferred)	
6	Purchase_Location	C	Where the respondent usually purchases beverages.	
7	Ingredients_Quality	C	Measure of how much ingredient quality impacts respondents’ purchasing habits. (1-No Impact, 5-Extreme Impact)	
8	Consumption	N	Number of beverages a respondent drinks per day.	
9	Taste; Price; Brand_Reputation; Health_Benefit; Caffeine_Content;	C	5 Variables derived from question 9 in the survey, which represents the respondents’ scale in the attributes’ influence towards their selection of drinks. (1-Not at all important, 5-Extremely important)	
10	Platforms	C	Platforms where respondents are introduced to drinks.	
11	Units	C	Respondent purchases beverages in bulk or per unit.	
12	Purpose	C	The respondents’ purpose in beverage consumption.	
13	Motto_Price	N	Respondent is provided with the info. about Motto.	Willingness to pay for a unit of Motto
14	Motto_Likelihood	N		The likelihood of respondents purchasing Motto if priced similarly to their preferred drinks. (1-Not Likely, 10-Extremely Likely)
15	Motto_Flavor	C		The respondent’s choice of Motto flavors

Table 2. Summary Statistics Table

	Age	Coffee	Tea	Soda	Milk	Juice	Energy Drink	Sparkling Water	Alcohol	Ingredients_Quality	Consumption	Taste	Brand_Reputation	Health_Benefit	Caffeine_Content	Price	Motto_Price	Motto_Likelihood
count	102	102	102	102	102	102	102	102	102	102	102	102	102	102	102	102	102	102
mean	20.92	3.24	3.31	2.56	2.38	3.28	2.26	2.35	2.77	3.17	1.98	4.50	2.42	3.22	2.92	3.27	3.31	5.89
std	3.04	1.56	1.23	1.29	1.24	1.26	1.30	1.33	1.31	1.46	1.45	0.74	1.40	1.46	1.63	1.40	1.63	2.56
min	16.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	0.00	0.00	1.00	0.00	0.00	0.00	0.00	0.00	0.00
25%	19.00	2.00	3.00	1.00	1.00	2.00	1.00	1.00	2.00	3.00	1.00	4.00	1.00	3.00	1.50	3.00	2.11	4.25
50%	20.00	4.00	4.00	2.00	2.00	3.00	2.00	2.00	3.00	4.00	2.00	5.00	3.00	4.00	3.00	4.00	3.00	7.00
75%	21.75	5.00	4.00	3.75	3.00	4.00	3.00	3.00	4.00	4.00	3.00	5.00	3.00	4.00	4.00	4.00	4.00	8.00
max	38.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	10.00	5.00	5.00	5.00	5.00	5.00	12.00	10.00

Table 3. ‘Exercise’ Statistical Analysis

	coef	std err	t	P> t	[0.025	0.975]
Intercept	5.3750	0.644	8.347	0.000	4.097	6.653
Exercise[T.1-3]	0.5288	0.736	0.718	0.474	-0.933	1.990
Exercise[T.4-6]	0.6250	0.789	0.792	0.430	-0.940	2.190
Exercise[T.7+]	2.6250	1.932	1.359	0.177	-1.209	6.459

Table 4. Policy Reg. ‘Motto_Likelihood’

	Main	Control
Intercept	4.3479	0.7364
	-0.5960	-0.9443
Health_Benefit	0.4802	0.0645
	-0.1689	-0.1822
Ingredients_Quality		0.3995
		-0.2022
Brand_Reputation		0.1572
		-0.1893
Price		0.4570
		-0.1619
SparklingWater		0.1767
		-0.1844
Tea		0.4195
		-0.2010
R-squared	0.0748	0.2656
R-squared Adj.	0.0655	0.2192

Table 5. Policy Reg. ‘Motto_Price’

	Main	Control
Intercept	2.7340	2.6981
	-0.3842	-0.5148
Ingredients_Quality	0.1820	0.1780
	-0.1103	-0.1172
Tea		0.0147
		-0.1392
R-squared	0.0265	0.0266
R-squared Adj.	0.0168	0.0069

Table 6. ‘Motto_Likelihood’ Forecasting Model Independent Variables

Independent Variables in Order (Left to Right)				
1. Ingredients_Quality	2. Caffeine_Content	3. Price	4. Platforms	5. Purpose
6. Purchase_Location	7. Alcohol	8. EnergyDrink	9. Age	

Table 7. ‘Motto_Price’ Forecasting Model Independent Variables

Independent Variables in Order (Left to Right)					
1. Purpose	2. Juice	3. Purchase_Location	4. Exercise	5. Ingredients_Quality	6. Brand_Reputation
7. Age	8. Income	9. Tea	10. Health_Benefit	11. Taste	12. Energy Drink
13. Alcohol	14. Soda	15. Caffeine_Content	16. Milk	17. Sparkling Water	

Table 8. Summary of ‘Motto_Likelihood’ Forecasting Model

	Motto_Likelihood		Motto_Likelihood
Intercept	7.9342	Purpose [T.Dining Compliments]	-1.2906
	-3.2422		-2.3970
C(Ingredients_Quality) [T.1]	2.0287	Purpose [T.Energy Boost]	-2.2665
	-1.1519		-2.2804
C(Ingredients_Quality) [T.3]	2.0134	Purpose [T.Increased Focus]	0.4307
	-1.1662		-2.3029
C(Ingredients_Quality) [T.4]	3.7974	Purpose [T.Refreshment]	-0.8324
	-1.1648		-2.2518
C(Ingredients_Quality) [T.5]	3.7146	Purchase_Location [T.Online]	-2.1114
	-1.1961		-1.2974
C(Caffeine_Content) [T.1]	-2.4615	Purchase_Location [T.Restaurants/Cafes]	-1.1412
	-0.9062		-0.5673

C(Caffeine_Content) [T.3]	-1.1276	Purchase_Location [T.Supermarkets]	-1.2722
	-0.7724		-0.6752
C(Caffeine_Content) [T.4]	0.4511	C(Alcohol)[T.2]	-1.3394
	-0.7846		-0.7205
C(Caffeine_Content) [T.5]	-0.7627	C(Alcohol)[T.3]	-1.6464
	-0.9013		-0.6775
C(Price)[T.1]	-1.1041	C(Alcohol)[T.4]	-0.1920
	-1.3338		-0.8054
C(Price)[T.3]	0.0931	C(Alcohol)[T.5]	-1.3847
	-1.2549		-0.8485
C(Price)[T.4]	1.0843	C(EnergyDrink)[T.2]	-1.2361
	-1.2912		-0.6212
C(Price)[T.5]	1.0125	C(EnergyDrink)[T.3]	-0.4128
	-1.3401		-0.7815
Platforms [T.Instagram]	1.6848	C(EnergyDrink)[T.4]	0.2781
	-1.0217		-0.6757
Platforms [T.TikTok]	1.4667	C(EnergyDrink)[T.5]	0.0303
	-0.9219		-1.0115
Platforms [T.Web Ads]	6.6603	Age	-0.1224
	-2.1128		-0.0892
Platforms [T.Word of Mouth]	0.2827	R-squared	0.6029
	-0.7571	R-squared Adj.	0.4188

Figures

Figure 1.1

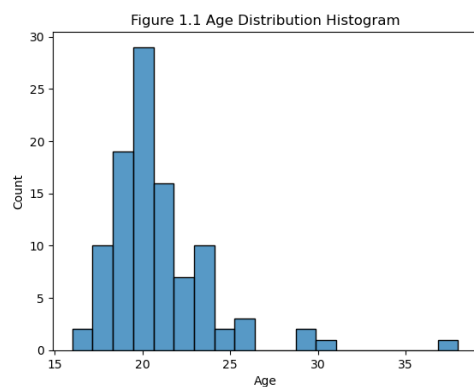


Figure 1.2

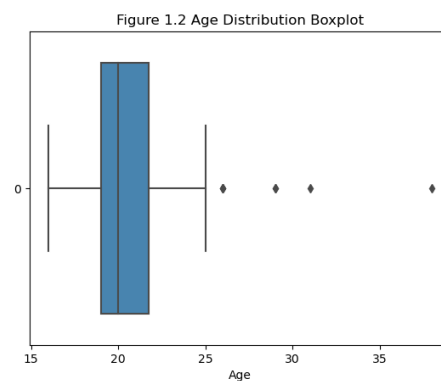


Figure 2

Figure 2. Gender Distribution Pie Chart

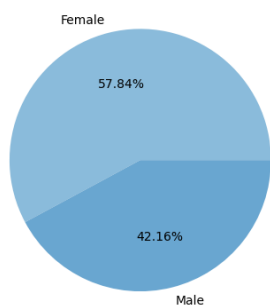


Figure 3

Figure 3. Income Distribution Pie Chart

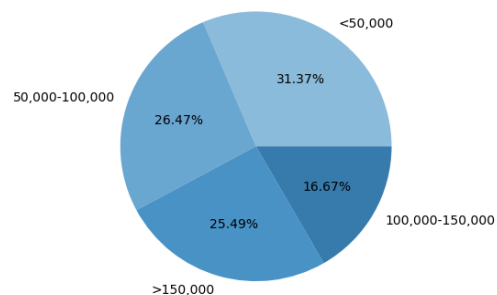


Figure 4

Figure 4. Exercise Distribution Pie Chart

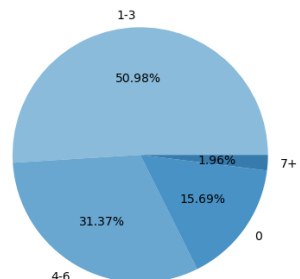


Figure 5

Figure 5. Purchase Location Distribution Pie Chart

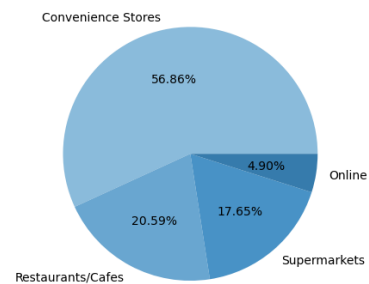


Figure 6

Figure 6. Platform Distribution Pie Chart

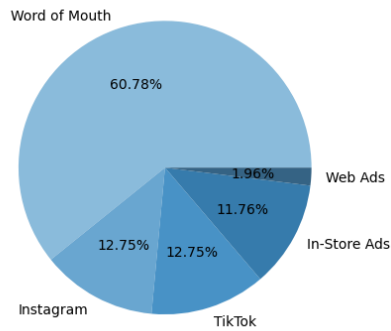
**Figure 7.1**

Figure 7.1 Consumption Distribution Histogram

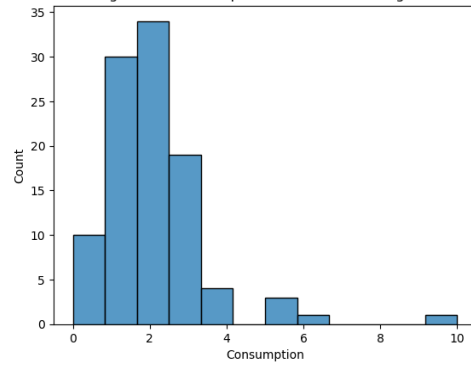
**Figure 7.2**

Figure 7.2 Consumption Distribution Boxplot

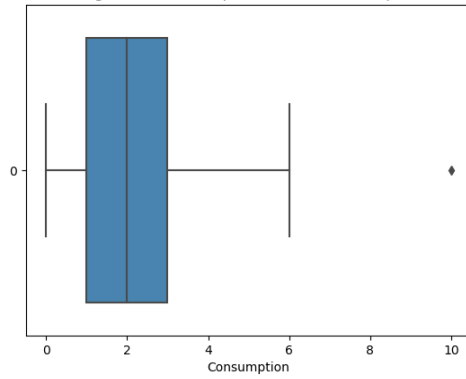
**Figure 8**

Figure 8. Purchase Influence Distribution Bar Graph

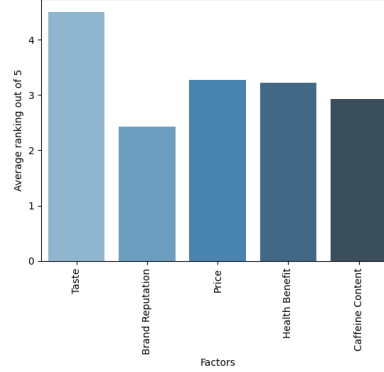
**Figure 9**

Figure 9 Ingredients Quality Distribution Histogram

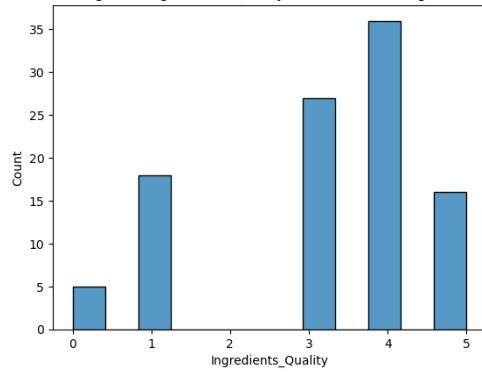
**Figure 10.1**

Figure 10.1 Motto_Likelihood Distribution Histogram

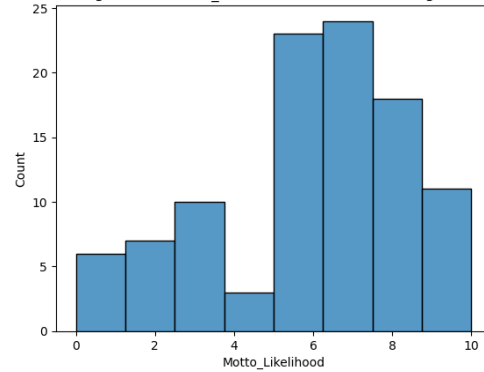


Figure 10.2

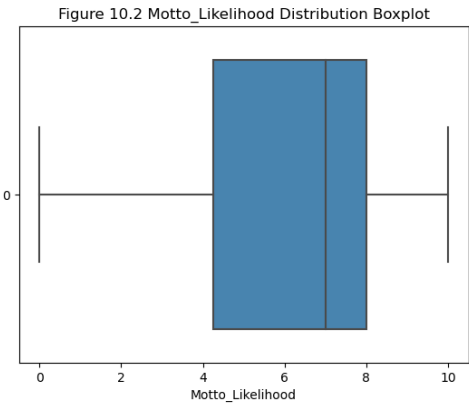


Figure 11.1



Figure 11.2

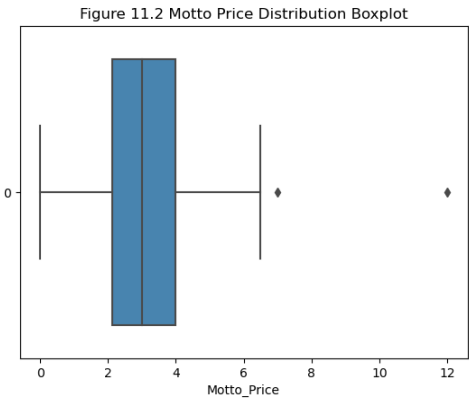


Figure 12

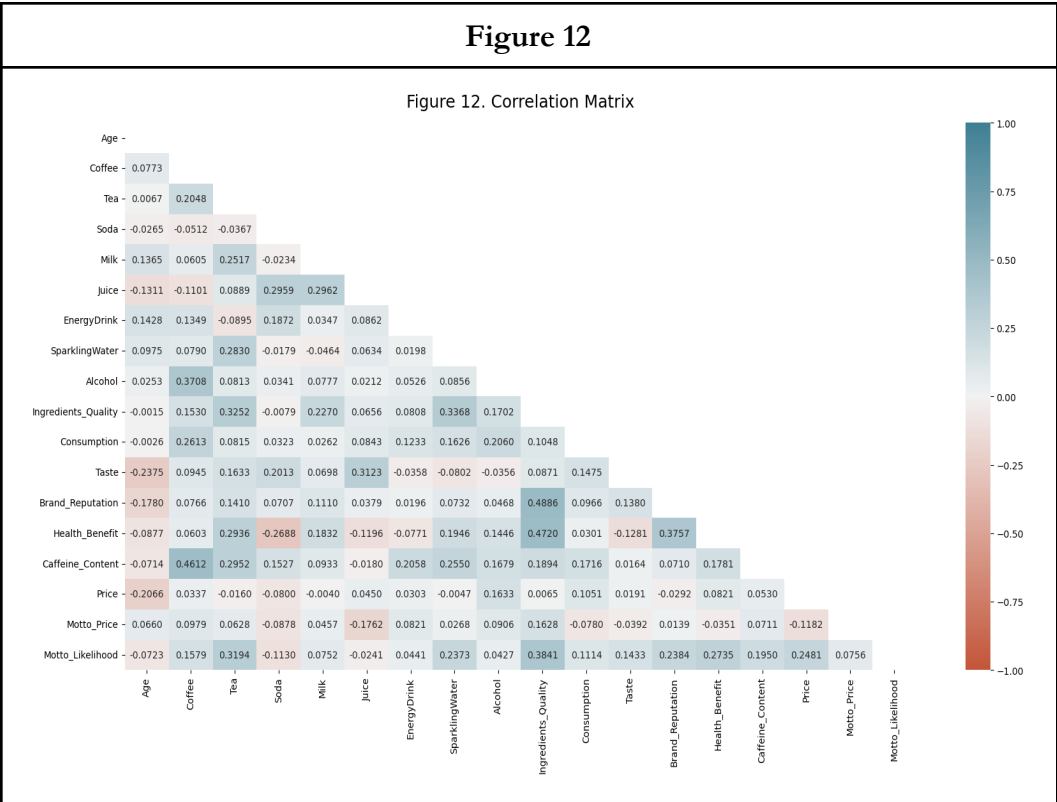


Figure 13

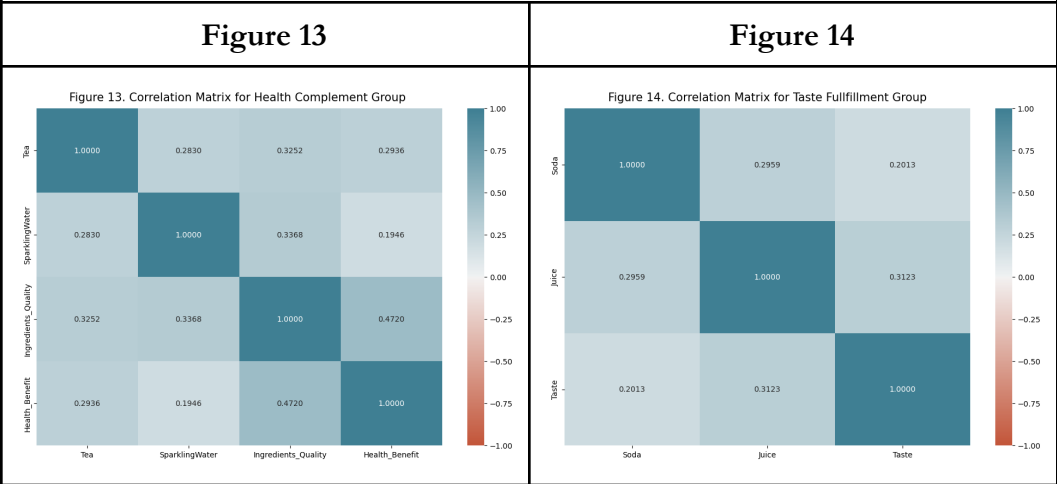


Figure 14

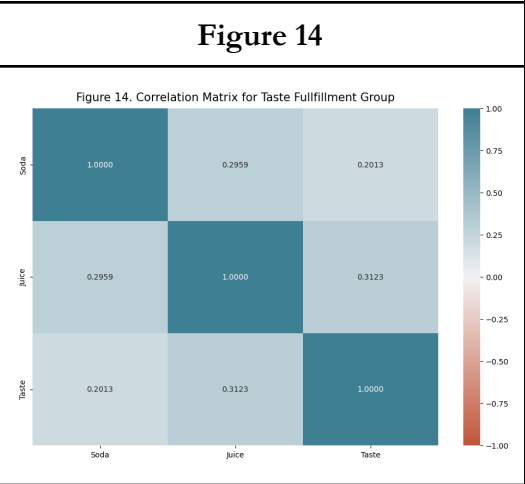


Figure 15

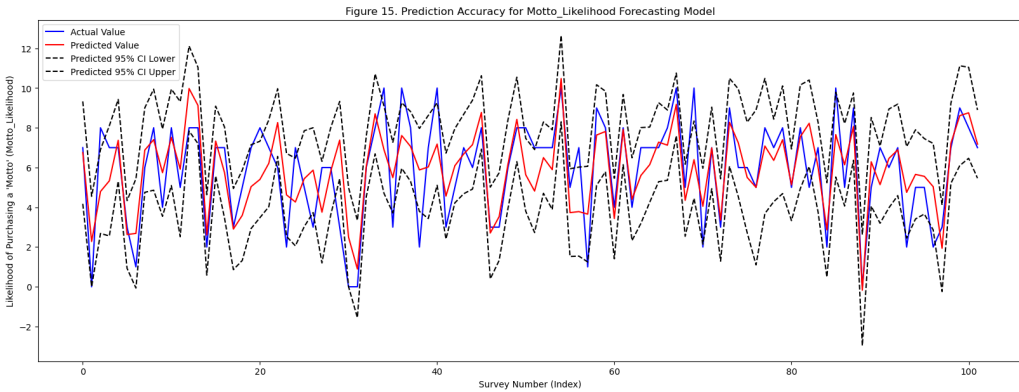


Figure 16

