



University of Wales
Trinity Saint David

LEVEL 7 ASSIGNMENT SPECIFICATION

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Chapter 1: Introduction

In the proposed study, the aim is to analyse the significance of the quantitative research method by underpinning a case study or example. As a result of this, Red Bull has been selected as a topic, and the hypothesis would be to analyse the brand identity and brand awareness of the Red Bull amongst the consumers. In order to compare the performance of the Red Bull, the Monster Beverages Brand has been selected as a competitor. In the proposed study data has been collected by using primary research technique. Although, as it was necessary to make sure that quantitative research method will be underpinned, as a consequence of this, data has been collected through questionnaires. All the questionnaires were close-ended with five different options such as, strongly agree, agree, neutral, disagree, and strongly disagree.

1.1 Background of the Study

As per Brennen, et al. (2017), quantitative research method is considered to be an ordinary experimental approach in most scientific areas. This type of experiment is sometimes called real science. Traditional statistics and math mean the final result. P; they are also known in terms of sociology, education and economics. The amount of research is a protest of qualitative methods. Any amount of research using a standardized form produces negative evidence or theories, but there are some small differences in interdisciplinary. This prerequisite must be an unlikely mathematical or statistical approach, and this is the core of the whole experiment. All scientific samples are necessary and, if possible, an administrative group should be included. Regular procedures should be limited to managing one variable at a time: otherwise, statistical analysis may be bored and create other problems. It is advisable to construct a study that can repeat the experiment and have similar results (BRYM, 2017, p. 58). Quantitative research

method are a great way to get the final results and reject the assumption. The structure of this method has not changed for hundreds of years and is standard in many scientific disciplines. After a statistical analysis of the results, there are a number of chances that while using quantitative research method, researchers will find a comprehensive answer and review and publish the results. If the number of tests are properly designed, filter out the external elements, and the results can be considered as real and independent. Methods of action are useful test results rowing qualitative experiments will allow us to make definitive findings and minimize potential policy research developments.

1.2 Aims and Objectives

Following are the aims and objectives of the study which must be followed throughout the study;

- To be familiar with the nature and significance of the of the quantitative research method.
- To get to know about the brand awareness and brand identity of the Red Bull and Monster Brand by using quantitative research methods.
- To be familiar with the strengths and paradoxes of the quantitative research methods.

1.3 Limitations or Weaknesses of the Study

Quantitative experiments can be very complex and expensive and usually have enough time to carry them out. They must carefully plan to ensure that results are stopped and appropriate distribution of control groups. As a rule, a large amount of statistical analysis is required, as most researchers are not statisticians and this may be difficult. This statistical study is an independent scientific discipline that can be very difficult for those who are not good at

math. In addition, the requirements for effective statistical control of results are very strict, and only a few tests can fully examine the assumptions; it is usually ambiguous and still requires testing and reform methods. This means that this study requires more time and resources. The range of research methods generates positive or unprotected results.

Chapter 2: Literature Review

2.1 Introduction

In order to make sure that there is an enough cross-validation, amongst the specified aims and objectives of the study and the incorporated theories are reliable and valid, this section of the following study will be interlinked with the specified aims of the study.

2.2 Significance of Quantitative Research Method during Data Collection

As per, quantitative methods are a very general term that holds a variety of techniques for data collection and statistical analysis. One starting point is that it matters to something is common or not. Whereas, one of the core advantage behind using quantitative research method for data collection is, with the help of this research method researchers can draw conclusions (or at least formulate hypotheses) about causal relationships which based on the extent to which different variables coincide with each other.

Moreover, with the help of specified research method, the development in the data area has made it possible analysis methods in which one can determine the relative importance of several different possible ones cause variables. As per McCusker et al. (2015 p.539), sensible use of quantitative method requires a theory of it that should be investigated, knowledge of the statistical techniques used, and empirical data which has been entered into the model must be relevant to the questions and otherwise adequately defined and collected. Technical progress has also led to easy-to-use web browser tools, which, however, is not entirely problematic in question selection and representativeness.

Quantitative methods have a very broad field of application. They can be used to analyze content, audience and media production, and can, of course, be used for analysis of popular culture, news, planned communication, and digital media. Quantitative content analysis can also be used to analyze, for example, interview prints from qualitative interviews.

2.3 Red Bull Branding & Marketing

In this cited study (Armstrong et al. 2015), a study was conducted on the red bull branding and marketing. In order to compute the statistics, quantitative research method was used, and different questionnaires were asked of the respondents who participated in a study and from the upper-level management of the Red Bull and their salesperson. On the basis of the computed results, it has been found that in 2015, more than 5.2 billion cans of the Red Bull were shipped throughout the world which has proved their brand's popularity amongst their competitors. Above specified arguments have also been buttressed by this research paper (Teigeler et al. 2014), in which a study was conducted on the annual sales of the Red Bull and Monster Brand by using quantitative research method. On the basis of the computed results, it has been found that in 2015, the annual sales of the Red Bull was more than 12 billion dollars, whereas, when the same statistics were computed for the Monster Brand, it has been examined that the management of the Monster Energy Beverages was only able to achieve the sales target of 4.7 billion dollars. Therefore, it can be stated that the management of the Red Bull is in a position from where they have not only maintained their customers' satisfaction or loyalty, but at the same time, they have found their self in a position from where they can increase their brand awareness and brand identity at the same time.

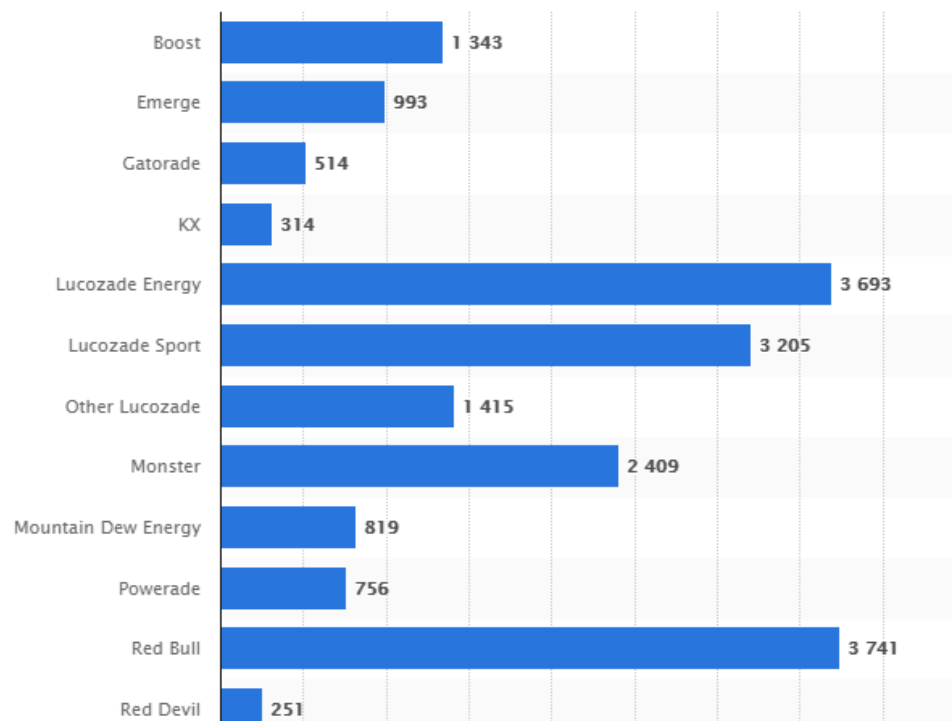
Moreover, this study was conducted on the annual expenditure of the Red Bull (Cnossen et al. 2017). Again, this study was conducted using quantitative research method. On the basis of the computed statistics, it was found that, the management of the Red Bull is spending more than 20% of their revenues on their marketing advertising, brand equity, and brand awareness, which shows that the management of the Red Bull has identified the fact that spending more money or assets on the marketing advertising will play an essential or beneficial role for the development of their brand and will help their consumers to get familiar with the nature of the brand more closely.

2.4 Brand Awareness

Brand awareness is the information recorded in the consumers' memory about a certain brand: its existence, properties, characteristics, and attributes. The knowledge of the brand can be deep-derived from research and comparison with other brands, as a result of using a branded product and superficial ones, resulting from the recent mention of the brand somewhere, as a result of accidental contact with the branded product. Knowledge of the brand can be true or erroneous. Brand awareness characterizes the percentage of consumers who confirmed that they know the trademark. Indicators of brand knowledge their meaning varies greatly from the method of information collection (Huang et al. 2014, p.115). However, the word brand came from the west along with the most famous (brand awareness of the target audience), strong brands and therefore actually separated into a separate term. Under a well-known brand in countries is often understood not just a brand, but a well-known, prestigious brand with the initially implied quality of goods / services.

From the economically viable point of view, in terms of sales growth, the parameter "brand knowledge" is useless, but it is important in analyzing the results of marketing activity. In the case of an effective advertising and information campaign, the dynamics of spontaneous knowledge is revealed from the second week of the campaign. At the same time, the volume and share of sales is a more inert indicator of the quality of advertising and information communications.

In the context of United Kingdom, a study was conducted on the brand awareness of the Red Bull in which different questions were asked from the respondents who were found to be consuming Red Bull or other energy drinks on a regular basis (Sasmita et al. 2015, p. 278). In the above-cited study, a study was conducted by using quantitative research method. Following bar-chart is evaluating the results which were computed in the above-cited study;



(Fig 1: Red Bull market)

On the basis of the computed results and the significance of the Red Bull amongst the consumers can be evaluated. The reason behind this statement is, after the computation of the results, it has been found that majority of the respondents stated that their favourite brand is Red Bull and most of the respondents were found to be consuming Red Bull. Whereas, as compared to its competitors such as Monster and Powerade were found to be way behind.

2.5 Hypothesis

Following hypothesis have been incorporated into the proposed study;

- H1: Data which has been collected using quantitative research method is equally reliable and valid.
- H2: Red Bull has maintained its brand identity and awareness amongst the consumers.
- H3: Consumers were found to be more aware of the Red Bull Brands as compare to its competitors.

Chapter 3: Methodology

3.1 Introduction

This section of the study consists of the sampling technique, research techniques, research approaches, research philosophies and research methods have been underpinned in the proposed study. In the following study, data has been collected by participants who were consuming Red Bull or Monster Beverages Brand on a daily basis.

3.1 Research Philosophies

In the proposed study interpretivism research philosophy has been used. As per Schütze (2016), while conducting interviews, questionnaires, or focus group meetings, interpretivism research philosophy allows the investigators to get better insights from the respondents and analyse their results appropriately. As in the following study, data has been collected through questionnaires that is why interpretivism research philosophy has been used.

3.2 Research Approaches

In the following study, phenomenology research approach has been used. The methodology used in the phenomenology research approach differs from other research methods because its purpose is to describe life experiences, not interpret it or measure it in any way. Phenomenology-based research method focuses only on participants' research. Therefore, this methodology does not include any assumptions or possible ideas about the data collected.

The phenomenology-based research uses a variety of methods, including interviews, questionnaires, participation in studies, activity surveys, focus group meetings, calendar channels, and other personal issues. In general, the structure of this method is structured and not

sufficiently open to encourage participants to share their experiences. Surveys and questionnaires used are common to collect information from participants in other research methods that are too well structured, and participants cannot freely share. In other words, the phenomenological-based research highlights content (Flick, 2015). The phenomenon of research methods is maximizing the depth of information gathering, so fewer organized interviews are most effective. Moreover, in the context of the phenomenological-based research, researchers are in a better position from where they can strike a balance between the study and undue influence which in future can make a negative impact on the responses of the study. Phenomenological-based research method allows the researchers to develop new theories which help them to support their results which they have computed by using different statistical techniques.

As in the proposed study, the aim is to evaluate the significance of the data that is collected through quantitative research method and to support the results by using different statistical techniques, therefore, in the proposed study phenomenology research approach has been used.

3.3 Research Method

Based on several different factors, studies can be divided into two studies. These are quantitative studies and qualitative studies. Quantitative based studies are used for specific numbers (when and how often), gender, age, education, etc. The answer may depend on the results. This is an element that researchers can simply recommend.

But a qualitative study is deeper and seeks to describe how things are happening and explained in terms of context and context. Therefore, it does not include a detailed examination of the quality of the abovementioned study (Ashkenazy et al. 2016). If scientific terms are not

understood, this quantitative study can be very easy to believe. If quantitative research, studies, focus group meetings, interviews with rigorous testing and developmental researchers are completed, answer some questions (the answer should be short and simple, such as "yes / no" never / sometimes / home / work / friends, etc.). From the beginning, scientists have a clear understanding of what he wants that science and are built on his earlier research based on existing theory. Then the materials to be measured, statistical processing solutions and diagrams, images, graphs and other images.

This is qualitative research in this study looked at various problems or text notes for individual interviews or focus. These interviews are open to debate and highlight the views, experiences, feelings, attitudes, memories of participants, and theoretically grow their work.

Scientists explain, repeat the research, read data, distribute it and try to find a red line in the material. The collection, interpretation and systematic analysis of the system will lead to a new interpretation of the structure of its developments and looks to see how certain types of respondents will experience their position in accordance with special conditions.

As in the proposed study, a questionnaire was used to collect data. Therefore, quantitative research methods have been used.

3.4 Data Collection

In the following research, data has been collected through questionnaires. Five questions were asked from 100 respondents through survey monkey. All the questions which were asked from the respondents were close-ended with five different options such as, Strongly Agree, Agree, Neutral, Disagree, and Strongly Disagree.

3.5 Pilot Study

As per Vairoletti, (2016), pilot study plays an essential role in terms of defining the cross-validation amongst the specified aims and objectives. In order to make sure that there is enough cross-validation in the following study, a study was conducted on the 20 respondents. Two questions were asked of the specified respondents. On the basis of the computed results, it was identified that computed results were reliable and valid and there was enough cross-validation amongst the specified aims and objectives.

3.6 Sampling Technique

As per Xu et al. (2014), sampling technique allows the researchers to select their respondents accordingly. In the following study, random sampling technique has been used which allows the researchers to select any respondents without specification. The reason behind preferring simple random sampling over other is, as the data has been collected from the survey monkey and every respondent was allowed to participate in a study. Therefore, simple random sampling technique has been used.

3.7 Data Analysis

In the following research, data has been analysed by using SPSS statistical software. In order to analyse the results in more appropriate and authentic manner, results have been computed by using different statistical techniques such as regression analysis, hypothesis testing, and ANOVA.

3.8 Ethical Consideration

According to the ethics of the study and research (Demchuk et al. 2015), researchers have not used any personal information and name of the respondents who participated in a study. Moreover, all the applicants who participated in a study were familiar with the objectives of the study and were able to withdraw from the research at any time.

Chapter 4: Discussion & Analysis

4.1 Cronbach's Alpha

The aim of this section of the study is to be familiar with the fact that whether the computed results are reliable or not. The role of Cronbach's Alpha is to point out the fact that whether the computed results are reliable and valid or not (Bonett et al. 2015). If the value of Cronbach's alpha is more than 0.7, then it would be considered that computed results are reliable and valid.

When the same results were computed for the proposed study, it was identified that the value for Cronbach's Alpha was 0.75 which shows that computed results are reliable and valid.

Reliability Statistics	
Cronbach's Alpha	N of Items
.750	6

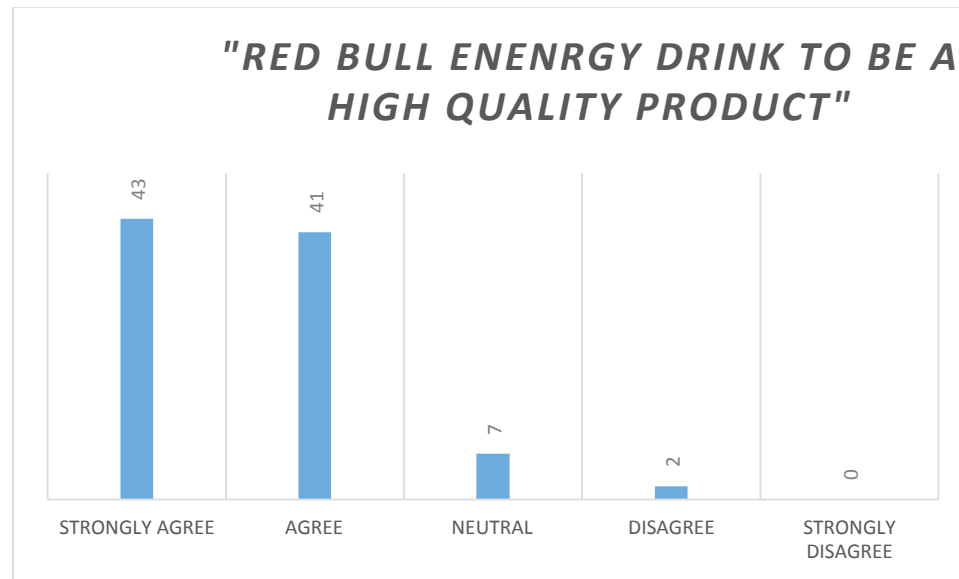
(Fig 2: Cronbach's Alpha)

On the basis of this, researchers have enough evidence to accept their first specified hypothetical claim by stating that data which has been collected using quantitative research method is equally reliable and valid.

4.2 Graphical Representation

This section of the study consists of the graphical representation of the questions which were asked from the respondents.

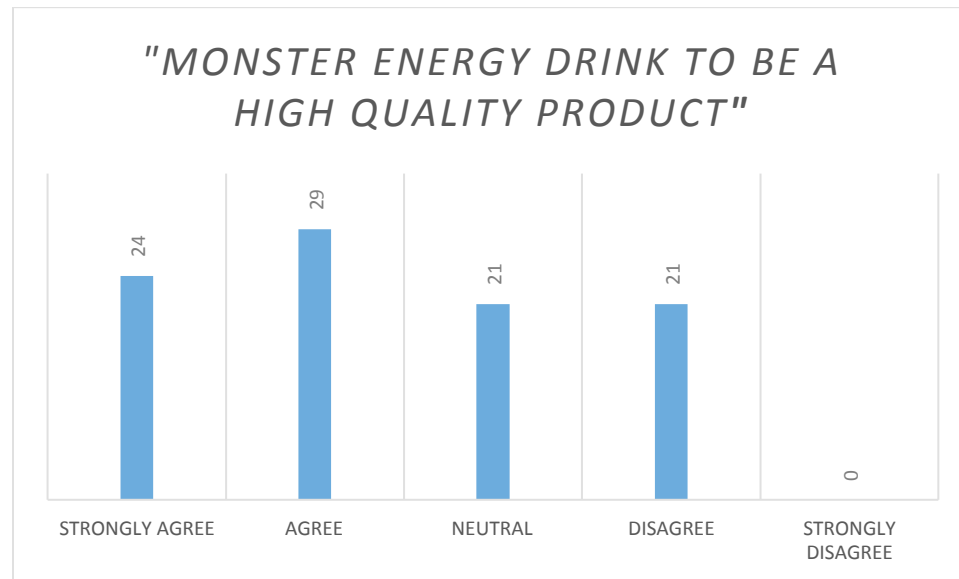
The first question which was asked from the respondents was regarding the quality of Red Bull.



(Fig 3: High-Quality Product)

On the basis of the computed results, it can be stated that more than 80% of the respondents were found to be agreed with the nature of the question by stating that they have found Red Bull as a high quality of product which shows that Red Bull has maintained the better brand awareness and equity amongst the consumers.

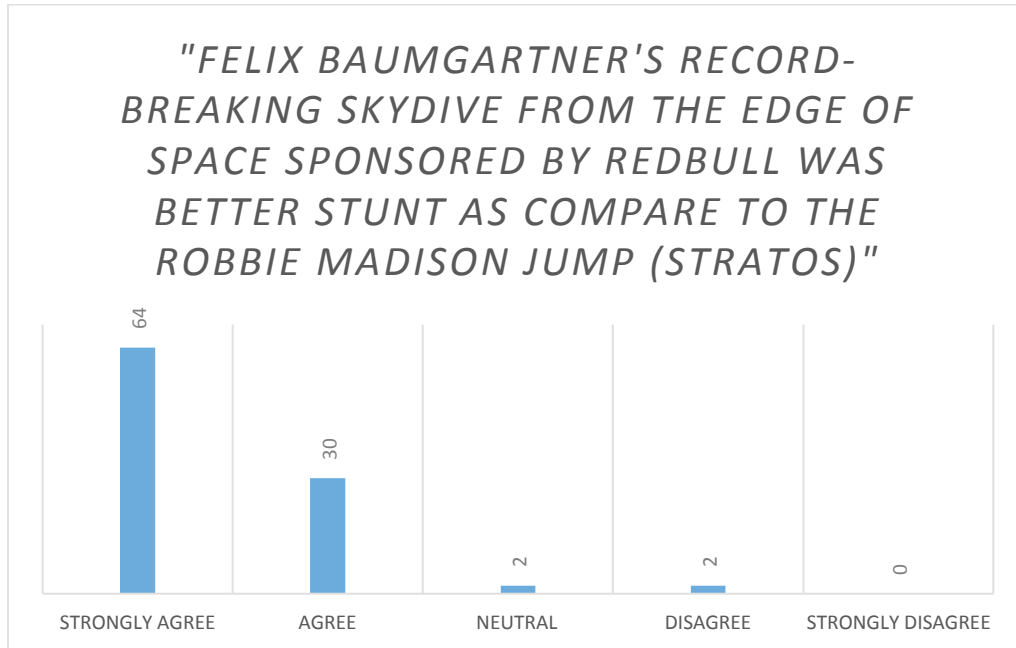
The second question is regarding the quality of Red Bull's competitor that is Monster Energy Brand.



(Fig 4: Monster Energy)

This time, the situation was quite different when the same question was asked about the quality of Monster Brand because more than 20% of the respondents were found to be disagreed by stating that they are not pleased with the quality of Monster Brand which shows that Red Bull has a comparatively better advantage over its competitors.

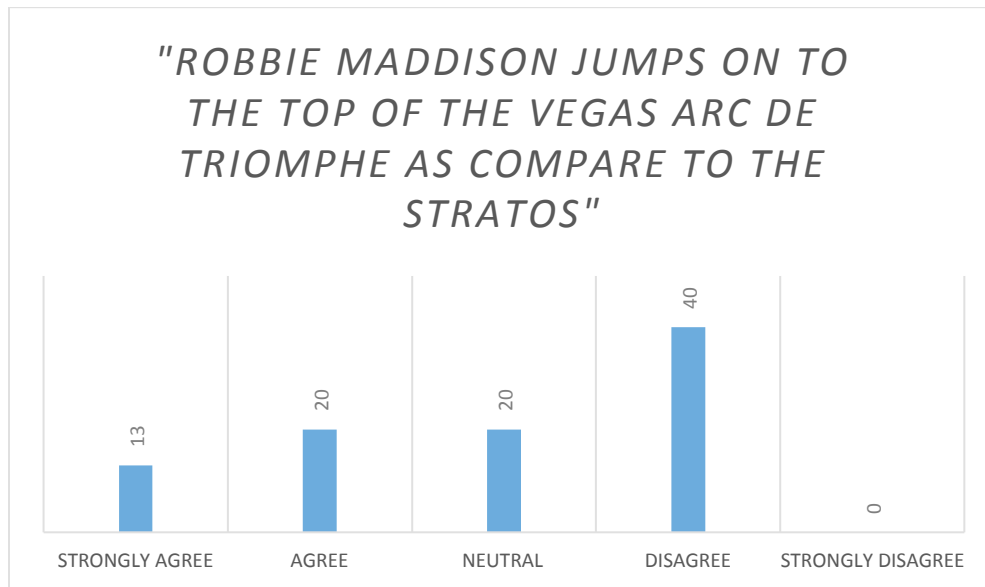
The third question was regarding the non-sporting events of Red Bull.



(Fig 5: Stratos)

On the basis of the computed results, it can be estimated that more than 90% of the respondents stated that Felix Baumgartner's record-breaking skydive (Stratos) from the edge of space sponsored by Red Bull was better stunt as compare to the Robbie Madison Jump.

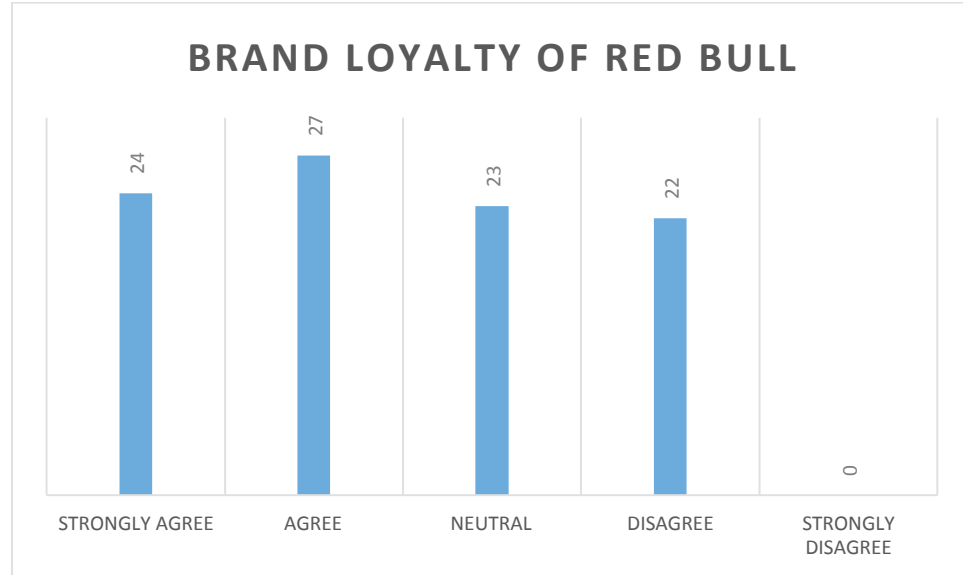
The fourth question was regarding the non-sporting event which was held under the management of Monster.



(Fig 6: Vegas Arc)

In a response of this question, around 40% of the respondents were found to be disagreed with the question in which they stated that the stunt which was performed under the management of the Monster Brand in which Robbie Maddison jumps on to the top of the Vegas Arc de Triomphe was not as good as the stunt of Stratos which was organised by Red Bull.

The fifth question was regarding the brand loyalty of Red Bull.



(Fig 7: Brand Loyalty)

With the help of above graphical representation, it can be evaluated that more than 50% of the respondents were found to be agreed with the fact that they are loyal to the Red Bull brand.

4.3 Hypothesis Testing

4.3.1 ANOVA

In this section of the study the aim is to analyse the results on the basis of remaining two hypothetical claims which are;

- H2: Red Bull has maintained its brand identity and awareness amongst the consumers.
- H3: Consumers were found to be more aware of the Red Bull Brands as compare to its competitors.

Computed results were run on the ANOVA and T-Test by using SPSS. As per Selkoe et al. (2016), accept H0 or hypothetical claim if the P-value is greater than alpha. On the basis of the computed results, it was found that the value of P that is 0.252 was greater than alpha that is 0.05. Therefore, it can be stated that researchers have enough evidence to accept the second hypothetical claim that is H2 and to conclude that Red Bull has maintained its brand identity and awareness amongst the consumers.

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	<i>“Regression</i>	4.703	4	1.176	1.366	.252 ^b
	<i>Residual</i>	79.214	92	.861		
	<i>Total”</i>	83.918	96			

a. Dependent Variable: 1. Red Bull energy drink to be a high-quality product?

(Fig 8: ANOVA)

4.3.2 T-Test

The third hypothetical claim that is H3 has been tested in this section of the study. As per Selkoe et al. (2016), accept H0 if t-calculated is less than t-tabulated. On the basis of the computed results, it was found that the value of t-calculated that is -1.801 was less than t-tabulated that is 2.01. Therefore, it can be stated that researchers have enough evidence to accept their third hypothetical claim by stating that respondents were found to be more aware of the Red Bull Brands as compare to its competitors.

Coefficients					
Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	
1	“(Constant)”	4.997	.916		5.458 .000
	2. <i>Monster energy drink to be a high quality product</i>	-.013	.083	-.016	-.159 .874
	3. <i>Felix Baumgartner's record-breaking skydive from the edge of space sponsored by Redbull was better stunt as compare to the Robbie Madison Jump (Stratos)”</i>	-.284	.158	-.195	-1.801 .075

a. Dependent Variable: 1. Red Bull energy drink to be a high-quality product?

Conclusion

All the hypothesis which were specified in the proposed study has found to be showing insignificant results, whereas, it has also been found that quantitative research method is reliable and valid.

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