



# Monster Energy Drinks

**UNLEASH THE BEAST**

Alyssa Hackmann, Arielle Bounas, Emily Canina, Lisa Capaccio, Michael Viviano

# Hypothesis

- **H1:** Monster is not dominating the energy drink market because the consumer perception of the brand is not as high as their top competitor, Red Bull.

# Experimental Design

**$XO_1$**

**$XO_2$**

**$O_3$**

$XO_1$  = experimental group 1 → participants exposed to 4 Monster images

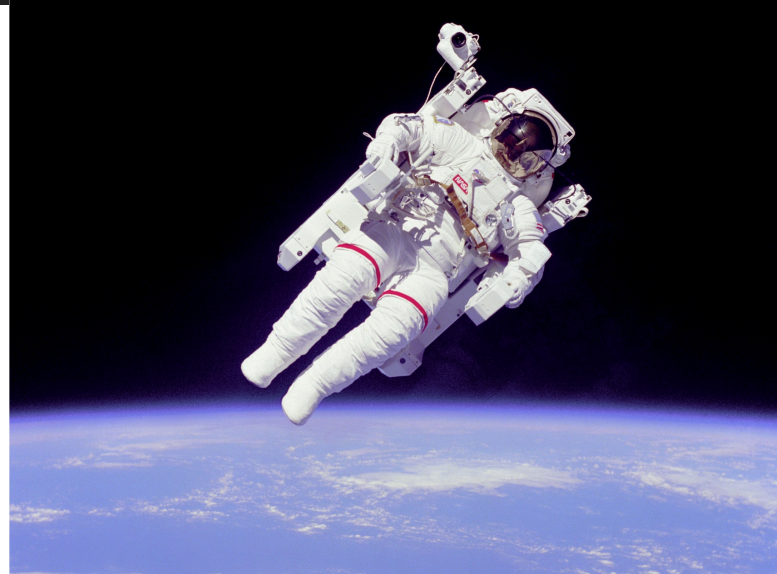
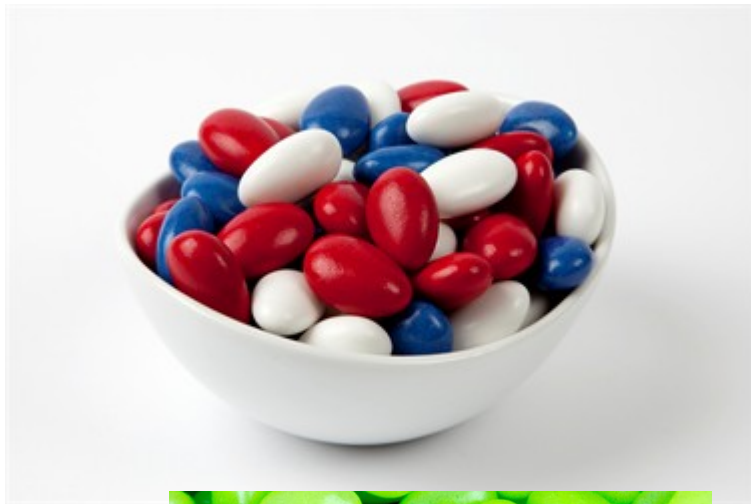
$XO_2$  = experimental group 2 → participants exposed to 2 Red Bull and 2 Monster images

$O_3$  = control group → not exposed to any images

# X0, Images



# XO<sub>2</sub> Images





# Sample Description

- $n=45$
- 8 unfinished surveys (early termination)
- Males = 27%
- Females = 73%
- Control group = 16 respondents
- Experimental 1 group = 12 respondents
- Experimental 2 group = 17 respondents
- 89.2% ages 19-24; mostly juniors and seniors in college
- Heavy population from MA and NJ

# Control Group

Q3: Please list three beverages you drink regularly

Beverages	# of responses
Water	14
Tea	8
Coffee	5

# DV Questions

- **Interval Scales:**

- Explain to what degree you are familiar with these energy drink brands (1 very familiar, 4 very unfamiliar)

**Red Bull, Monster, Rockstar, Amp, 5-Hour Energy**

- Please rank the attributes you consider when buying an energy drink? (1 most important, 4 not important at all)

**Taste, Price, Image, Quantity**



# DV Questions

- **Forced Response:**

- Which energy drink brand would you be most likely to buy? (**Red Bull, Monster, Rockstar, Amp, 5-Hour**)
- Would you ever buy Red Bull? (**yes/no**)
- Would you ever buy Monster? (**yes/no**)

- **Open-Ended:**

- How often do you consume energy drinks?
- List a few words describing your feelings toward Monster Energy drinks.
- List a few words describing your feelings toward Red Bull energy drinks.

# SPSS Results

## Univariate Analysis of Variance

[DataSet1] \\Client\E\$\\Marketing\_Research.sav

### Between-Subjects Factors

	N
Group .00	16
1.00	11
2.00	14

### Tests of Between-Subjects Effects

Dependent Variable: Please rank the attributes -Image

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	5.057 <sup>a</sup>	2	2.529	3.424	.043
Intercept	321.098	1	321.098	434.767	.000
Group	5.057	2	2.529	3.424	.043
Error	28.065	38	.739		
Total	367.000	41			
Corrected Total	33.122	40			

a. R Squared = .153 (Adjusted R Squared = .108)

# SPSS Results

## Between-Subjects Factors

	N
Group .00	16
1.00	12
2.00	17

## Tests of Between-Subjects Effects

Dependent Variable: SMEAN(Which\_brand\_to\_choose)

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	5.137 <sup>a</sup>	2	2.568	1.641	.206
Intercept	124.006	1	124.006	79.223	.000
Group	5.137	2	2.568	1.641	.206
Error	65.742	42	1.565		
Total	198.329	45			
Corrected Total	70.878	44			

a. R Squared = .072 (Adjusted R Squared = .028)

# SPSS Results

**Group Statistics**

	Group	N	Mean	Std. Deviation	Std. Error Mean
Please rank the attributes -Image	.00	16	3.25	.683	.171
	2.00	14	2.43	1.016	.272

**Independent Samples Test**

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval Difference	
									Lower	Upper
Please rank the attributes -Image	Equal variances assumed	3.573	.069	2.628	28	.014	.821	.313	.181	
	Equal variances not assumed			2.560	22.290	.018	.821	.321	.157	

# SPSS Results

## ➔ T-Test

[DataSet1] \\Client\E\$\Marketing\_Research.sav

**Group Statistics**

	Group	N	Mean	Std. Deviation	Std. Error Mean
SMEAN(familiarity_RB)	1.00	12	1.201	.3915	.1130
	2.00	17	1.544	.6842	.1659

**Independent Samples Test**

		Levene's Test for Equality of Variances			
		F	Sig.	t	df
SMEAN(familiarity_RB)	Equal variances assumed	4.427	.045	-1.558	27
	Equal variances not assumed			-1.706	26.114

# Notable Frequencies

Would you ever buy Red Bull?	Response
62.2%	Yes
37.8%	No

Would you ever buy Monster?	Response
35.1%	Yes
64.9%	No

# Notable Frequencies

Which brand would you be more likely to buy?	Response
Red Bull	64.4%
Monster	13.3%

How familiar are you with each brand?	Response
Red Bull	62.2% said 'very familiar'
Monster	46.7% said 'very familiar'



# Final Analysis

- SPSS tests tell us to reject our hypothesis
- Frequencies did show positive feedback
  - Percentages/open-ended questions
- H1: Reject original hypothesis
- Advice for future experiments:
  - More scaled variables
  - Be more selective with images