



Does the innovation of a non-
alcoholic spirit drive hedonic or
utilitarian purchase intention?
A study of the alcohol-free Gin Tanqueray 0.0

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ABSTRACT

Title: *Does the innovation of a non-alcoholic spirit drive hedonic or utilitarian purchase intention? A study of the alcohol-free Gin Tanqueray 0.0*

The beverage industry is experiencing a significant transformation as consumers increasingly seek alcohol-free alternatives. While non-alcoholic beer and wine have been widely studied, research on alcohol-free spirits remains limited. This dissertation examines the role of innovation perception in shaping consumer purchase intention toward *Tanqueray 0.0*, a non-alcoholic gin, while exploring whether hedonic or utilitarian values mediate this relationship.

A mixed-methods approach was used, combining a literature review with primary data collection through an online survey. Participants were randomly assigned to evaluate either *Tanqueray 0.0* or its traditional counterpart, *Tanqueray London Dry Gin*. The study measured innovation perception, hedonic and utilitarian values, and purchase intention using validated scales and statistical analysis in SPSS.

Results indicate that innovation perception has a weak but positive influence on purchase intention, but this effect is fully mediated by hedonic and utilitarian values. *Tanqueray 0.0* is primarily associated with utilitarian benefits, such as health-conscious consumption and social integration, whereas *Tanqueray London Dry Gin* is driven by hedonic values, emphasizing sensory pleasure and status.

From a managerial perspective, these insights suggest that marketing strategies should focus on the value dimensions consumers prioritize. For *Tanqueray 0.0*, reinforcing its practical benefits may drive adoption, whereas for *Tanqueray London Dry Gin*, highlighting sensory indulgence and premium positioning could strengthen brand loyalty.

This study contributes to academic research on innovation adoption and value-driven consumer behavior, offering practical recommendations for the growing alcohol-free spirits market, where understanding consumer motivations beyond innovation perception is key to influencing purchase decisions.

Keywords: Non-alcoholic spirits, Innovation perception, Purchase intention, Hedonic value, Utilitarian value, Tanqueray 0.0, Consumer behavior, Value mediation, Alcohol-free market, Marketing strategy.

SUMÁRIO

Título: *A Inovação de uma Bebida Espirituosa Sem Álcool Impulsiona a Intenção de Compra Hedônica ou Utilitária? Um Estudo sobre o Tanqueray 0.0 Gin*

A indústria das bebidas está a passar por uma transformação significativa, à medida que os consumidores procuram cada vez mais alternativas sem álcool. Enquanto a cerveja e o vinho não alcoólicos têm sido amplamente estudados, a investigação sobre bebidas espirituosas sem álcool continua limitada. Esta dissertação examina o papel da percepção da inovação na formação da intenção de compra dos consumidores relativamente ao *Tanqueray 0.0*, um gin sem álcool, explorando se os valores hedônicos ou utilitários medeiam esta relação.

Foi utilizada uma abordagem de métodos mistos, combinando uma revisão da literatura com recolha de dados primários através de um questionário online. Os participantes foram aleatoriamente designados para avaliar *Tanqueray 0.0* ou o seu equivalente tradicional, *Tanqueray London Dry Gin*. O estudo mediu percepção da inovação, valores hedônicos e utilitários e intenção de compra, utilizando escalas validadas e análise estatística no SPSS.

Os resultados indicam que a percepção da inovação tem uma influência fraca, mas positiva, na intenção de compra, sendo este efeito totalmente mediado pelos valores hedônicos e utilitários. O *Tanqueray 0.0* está sobretudo associado a benefícios utilitários, como consumo saudável e integração social, enquanto o *Tanqueray London Dry Gin* é impulsionado por valores hedônicos, enfatizando o prazer sensorial e o estatuto.

Do ponto de vista gestional, estes resultados sugerem que as estratégias de marketing devem destacar as dimensões de valor prioritárias para os consumidores. Para o *Tanqueray 0.0*, reforçar os benefícios práticos pode impulsionar a adoção, enquanto para o *Tanqueray London Dry Gin*, destacar o prazer sensorial e o posicionamento premium pode fortalecer a lealdade à marca.

Este estudo contribui para a investigação académica sobre adoção da inovação e comportamento do consumidor orientado pelo valor, oferecendo recomendações práticas para o mercado emergente de bebidas espirituosas sem álcool, onde compreender as motivações dos consumidores para além da percepção da inovação é essencial para influenciar as decisões de compra.

Palavras-chave: Bebidas espirituosas não alcoólicas, Percepção de inovação, Intenção de compra, Valor hedónico, Valor utilitário, Tanqueray 0.0, Comportamento do consumidor, Mediação de valor, Mercado sem álcool, Estratégia de marketing.

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CHAPTER 1: INTRODUCTION

The beverage industry is experiencing a notable shift as consumer preferences evolve toward health-conscious and alcohol-free alternatives. While non-alcoholic beer and wine have been previously studied, limited research exists on the emerging category of alcohol-free spirits. This dissertation examines *Tanqueray 0.0*, a non-alcoholic gin by Diageo, to explore how consumer perceptions of innovation influence purchase intention, with a focus on the mediating roles of hedonic and utilitarian values.

Hedonic values reflect the sensory pleasure and emotional satisfaction derived from consumption, while utilitarian values emphasize practicality and functionality. By investigating the interplay between these factors, this study seeks to determine whether consumers are drawn to non-alcoholic spirits primarily for enjoyment, health benefits, or social integration. The research employs a mixed-method approach, using an online survey to compare consumer attitudes toward *Tanqueray 0.0* and its alcoholic counterpart, *Tanqueray London Dry Gin*.

The findings aim to bridge a gap in the academic literature on innovation adoption while providing actionable insights for the beverage industry. By understanding the key drivers behind consumer acceptance of alcohol-free spirits, the *Tanqueray* brand can refine its marketing strategies and better position its products in a rapidly evolving market.

1.1 Background and Problem Statement

In recent years, the global beverage industry has witnessed a growing demand for alcohol-free alternatives driven by a paradigm shift toward health-conscious and sustainable lifestyles. Consumers are increasingly seeking options that allow them to enjoy social and sensory experiences without the adverse effects of alcohol, marking a significant change in consumption habits. While the non-alcoholic beer and wine categories have been previously researched, there remains a notable gap in understanding the emerging market for alcohol-free spirits. This study addresses this gap, using *Tanqueray 0.0*, a non-alcoholic spirit introduced by Diageo, as a case study to examine consumer perceptions, motivations, and purchase intentions.

The innovation of *Tanqueray 0.0* lies in its ability to replicate the botanical richness of traditional gin while offering a zero-alcohol alternative. (Diageo, n.d) This product caters to the

growing segment of consumers who prioritize health and wellness but still value the sensory and social aspects of premium beverages. This research investigates whether consumer perceptions of such innovation influence purchase intentions and whether these perceptions are mediated by hedonic and/or utilitarian values, two central constructs in consumer behavior literature.

Holak and Lehmann (1990) emphasize that purchase intention, which can be defined as the likelihood of buying a product, is shaped by the alignment of product attributes with consumer expectations. The adoption of innovations further depends on factors such as relative advantage, compatibility, and trialability (Rogers, 2003), all of which are particularly relevant to products like *Tanqueray 0.0* that blend tradition with innovation. Additionally, hedonic and utilitarian values play pivotal roles in decision-making. Hedonic value captures the emotional and sensory pleasure derived from consumption, while utilitarian value focuses on functionality and practicality. (Babin, Darden, & Griffin, 1994).

The primary goal of this study is to explore the relationship between innovation perception and hedonic and utilitarian values that result in purchase intention for the alcohol-free *Tanqueray*.

By leveraging the conceptual framework and employing analytical methods, the research aims to answer the following central problem statement:

Does the innovation of a non-alcoholic spirit drive hedonic or utilitarian purchase intention?

The research questions framed to solve the above problem statement are the following:

RQ1: To what extent do hedonic values (such as status and pleasure) drive the interest of non-alcoholic spirits?

RQ2: How do utilitarian values (such as taste and social integration) impact the decision to choose new non-alcoholic spirits over current alcoholic spirits?

1.2 Relevance

This study contributes to both academic literature and industry practice. While innovation acceptance and purchase intention have been extensively studied, there remains limited research on their interaction in the context of non-alcoholic spirits. The findings of this dissertation aim to bridge this gap, particularly by investigating the dual role of hedonic and utilitarian values.

From an academic perspective, this research extends existing theories of consumer behavior, including the Theory of Planned Behavior (Ajzen, 1991) and Babin et al.'s (1994) conceptualization of value-driven decision-making. By applying these frameworks to a novel product category, the study enhances our understanding of how consumers evaluate an innovation that caters to both indulgence and wellness.

From a managerial perspective, the insights gained are valuable for seeking to position alcohol-free spirits as desirable alternatives by identifying the key drivers of consumer behavior and the needs behind it, whether sensory pleasure, practical benefits, or both. Targeted strategies can be designed to enhance adoption and loyalty. Additionally, the study underscores the importance of balancing tradition and innovation, as highlighted by Kühne et al. (2010), particularly in industries where authenticity plays a significant role in consumer preferences.

1.3 Research Methods

A mixed exploratory and explanatory approach is employed to address the research questions. The study is anchored in the literature review, mostly synthesizing insights from innovation adoption (Rogers, 2003), hedonic and utilitarian values (Babin et al., 1994), and purchase intention (Morwitz, 2012). This review informs the development of a conceptual framework that links these constructs and guides the research.

Primary data is collected via an online survey administered through Qualtrics, designed to capture consumer attitudes and behaviors toward *Tanqueray* 0.0 and its traditional counterpart, *Tanqueray* London Dry Gin.

The survey consists of six blocks:

1. Introduction: Explains the purpose, confidentiality, and voluntary nature of the survey.
2. Screening Questions: Ensures participants are familiar with the *Tanqueray* brand and have prior exposure to gin products.

3. Innovation Adoption: Adapts questions from Rogers (2003) to measure consumer openness to innovative products.
4. Hedonic and Utilitarian Values: This section utilizes adapted scales from Babin et al. (1994) to evaluate emotional (hedonic) and functional (utilitarian) motivations for consumption. The study employs an experimental design in which participants are randomly assigned to answer questions related to either hedonic or utilitarian values, in which respondents would be exposed to one of these products: *Tanqueray* London Dry (regular gin) or *Tanqueray* 0.0 (non-alcoholic gin).
5. Purchase Intention: Adapts questions from Morwitz and Schmittlein (1992) to gauge consumer likelihood of purchasing *Tanqueray* 0.0.
6. Demographics: Collect information on age, gender, income, education, and occupation to contextualize the findings.

For each of the experiments, the survey utilizes visual stimuli, presenting respondents with brand images and descriptions of both *Tanqueray* 0.0 or the traditional *Tanqueray* London Dry gin to ensure consistent framing of the products. Responses are measured using a Likert scale, allowing for quantitative analysis of the relationships between variables.

1.4 Dissertation Outline

This dissertation is organized into five chapters, each designed to systematically address the research objectives and guide the reader through the study's progression.

The **Introduction** chapter sets the stage by providing the background and context for the research. It highlights the relevance of the study and offers a comprehensive overview of the methodological approach employed.

The **Literature Review** delves into existing academic research on key topics such as purchase intention, innovation acceptance, and hedonic and utilitarian values. This chapter lays the theoretical groundwork for the study by forming the basis of the conceptual framework.

The **Methodology** chapter outlines the research design in detail, explaining the data collection process and the analytical techniques used to test the proposed hypotheses.

The **Results and Analysis** chapter presents the findings derived from the collected data, focusing on the relationships between innovation perception, hedonic and utilitarian values, and purchase intention.

Finally, the **Conclusion** chapter summarizes the study's key contributions, discusses its managerial and theoretical implications, identifies limitations, and offers recommendations for future research.

This structure ensures a clear and logical flow, enabling a thorough exploration of the research problem and its associated variables. This structured approach ensures a clear and logical progression, seamlessly guiding the reader from the theoretical framework to practical applications. By leveraging *Tanqueray 0.0* as a case study, the dissertation offers valuable insights into consumer adoption of innovation, using the alcohol-free spirits market and *Tanqueray 0.0* as illustrative examples.

CHAPTER 2: LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

This chapter proposes a theoretical framework to investigate consumer adoption of innovations. By synthesizing and analyzing existing literature, aiming to establish a foundation for hypothesis formulation.

Initially, the chapter delves into the concept of purchase intention, followed by innovation acceptance, exploring how consumers perceive and respond to novel products. Subsequently, it examines the mediating roles of hedonic and utilitarian values in consumer decision-making processes and their consequent impact on purchase intentions.

Lastly, the conceptual framework is presented, outlining the relationships between consumer innovation perception and its relation to hedonic and/or utilitarian values, resulting in purchase intention.

2.1 Purchase Intention

Holak and Lehmann (1990) define purchase intention as the likelihood or willingness of a consumer to buy an innovative product, shaped by how well the product's attributes align with consumer expectations and values. This concept can be further defined as the cognitive representation of a consumer's planned purchase behavior, where inclination is influenced by the consumer's attitudes and perceptions of the product's value, usability, and brand appeal (Morwitz, 2012). Purchase intention is also recognized as a robust predictor of actual purchase behavior, especially when intentions are supported by positive attitudes and beliefs about the product (Ajzen & Fishbein, 1980).

Holak and Lehmann (1990) identify four dimensions that influence purchase intention: relative advantage, compatibility, complexity, and trialability. These features significantly impact consumer decision-making, as consumers tend to develop purchase intentions for products they perceive as beneficial, easy to use, and compatible with their personal values and needs. Additionally, social influences play a critical role; according to Bearden and Etzel (1982), opinions of friends, family, and social groups can sway decisions, particularly for innovative or luxury products.

Ajzen's Theory of Planned Behavior (TPB) (1991) provides a model for understanding how attitudes, subjective norms, and perceived behavioral control shape purchase intention. Positive

attitudes toward a product, combined with favorable social pressure and a sense of self-efficacy, often result in higher purchase intentions.

This theory highlights how social factors and personal beliefs influence a consumer's decision to adopt innovative products. For alcohol-free spirits like *Tanqueray 0.0*, these social and personal dimensions are especially relevant, as the decision to purchase may reflect both a desire for health-conscious living and alignment with social norms around responsible consumption.

2.2 Innovation Perception

Kenneth B. Kahn (2018) defines innovation as the introduction of something new, whether in the form of an idea, method, or device, noting that innovation can be seen both as an outcome and as a process. As an outcome, innovation includes the development of new products, services, and business models. As a process, it involves stages such as discovery, development, and delivery, each of which requires a balance between creativity and execution to achieve successful innovation. This dual perspective is essential for companies aiming to bring new products to market effectively.

Brand equity is a significant consideration in the acceptance of innovations, as consumers are more likely to embrace innovations from brands they trust and identify with. Xie (2008) underscores the importance of consumer innovativeness, which is a consumer's tendency to adopt new products and drive the success of brand extensions, especially those that are novel or distant from the core brand identity. These early adopters can facilitate market diffusion and influence broader consumer acceptance. As product innovation increases, the likelihood of customer repurchase rises, with studies showing that disruptive innovations foster not only initial purchases but also repeat purchases due to enhanced customer satisfaction. (Batyar & Esmailpour, n.d.).

Kühne et al. (2010) expand on this by focusing on traditional food products, where consumer acceptance of innovation depends on the perceived authenticity of the product. They emphasize that in traditional sectors, consumers value authenticity, and innovations must retain the product's core characteristics to be accepted. While consumers are generally open to innovations that improve aspects like health, sustainability, or convenience, they often reject changes that compromise traditional identity.

For instance, innovations in wine production, as noted by Rabadán (2021), are well received as long as they do not alter essential qualities such as taste and production methods.

This balance between innovation and tradition is further supported by Lobasenko (2017), who argues that in the fast-moving consumer goods (FMCG) industry, utilitarian value frequently outweighs hedonic features, making innovation potentially risky if it disrupts consumer expectations of practicality. In these markets, consumers are typically more resistant to radical changes, showing a preference for products that enhance traditional features instead of reinventing them entirely. Albertsen et al. (2020) suggest that marketing strategies should focus on reducing perceived risks while emphasizing the enhanced benefits of innovative products. This careful approach to innovation highlights the importance of aligning product improvements with consumer expectations, especially in sectors where tradition significantly influences preferences.

These insights collectively suggest that while innovation is essential for growth, especially in dynamic markets, it must be aligned with consumer expectations and cultural values. This is particularly important in industries where tradition plays a prominent role in consumer preferences. Businesses, therefore, are advised to pursue incremental innovations that enhance traditional products rather than overhauling them completely.

In alcohol-free spirits, there is a substantial gap in literature, with most research on disruptive innovations focusing on industries like technology, transportation, healthcare, and streaming services. Alcohol-free spirits remain underexplored, with existing studies primarily concentrating on alcohol-free wines (Rabadán, 2021) and beers, with minimal investigation into other areas of this sector. The limited research on alcohol-free spirits is surprising, given the rise in consumer interest in healthy and sustainable lifestyle choices, as indicated by Ramírez (2024). This study aims to fill this gap by examining *Tanqueray 0.0*, a non-alcoholic version of the well-known *Tanqueray* London Dry Gin, to understand whether its appeal lies more in hedonic or utilitarian motivations.

Tanqueray 0.0, launched by Diageo, is a non-alcoholic alternative innovation to the classic *Tanqueray* gin, designed to offer the same blend of botanicals: juniper, coriander, angelica, and licorice, distilled without alcohol. This low-calorie option provides only 6 calories per 50ml serving, appealing to consumers who enjoy the taste of gin but prefer to avoid alcohol

(Whymark, 2021). This study will explore the drivers of the product's appeal, examining whether consumer motivation is more influenced by hedonic or utilitarian values, each of which has a unique impact on consumer behavior and decision-making.

2.2.1 Effect of Innovation Perception on Purchase Intention

The impact of innovation on purchase intention depends on how well a product aligns with consumer values, reduces perceived risk, and provides clear benefits. Holak and Lehmann (1990) emphasize the role of innovation dimensions such as relative advantage, compatibility, trialability, and observability, which drive purchase intentions by addressing uncertainties and enhancing perceived value. Consumers are more likely to buy products they perceive as improvements over existing options, compatible with their values, and that allow for experimentation.

These findings align with Ajzen and Fishbein's (1980) assertion that positive attitudes and beliefs are strong predictors of purchase behavior, highlighting the role of marketing in shaping consumer perceptions. However, Mitchell (1999) notes that perceived risk, whether financial, social, or functional, can inhibit purchase intention, especially for products with which consumers are unfamiliar. Trialability and observability can alleviate these risks by allowing consumers to experience the product, boosting confidence in new offerings. Lee, Shim, Kim, and Nam (2021) show that framing innovation as a direct benefit further strengthens purchase intention, while Li, Shu, and Shao (2021) highlight that combining innovation with experiential value in cultural products enhances engagement and purchase likelihood.

Statistical evidence shows that innovation positively impacts repurchase intentions, as innovative products often enhance consumer satisfaction and loyalty, making repurchase more likely (Batyar & Esmailpour, n.d.). This suggests that innovations offering clear advantages and reducing perceived risk have a stronger impact on both initial purchase intentions and longer-term consumer loyalty.

Conversely, Kühne et al. (2010) note the need to balance innovation with tradition in food products, arguing that while innovation can attract new consumers, drastic changes may alienate loyal ones. This perspective is relevant for the purpose of the study and would help in the understanding of alcohol-free spirits like the *Tanqueray 0.0*, where the challenge lies in

maintaining the essence of the traditional gin experience while providing a health-conscious, non-alcoholic alternative.

This balance forms the basis of the hypothesis:

H1: Innovation perception positively influences purchase intention.

2.3 Hedonic Value

Hedonic value, associated with emotional and sensory pleasure, is a powerful driver of consumer behavior in sectors like luxury goods, entertainment, and experiential services (Babin, Darden, & Griffin, 1994). Arnold and Reynolds (2003) emphasize that hedonic shopping motivations go beyond functional needs, transforming shopping into a form of entertainment and emotional fulfillment. Consumers are often driven by a desire for pleasure, excitement, or social recognition, particularly in areas where the consumption experience itself is a core part of the product's appeal.

Arruda, Simões & De Muylder (2020) suggest that consumers seeking hedonic experiences prioritize the immediate enjoyment a product provides, often minimizing rational assessments of risk. This focus on emotional gratification is evident in impulse purchases, where consumers make decisions based on the anticipated pleasure of the experience. In contrast, Sahu & Verma (2021) argue that disruptive innovations introducing hedonic features in the FMCG sector face greater risks, as consumers in this market tend to prioritize reliability and familiarity. Therefore, while hedonic value can enhance purchase intention, its influence may vary depending on the product category and consumer expectations for stability.

Sorescu and Spanjol (2008) highlight the potential for hedonic-driven innovations to increase firm value, as they provide significant sensory benefits. However, they also caution that such innovations must be carefully managed, as consumer rejection is more likely if the innovation challenges established preferences.

2.3.1 Effect of Hedonic Value on Purchase Intention

Hedonic value significantly influences purchase intention, especially in contexts where consumers seek sensory pleasure, emotional satisfaction, and social prestige. Hedonic consumption is often characterized by experiential rewards, where products serve as a source of enjoyment, excitement, or emotional connection rather than fulfilling practical or functional

needs (Babin, Darden, & Griffin, 1994). This type of consumption is common in sectors where luxury, indulgence, and entertainment play central roles, as consumers are more willing to engage with products that offer immediate gratification.

Studies highlight that hedonic value can directly impact purchase intention by fostering a strong emotional connection with the product, which often leads to impulsive purchasing behavior (Arruda, Simões & De Muylder, 2020). This connection is crucial in industries like fashion, hospitality, and beverage, where the sensory experience itself contributes to the product's appeal. For instance, Arnold and Reynolds (2003) argue that hedonic motivations such as adventure, gratification, and social interaction drive consumers to make purchases beyond utilitarian needs, turning shopping into a form of leisure.

In the context of *Tanqueray 0.0*, hedonic value may play a vital role in driving purchase intention among consumers who appreciate the sensory aspects of gin but prefer to avoid alcohol. The enjoyment derived from the flavor profile, the aroma, and the experience of consuming a premium gin appeals to hedonic motivations, even without the effects of alcohol. This suggests that for *Tanqueray 0.0*, the hedonic appeal of a traditional gin experience, such as the pleasure of sipping a botanically rich beverage in a social setting, can effectively motivate consumers, especially those seeking the enjoyment of traditional alcoholic beverages in an alcohol-free form.

Moreover, the hedonic value may also enhance the product's perceived social status, as consumers who choose alcohol-free alternatives like *Tanqueray 0.0* can still engage in social rituals without compromising their health or lifestyle choices. The brand's premium positioning may add to its hedonic value, as consumers derive pleasure from associating themselves with a reputable gin brand that maintains its identity even in its alcohol-free version. Therefore, *Tanqueray 0.0*'s appeal as a sensory and social experience underscores the potential of hedonic value to drive purchase intention in this category.

For the purpose of this study, alcohol-free spirits like *Tanqueray 0.0*, the hedonic value could be a key appeal factor, as consumers may seek an authentic gin experience that offers enjoyment without alcohol's effects.

Based on this premise, the following hypothesis is proposed:

H2: Hedonic values (M1) positively influence purchase intention.

2.3.2 Effect of Innovation on Hedonic Value

Innovation often enhances hedonic value by introducing new sensory experiences that provide emotional rewards. Products that incorporate innovative elements, such as unique flavors, textures, or packaging, can heighten hedonic value by appealing to consumers' desires for novelty and excitement. In particular, innovations that allow consumers to experience familiar products in a new way can strengthen emotional connections and create a sense of exclusivity or discovery.

However, the impact of innovation on hedonic value must be carefully balanced, as consumers may resist changes that deviate too far from their expectations. Lobasenko (2017) discusses this balance within the FMCG sector, where hedonic innovations can either enhance appeal or lead to consumer pushback if they disrupt brand familiarity. Sorescu and Spanjol (2008) support this view, arguing that innovations with strong hedonic components can increase firm value by attracting new customers who seek novelty, though they must align with brand identity to avoid alienating loyal consumers.

For *Tanqueray 0.0*, the innovation of creating a non-alcoholic gin enhances hedonic value by providing consumers with the same botanically rich flavor and aroma associated with traditional gin, thus fulfilling their sensory expectations. This innovation meets the demand for alcohol-free options while maintaining the pleasurable qualities of a gin-drinking experience. By replicating the taste and experience of *Tanqueray*'s original gin in an alcohol-free form, the brand successfully capitalizes on the hedonic value associated with gin, appealing to consumers who seek enjoyment without the effects of alcohol. This innovation allows *Tanqueray 0.0* to cater to consumers who are both pleasure-seeking and health-conscious, highlighting how innovation can enhance hedonic value while maintaining brand integrity.

Based on this premise, the following hypothesis is proposed:

H3: Hedonic values (M1) mediate the relationship between innovation perception and purchase intention for Tanqueray.

2.4 Utilitarian Value

Utilitarian value is rooted in the functional, practical, and efficiency-oriented aspects of a product, appealing to consumers who prioritize task completion, problem-solving, and meeting specific needs. Unlike hedonic value, which is tied to emotional satisfaction and sensory pleasure, utilitarian value emphasizes the product's effectiveness in fulfilling its intended purpose (Babin, Darden, & Griffin, 1994). This distinction is particularly relevant in sectors where consumers make rational, goal-oriented decisions based on functionality, such as FMCG and grocery shopping.

Dhar and Wertenbroch (2000) highlight that utilitarian goods are often favored in contexts where consumers prioritize practical benefits. Utilitarian value influences consumer preferences by driving decisions based on the product's ability to address functional needs, such as convenience, reliability, and efficiency. Chen & Xie (2008) suggest that consumers motivated by functional needs are more likely to adopt new products when they perceive a clear, practical benefit. In sectors where consistency and reliability are key, utilitarian value plays a fundamental role in determining consumer loyalty and brand preference.

For *Tanqueray 0.0*, utilitarian value is associated with its contribution to health and wellness lifestyles. The product's alcohol-free nature and low-calorie content appeal to consumers who prioritize health, moderation, and productivity. *Tanqueray 0.0* offers a practical solution for individuals who enjoy the taste of gin but prefer to avoid alcohol, allowing them to engage in social occasions without compromising their well-being. This utilitarian appeal is particularly relevant for consumers who seek to maintain control, avoid hangovers, and make healthier choices without sacrificing social participation.

2.4.1 Effect of Utilitarian Value on Purchase Intention

Utilitarian value drives purchase intention by appealing to consumers' practical motivations, especially in markets where functionality and efficiency are essential. Products that fulfill specific needs effectively are more likely to influence purchase intention among consumers who base their decisions on rational criteria. Arnold and Reynolds (2003) found that consumers with utilitarian motivations prioritize products that allow for task completion and problem-solving, which is evident in sectors like FMCG, where practicality is often a priority over sensory enjoyment.

The utilitarian benefits of *Tanqueray 0.0* may increase its purchase intention among health-conscious consumers who prefer non-alcoholic alternatives. The product's low-calorie profile and alcohol-free formulation align with the needs of consumers who are mindful of their health, weight management, and overall wellness. By providing a solution that allows them to participate in social settings without alcohol, *Tanqueray 0.0* meets both functional needs and social expectations.

In this sense, the utilitarian appeal of *Tanqueray 0.0* extends beyond its health benefits. For consumers who value productivity and clarity, the ability to enjoy a familiar gin experience without the impact of alcohol supports their goal of maintaining energy and focus throughout the day. This practical value is likely to resonate with consumers who prioritize functionality and health in their beverage choices, highlighting how utilitarian value can significantly drive purchase intention in the alcohol-free spirits market.

Accordingly, the following hypotheses are proposed:

H4: Utilitarian values (M2) positively influence the purchase intention for Tanqueray 0.0.

2.4.2 Effect of Innovation Perception on Utilitarian Value

Innovations that enhance utilitarian value focus on improving a product's functional aspects, meeting consumers' need for efficiency, health benefits, or convenience. In FMCG, consumers often prioritize reliability, and innovations that provide tangible benefits, such as reduced calorie content, lower sugar levels, or added convenience, are especially well-received (Lobasenko, 2017). These functional innovations cater to consumers who are motivated by practical considerations, reinforcing the product's role as a solution to a specific problem.

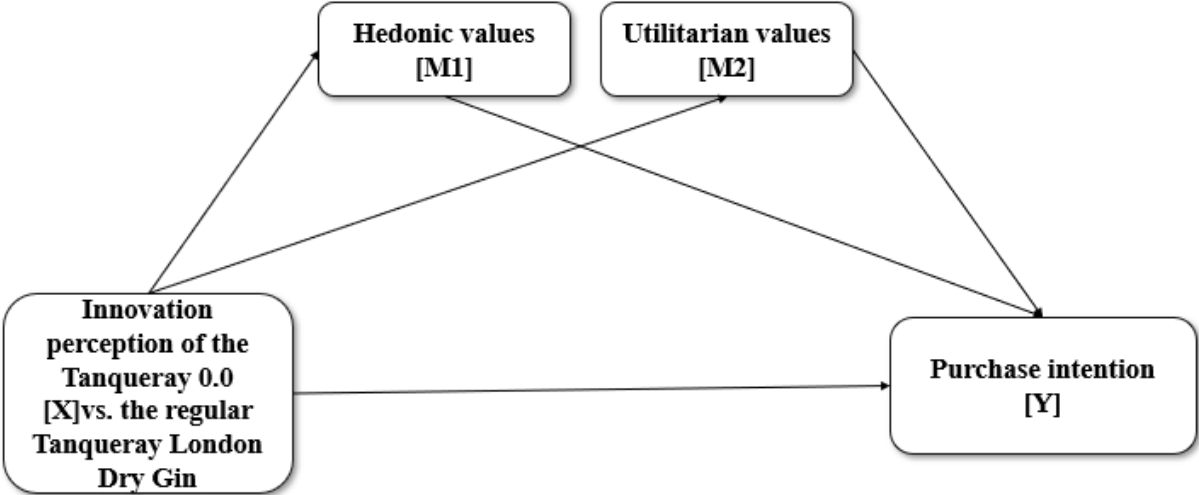
Tanqueray 0.0 exemplifies innovation that enhances utilitarian value by offering a non-alcoholic version of a popular gin. This innovation responds to the growing demand for health-conscious options and provides a practical solution for consumers who want to avoid alcohol's effects. By delivering a product that retains the flavor profile of traditional gin while eliminating alcohol, *Tanqueray 0.0* appeals to consumers who value both the experience of gin and the benefits of a healthier lifestyle.

The utilitarian benefits of *Tanqueray 0.0* extend to its social functionality as well. Allowing consumers to enjoy social gatherings without alcohol meets the needs of individuals who value social engagement but prioritize personal health and wellness. This alignment of innovation with utilitarian value highlights how *Tanqueray 0.0* can effectively address the practical needs of health-conscious consumers, reinforcing the product’s relevance in a market increasingly oriented toward wellness.

Building on the aforementioned insights, the following hypothesis is proposed:

H5: Utilitarian values (M2) mediate the relationship between innovation perception and purchase intention.

2.5 Conceptual Framework



Considering the model, the following hypotheses are proposed:

H1: Innovation perception positively influences purchase intention.

H2: Hedonic values (M1) positively influence purchase intention.

H3: Hedonic values (M1) mediate the relationship between innovation perception and purchase intention.

H4: Utilitarian values (M2) positively influence the purchase intention.

H5: Utilitarian values (M2) mediate the relationship between innovation perception and purchase intention.

CHAPTER 3: METHODOLOGY

The methodology section presents and thoroughly explains the approach used to address both the research questions and the proposed hypotheses. It begins with an explanation of the research approach, followed by detailed information regarding the collection of primary data.

The objective of this dissertation is to gain insights into the drivers of the product innovation of the *Tanqueray* 0.0 and to understand if the consumer purchase intention would be driven by utilitarian or hedonic values.

3.1 Research Approach

For this stage, it is crucial to recognize that the primary aim of this dissertation is to expand knowledge and understanding of consumers' perceptions of innovation in alcohol-free spirits, with a specific focus on *Tanqueray* 0.0, an alcohol-free spirit launched by Diageo in 2021.

The study examines how innovation is perceived independently and evaluates if its impact on purchase intention would be mediated by hedonic or utilitarian values.

As discussed in the literature review, exploring the mediating roles of hedonic and utilitarian values is essential to understanding purchase intention and the nature of *Tanqueray* product consumption. The initial step involved a critical review of existing literature to define the research problem and uncover relationships between variables. However, given the limited academic focus on the emerging trend of non-alcoholic spirits, this review highlighted a significant gap.

To address this, both exploratory and explanatory research methods were employed. A pre-online survey was conducted to minimize researcher bias and guide the data collection process. Subsequently, explanatory research was used to analyze the cause-effect relationships between product innovation and consumer perceptions. Visual stimuli of *Tanqueray* London Dry Gin and its alcohol-free version, together with a short description of the product, were utilized to assess product perception, innovativeness adoption, hedonic and utilitarian values, and purchase intention.

The data collection was carried out through an online questionnaire designed and distributed via Qualtrics.

3.2 Primary data: Online survey

Quantitative data was collected through an online survey using Qualtrics, with the aim of obtaining approximately 150 responses. This methodology facilitates faster data collection due to its ease of distribution and reduced costs, allowing participants to respond at their

convenience without any location constraints and additional costs. Moreover, this approach would enable quantification of the results and facilitate statistical analysis and data processing.

After doing a 15-person pretest, the survey was launched, primarily focusing on identifying the target audience most aligned with the product, allowing for segmentation based on demographics, lifestyle, and other characteristics. This will help in understanding product acceptance, likelihood of purchase, price sensitivity, and usage context. However, a limitation of the survey method is its one-way communication; if the interviewer has questions about a response or if respondents have uncertainties, there is no opportunity for clarification. Additionally, the structured nature of the questions means that insights into body language and emotional cues are not captured.

The intended target demographic were millennials and Gen Z individuals aged 25 to 45. This group consists of professional workers with middle to high incomes who enjoy social activities both outdoors and indoors. The focus will be on health-conscious individuals, mindful drinkers, and social drinkers who prefer non-alcoholic options.

3.2.1 Data Collection

The data was collected using a structured survey conducted through the Qualtrics platform. This method was chosen for its ability to generate data efficiently and at scale. The survey was distributed online, leveraging its speed and accessibility, and was available exclusively in English. This decision reflects the study's aim to target a diverse, global audience, as the investigation was not confined to a specific nationality. However, the primary focus was on reaching adults aged 21–45 years, a demographic associated with younger, health-conscious consumers likely to explore alcohol-free beverages.

The sample comprised a mixed young-adult-age population to capture perceptions across a broad spectrum of consumption habits. The study targeted individuals with a moderate to high interest in health and wellness trends, as these align closely with the motivations for purchasing alcohol-free products.

The survey aimed to explore consumer perceptions and awareness of *Tanqueray* 0.0, the non-alcoholic variant, in comparison to the regular *Tanqueray* London Dry Gin. Additionally, it sought to examine the impact of these perceptions on purchase intention, offering insights into how product innovation and values such as health consciousness influence consumer behavior.

While convenience and quota sampling offer practical and targeted approaches, they are not without limitations. The absence of randomization can lead to selection bias, potentially limiting the applicability of the results to the broader population. Moreover, despite efforts to balance quotas, some niche consumer segments may still be underrepresented, potentially restricting the study's ability to fully capture the diversity of perceptions and behaviors within the target audience.

3.2.2 Stimuli Development

Two existing stimuli were utilized to illustrate the *Tanqueray* London Dry and *Tanqueray* 0.0 products.

The survey used an experimental approach in which the surveyee was exposed to one of the two *Tanqueray* products and a short description of it in order to familiarize participants with the *Tanqueray* product. This ensured that respondents could relate to the product and were adequately prepared for the subsequent sections of the survey.

Illustration 1: Tanqueray 0.0. Diageo. (n.d.). Tanqueray 0.0. Diageo Bar Academy.



Illustration 2: Tanqueray London Dry Gin: Diageo. (n.d.). Tanqueray London Dry Gin.. Diageo Bar Academy.



In the experimental section, respondents were exposed to stimuli designed to represent either the hedonic and utilitarian values or the purchase intention associated with *Tanqueray* London Dry Gin or *Tanqueray* 0.0. These stimuli consisted of pre-existing brand images showcasing the products' bottles. Beyond merely illustrating the product, these visuals aimed to influence participants by helping them form a mental image of the product and envision a moment of consumption, fostering a deeper connection to the experience of using the product.

3.2.3 Measurement / Indicators

The survey was structured into six distinct blocks, each designed to capture specific aspects of the study's objectives. The first block served as an introduction, outlining the purpose of the study, emphasizing the anonymity and confidentiality of responses, and providing participants with an overview of the survey process.

The second block comprised screening questions designed to confirm participants' familiarity with the *Tanqueray* brand. These questions ensured that respondents had prior awareness of or interaction with *Tanqueray* products. Questions about their knowledge of the brand's portfolio were followed by a direct inquiry about their familiarity with *Tanqueray* 0.0. These screening questions acted as a filter to exclude respondents who did not meet the eligibility criteria for the study.

The third block, titled "Innovation Adoption," was adapted from the existing framework developed by Rogers (2003). This section aimed to assess respondents' propensity to adopt innovations. Participants were presented with six statements and asked to rate their agreement on a Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

The fourth and fifth blocks, "Hedonic and Utilitarian Values for *Tanqueray* 0.0 and Purchase Intention" and "Hedonic and Utilitarian Values for *Tanqueray* London Dry Gin and Purchase Intention," were randomized as an experiment, in which participants' perceptions were tested of the well-known *Tanqueray* London Dry Gin or the innovation, *Tanqueray* 0.0. The hedonic and utilitarian value questions were adapted from Babin, Darden, and Griffin (1994) and included nine statements, each rated on a 5-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree). Questions assessing purchase intention were derived from Morwitz and Schmittlein (1992), also using a 5-point Likert scale, enabling direct comparison between the two products.

The final block focused on demographic questions to gain a deeper understanding of respondents' profiles. These questions were adapted from the National Center for Women & Information Technology (NCWIT) (2021) and included queries on nationality, gender, income, professional background, age, and occupation.

The survey concluded with a thank-you message, expressing appreciation for participants' time and contributions. This structured approach ensured comprehensive data collection while maintaining respondent engagement throughout the survey.

Table 1: Scales used to measure the variables

Variable Type	Variable	Items	Scale	Source	Cronbach α
Independent Variable	Innovation adoption	<p>I. I am willing to try new products or services that are introduced in the market.</p> <p>II. I often seek out information on new innovations.</p> <p>III. I am usually one of the first people to adopt a new technology when it becomes available.</p> <p>IV. I find it easy to embrace new innovations in products or services.</p> <p>V. I believe that adopting new innovations will improve my productivity/performance.</p> <p>VI. I would be open to adopting an innovative product even if it requires learning new skills.</p>	5-point Likert Scale	Rogers, E. M. (2003)	0.8-0.95
Mediator I	Hedonic values	<p>I. Drinking Tanqueray 0.0 would give me a sense of pleasure</p> <p>II. Tanqueray 0.0 is enjoyable in itself, regardless of its alcohol-free nature</p> <p>III. I feel excitement when thinking about consuming Tanqueray 0.0</p> <p>IV. I would consume Tanqueray 0.0 to treat myself.</p>	5-point Likert Scale	Babin, B. J., Darden, W. R., & Griffin, M. (1994).	0.88
		<p>I. Drinking Tanqueray London Dry Gin would give me a sense of pleasure</p> <p>II. Tanqueray London Dry Gin is enjoyable in itself.</p> <p>III. I feel excitement when thinking about consuming Tanqueray London Dry Gin</p> <p>IV. I would consume Tanqueray London Dry Gin to treat myself.</p>	5-point Likert Scale	Babin, B. J., Darden, W. R., & Griffin, M. (1994).	

Mediator II	Utilitarian values	<p>I. Tanqueray 0.0 would help me accomplish tasks efficiently (e.g., socializing without alcohol).</p> <p>II. Consuming Tanqueray 0.0 is practical and functional for occasions where I want to avoid alcohol.</p> <p>III. Tanqueray 0.0 is useful in fulfilling my needs (e.g., being alcohol-free, low-calorie)."</p> <p>IV. I would consume Tanqueray 0.0 because it helps me make healthier drinking choices.</p> <p>V. Tanqueray 0.0 provides the expected value for its cost (Same price per ML as the regular Tanqueray London Dry)</p>	5-point Likert Scale	Babin, B. J., Darden, W. R., & Griffin, M. (1994).	0.86
		<p>I. Tanqueray London Dry Gin would help me accomplish tasks efficiently</p> <p>II. Consuming Tanqueray London Dry Gin is practical and functional for occasions where I want to avoid alcohol.</p> <p>III. Tanqueray London Dry Gin is useful in fulfilling my needs (e.g., being alcohol-free, low-calorie)."</p> <p>IV. I would consume Tanqueray London Dry Gin because it helps me make healthier drinking choices.</p> <p>V. Tanqueray London Dry Gin provides the expected value for its cost</p>	5-point Likert Scale	Babin, B. J., Darden, W. R., & Griffin, M. (1994).	0.86
Dependent Variable	Purchase intention	<p>I. I intend to purchase Tanqueray 0.0 in the near future</p> <p>II. I plan to buy Tanqueray 0.0 the next time I want a non-alcoholic drink.</p> <p>III. I would actively look for Tanqueray 0.0 to buy at my usual store.</p> <p>IV. Given the opportunity, I will purchase Tanqueray 0.0 for my next social occasion.</p> <p>V. I am likely to recommend Tanqueray 0.0 to others.</p> <p>VI. I would be willing to pay a premium for Tanqueray 0.0 over other non-alcoholic options.</p>	5-point Likert Scale	Morwitz, V. G., & Schmittlein, D. (1992)	0.80-0.95

	<p>I. I intend to purchase Tanqueray London Dry Gin in the near future</p> <p>II. I plan to buy Tanqueray London Dry Gin the next time I want a non-alcoholic drink.</p> <p>III. I would actively look for Tanqueray London Dry Gin to buy at my usual store.</p> <p>IV. Given the opportunity, I will purchase Tanqueray London Dry Gin for my next social occasion.</p> <p>V. I am likely to recommend Tanqueray London Dry Gin to others.</p> <p>VI. I would be willing to pay a premium for Tanqueray London Dry Gin over other options.</p>	<p>5-point Likert Scale</p>	<p>Morwitz, V. G., & Schmittlein, D. (1992)</p>	<p>0.80-0.95</p>
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CHAPTER 4: RESULTS AND DISCUSSION

4.1 Data Analysis

This chapter presents all the aspects related to the processing and interpretation of the data collected with the questionnaire presented in the methodology section.

4.1.1 Descriptive Statistical Analysis

The collected data were analyzed using SPSS. The initial sample consisted of 173 individuals, of whom 162 completed the questionnaire. After excluding outliers and responses with reported issues, 144 valid answers remained.

Initially, 173 responses were collected, but a screening question determined that only 110 respondents were familiar with the *Tanqueray* brand. The 52 respondents who were unfamiliar with the brand were directed to the end of the survey. Additionally, 11 responses were lost due to system abandonment.

Following a rigorous data-cleaning process, 144 valid responses remained: 94 from individuals who recognized the *Tanqueray* brand and 50 from those who did not. Since only those familiar with the brand could be included in the analysis, the final sample consisted of 94 respondents.

4.1.2 Demographics

Table 2: Demographics analysis

To summarize the demographic data, frequency tables were generated in SPSS to enhance data visualization and provide a clearer understanding of the target audience. Following this, cross-tabulations were performed to examine the relationship between demographic variables and awareness of *Tanqueray* 0.0.

The table below presents a summary of the cross-tabulation results obtained from SPSS, with the full set of charts available in Appendix 3.

		Awareness of <i>Tanqueray 0.0</i>					
		Yes		No		Total	
		Freq	%	Freq	%	Freq	%
Gender	Male	16	33,3%	32	66,7%	48	51,1%
	Female	13	28,9%	32	71,1%	45	47,9%
	Non-binary / third gender	0	0,0%	0	0,0%	0	0,0%
	Prefer not to say	0	0,0%	1	100,0%	1	1,1%
Age	Under 18	0	0,0%	0	0,0%	0	0,0%
	18 - 24	4	33,3%	8	66,7%	12	12,8%
	25 - 34	17	26,2%	48	73,8%	65	69,1%
	35 - 44	5	55,6%	4	44,4%	9	9,6%
	45 - 54	2	50,0%	2	50,0%	4	4,3%
	55 - 64	1	25,0%	3	75,0%	4	4,3%
	65 or older	0	0,0%	0	0,0%	0	0,0%
Education	Less than high school	0	0,0%	0	0,0%	0	0,0%
	High school graduate	0	0,0%	2	100,0%	2	2,1%
	Bachelor degree	12	38,7%	19	61,3%	31	33,0%
	Master degree/MBA	12	25,5%	35	74,5%	47	50,0%
	Professional degree	3	25,0%	9	75,0%	12	12,8%
	PhD/Post Doctoral Degree	2	100,0%	0	0,0%	2	2,1%
Occupation	Employed full time	20	29,9%	47	70,1%	67	71,3%
	Employed part time	3	75,0%	1	25,0%	4	4,3%
	Unemployed looking for work	0	0,0%	6	100,0%	6	6,4%
	Unemployed not looking for work	0	0,0%	1	100,0%	1	1,1%
	Retired	0	0,0%	1	100,0%	1	1,1%
	Student	6	40,0%	9	60,0%	15	16,0%
	Disabled	0	0,0%	0	0,0%	0	0,0%
Income	Less than 500€	2	66,7%	1	33,3%	3	3,2%
	500€ – 999€	3	23,1%	10	76,9%	13	13,8%
	1,000€ – 1,499€	8	38,1%	13	61,9%	21	22,3%
	1,500€ – 1,999€	4	30,8%	9	69,2%	13	13,8%
	2,000€ - 2,499€	4	28,6%	10	71,4%	14	14,9%
	2,500€ – 2,999€	2	28,6%	5	71,4%	7	7,4%
	3,000€ – 3,499€	1	16,7%	5	83,3%	6	6,4%
	3,500€ – 4,000€	1	33,3%	2	66,7%	3	3,2%
	More than 4,000€	4	28,6%	10	71,4%	14	14,9%
Total	145	30,9%	325	69,1%	470	100,0%	

As shown in Table 2, the crosstabs tool in SPSS was used to analyze the relationship between two non-metric variables: demographics and awareness of *Tanqueray 0.0*. This analysis

allowed us to examine how the dependent variable, *awareness of Tanqueray 0.0*, varies among different subgroups based on factors such as age, gender, and educational level. This approach provides a detailed understanding of awareness patterns across demographic groups, offering valuable insights into consumer recognition trends.

When analyzing the education variable, the category with the highest representation is "Master's degree," accounting for 47 respondents (50% of the sample). The second most relevant group is the "Bachelor's degree" with 33%, followed by the "Professional Degree" with 12%. This distribution indicates that 97.9% of the sample has attained higher education, ranging from a minimum of a bachelor's degree to the highest levels, including Ph.D. studies.

A deeper analysis of "Product Awareness" reveals that 25.5% of individuals with a Bachelor's degree reported being aware of *Tanqueray 0.0*, while 74.5% indicated no awareness. Similar trends were observed across higher education groups, where, on average, only 30% recognized the alcohol-free version of *Tanqueray*. These findings suggest that education level may not significantly influence brand awareness.

Regarding age distribution, the majority of respondents fall within the 25-34 age range, comprising 69.1% of the total sample. Within this group, 26.2% were aware of *Tanqueray 0.0*, while 73.8% were not. Interestingly, in the younger 18-24 age group, awareness levels were slightly higher, with 33.3% aware and 66.7% unaware, suggesting a more uniform distribution of product recognition among younger consumers. These results imply that age may play a role in consumer knowledge.

Regarding gender, the sample included 45 women (47.9%) and 48 men (51.1%), ensuring a balanced representation of both groups. However, when analyzing awareness by gender, 28.9% of women were aware of *Tanqueray 0.0*, compared to 33.3% of men, which can be considered similar with no significant gaps. This suggests that gender does not significantly impact brand awareness, as awareness levels between men and women remain relatively similar.

Overall, the crosstab analysis highlights the importance of demographic characteristics in shaping awareness of *Tanqueray 0.0*. The findings indicate that education, age, and gender may have varying influences on consumer familiarity with the product, providing valuable insights for future branding and marketing strategies. By leveraging this information, targeted

communication efforts can be developed to increase awareness among underrepresented demographic segments, ensuring broader reach and engagement with potential consumers.

4.1.3 Innovation perception

Table 3: Innovation perception

Innovation Perception	Strongly disagree	%Mix	Somewhat disagree	%Mix	Neither agree nor disagree	%Mix	Somewhat agree	%Mix	Strongly agree	%Mix
	1		2		3		4		5	
I am willing to try new products or services that are introduced in the market.		0%	7	7%	8	9%	33	35%	46	49%
I often seek out information on new innovations.	3	3%	14	15%	24	26%	34	36%	19	20%
I am usually one of the first people to adopt a new technology when it becomes available.	4	4%	23	24%	25	27%	25	27%	17	18%
I find it easy to embrace new innovations in products or services.	1	1%	7	7%	23	24%	33	35%	30	32%
I believe that adopting new innovations will improve my productivity/performance.	3	3%	7	7%	12	13%	36	38%	36	38%
I would be open to adopting an innovative product even if it requires learning new skills.	1	1%	7	7%	13	14%	40	43%	33	35%
	12	2%	65	12%	105	19%	201	36%	181	32%

The table shown was created in order to summarize the *Appendix 4*.

As explained in the Methodology section, respondents were presented with six statements from Morwitz & Schmittlein (1992) to assess innovation adoption, rating each on a scale from 1 (Strongly Disagree) to 5 (Strongly Agree). A total of 68% of respondents identified themselves as innovators, comprising those who selected “Somewhat Agree” (36%) and “Strongly Agree” (32%)

This result provides a positive indication, as the sample appears to be more open to innovation, suggesting that a higher likelihood of awareness regarding alcohol-free spirits, specifically *Tanqueray 0.0*, may be inferred. Additionally, it is valuable to analyze the responses of the 45

individuals exposed to questions about *Tanqueray 0.0* and compare them with the 49 who were presented with questions about *Tanqueray London Dry*.

4.1.4 Hedonic and Utilitarian Values *Tanqueray 0.0*

Frequencies were used in SPSS to summarize and analyze the categorical data.

Table 4: Hedonic & Utilitarian Values *Tanqueray 0.0*

Table 4 was constructed based on the frequency tables generated in SPSS.

	Strongly disagree	%Mix	Somewhat disagree	%Mix	Neither agree nor disagree	%Mix	Somewhat agree	%Mix	Strongly agree	%Mix
Hedonic Values <i>Tanqueray 0.0</i>	1		2		3		4		5	
Drinking <i>Tanqueray 0.0</i> would give me a sense of pleasure.	8	18%	11	24%	10	22%	10	22%	6	13%
<i>Tanqueray 0.0</i> is enjoyable in itself, regardless of its alcohol-free nature.	6	13%	10	22%	7	16%	11	24%	11	24%
I feel excitement when thinking about consuming <i>Tanqueray 0.0</i> .	12	27%	7	16%	13	29%	7	16%	6	13%
I would consume <i>Tanqueray 0.0</i> to treat myself.	12	27%	7	16%	13	29%	7	16%	6	13%
	38	21%	35	19%	43	24%	35	19%	29	16%

	Strongly disagree	%Mix	Somewhat disagree	%Mix	Neither agree nor disagree	%Mix	Somewhat agree	%Mix	Strongly agree	%Mix
Utilitarian Values <i>Tanqueray 0.0</i>	1		2		3		4		5	
<i>Tanqueray 0.0</i> would help me accomplish tasks efficiently (e.g., socializing without alcohol).	6	13%	5	11%	7	16%	13	29%	14	31%
Consuming <i>Tanqueray 0.0</i> is practical and functional for occasions where I want to avoid alcohol.	3	7%	3	7%	2	4%	10	22%	27	60%
<i>Tanqueray 0.0</i> is useful in fulfilling my needs (e.g., being alcohol-free, low-calorie).	5	11%	4	9%	7	16%	10	22%	19	42%
I would consume <i>Tanqueray 0.0</i> because it helps me make healthier drinking choices.	5	11%	5	11%	3	7%	17	38%	15	33%
<i>Tanqueray 0.0</i> provides the expected value for its cost (Same price per ML as the regular <i>Tanqueray London Dry</i>).	9	20%	8	18%	14	31%	8	18%	6	13%
	28	12%	25	11%	33	15%	58	26%	81	36%

As previously mentioned, 45 out of 94 respondents were exposed to the questionnaire and stimuli related to the alcohol-free *Tanqueray, 0.0*. When analyzing responses to the Hedonic

Value set of questions, participants were more inclined to associate *Tanqueray 0.0* with utilitarian values, emphasizing the product’s functionality related to practicality and functionality in being a healthier drinking choice. A total of 53% of respondents (36% strongly agree and 26% somewhat agree) identified with utilitarian attributes, whereas 41% (21% strongly disagree and 19% somewhat disagree) associated the product with hedonic values.

These findings suggest that consumption of *Tanqueray 0.0* is more driven by utilitarian motivations, such as taste and the functional benefit of social integration, allowing individuals to participate in social gatherings without consuming alcohol. At the same time, the product offers a high-quality drinking experience, maintaining the same taste profile as alcoholic *Tanqueray* but without the alcohol content.

Table 5: Purchase Intention Tanqueray 0.0

Table 5 was constructed based on the frequency tables generated in SPSS.

Purchase Intention 0.0	Strongly disagree	%Mix	Somewhat disagree	%Mix	Neither agree nor disagree	%Mix	Somewhat agree	%Mix	Strongly agree	%Mix
	1		2		3		4		5	
I intend to purchase <i>Tanqueray 0.0</i> in the near future.	11	24%	7	16%	8	18%	10	22%	9	20%
I plan to buy <i>Tanqueray 0.0</i> the next time I want a non-alcoholic drink.	7	16%	5	11%	10	22%	9	20%	14	31%
I would actively look for <i>Tanqueray 0.0</i> to buy at my usual store.	11	24%	11	24%	7	16%	10	22%	6	13%
Given the opportunity, I will purchase <i>Tanqueray 0.0</i> for my next social occasion.	13	29%	5	11%	9	20%	10	22%	8	18%
I am likely to recommend <i>Tanqueray 0.0</i> to others.	8	18%	4	9%	11	24%	12	27%	10	22%
I would be willing to pay a premium for <i>Tanqueray 0.0</i> over other non-alcoholic options.	15	33%	9	20%	7	16%	8	18%	6	13%
	65	24%	41	15%	52	19%	59	22%	53	20%

Regarding the dependent variable, purchase intention (Y), the results indicate that 42% of respondents expressed a willingness to purchase *Tanqueray 0.0*. This suggests that a considerable portion of the sample perceives value in the product, particularly when considering scenarios where they wish to avoid alcohol in social settings.

Respondents exhibited a strong openness to purchasing *Tanqueray 0.0* in the near future and considered it as an alternative when opting to avoid alcohol at social gatherings. However, despite this positive inclination, a significant barrier to adoption emerged: price sensitivity. A notable 33% of participants strongly disagreed with the idea of paying a premium for *Tanqueray 0.0* over other alcohol-free alternatives, making it the most representative response within this set of questions. This suggests that while the product is appealing, its pricing strategy could be a determining factor in purchase decisions. To enhance adoption, the brand may need to justify the premium price through perceived value, emphasizing factors such as superior taste, quality, and brand heritage, or consider pricing adjustments and promotional strategies to align with consumer expectations.

These findings highlight a dual dynamic in consumer perception: while *Tanqueray 0.0* is seen as a desirable option for specific occasions, pricing remains a critical factor in determining actual purchase behavior. This suggests that for wider adoption, strategic pricing adjustments or value-enhancing marketing efforts may be necessary to strengthen its competitive position in the alcohol-free spirits market.

Table 6: Hedonic & Utilitarian Values Tanqueray London Dry

Table 6 was constructed based on the frequency tables generated in SPSS.

Hedonic Values <i>Tanqueray London Dry</i>	Strongly disagree	%Mix	Somewhat disagree	%Mix	Neither agree nor disagree	%Mix	Somewhat agree	%Mix	Strongly agree	%Mix
	1		2		3		4		5	
Drinking <i>Tanqueray London Dry</i> Gin would give me a sense of pleasure.	0	0%	2	4%	11	22%	16	33%	20	41%
<i>Tanqueray London Dry</i> Gin is enjoyable in itself.	0	0%	9	18%	14	29%	11	22%	15	31%
I feel excitement when thinking about consuming <i>Tanqueray London Dry</i> Gin.	3	6%	15	31%	9	18%	10	20%	12	24%
I would consume <i>Tanqueray London Dry</i> to treat myself.	9	18%	15	31%	6	12%	4	8%	15	31%
	12	6%	41	21%	40	20%	41	21%	62	32%

Utilitarian Values <i>Tanqueray London Dry</i>	Strongly disagree	%Mix	Somewhat disagree	%Mix	Neither agree nor disagree	%Mix	Somewhat agree	%Mix	Strongly agree	%Mix
	1		2		3		4		5	
<i>Tanqueray London Dry</i> Gin would help me accomplish tasks efficiently.	26	53%	11	22%	3	6%	4	8%	5	10%
Consuming <i>Tanqueray London Dry</i> Gin is practical and functional for occasions.	14	29%	11	22%	12	24%	9	18%	3	6%
<i>Tanqueray London Dry</i> Gin is useful in fulfilling my needs.	10	20%	10	20%	14	29%	10	20%	5	10%
I would consume <i>Tanqueray London Dry</i> Gin because it helps me make healthier drinking choices.	14	29%	11	22%	12	24%	9	18%	3	6%
<i>Tanqueray London Dry</i> Gin provides the expected value for its cost.	1	2%	2	4%	11	22%	21	43%	14	29%
	65	27%	45	18%	52	21%	53	22%	30	12%

As previously mentioned, 49 out of 94 respondents were exposed to the questionnaire and stimuli related to *Tanqueray* London Dry Gin. When analyzing responses to the Hedonic Value set of questions, participants were more inclined to associate *Tanqueray* London Dry with hedonic values, emphasizing the product’s ability to deliver sensory pleasure, indulgence, and excitement. A total of 53% of respondents (32% strongly agree and 21% somewhat agree) identified with hedonic attributes, being evident in the 34% (27% strongly disagree and 18% somewhat disagree) that associated the product with utilitarian values.

These findings suggest that the consumption of *Tanqueray* London Dry Gin is primarily driven by hedonic motivations, such as the enjoyment of its rich botanical complexity, the excitement and pleasure of drinking a premium spirit, and the status associated with high-quality gin. While utilitarian aspects, such as taste and social integration, still play a role, they remain secondary to the emotional and experiential appeal of the product. This underscores the importance of branding strategies that highlight *Tanqueray* London Dry Gin’s sophistication, craftsmanship, and luxurious drinking experience, reinforcing its appeal to consumers seeking indulgence and prestige in their beverage choices.

Table 7: Purchase Intention Tanqueray London Dry

Table 7 was constructed based on the frequency tables generated in SPSS.

Purchase Intention LD	Strongly disagree	%Mix	Somewhat disagree	%Mix	Neither agree nor disagree	%Mix	Somewhat agree	%Mix	Strongly agree	%Mix
	1		2		3		4		5	
I intend to purchase <i>Tanqueray London Dry</i> Gin in the near future.	7	14%	8	6%	13	9%	10	7%	11	8%
I plan to buy <i>Tanqueray London Dry</i> Gin the next time I want an alcoholic drink.	10	20%	11	8%	13	9%	7	5%	8	6%
I would actively look for <i>Tanqueray London Dry</i> Gin to buy at my usual store.	12	24%	12	8%	9	6%	8	6%	8	6%
Given the opportunity, I will purchase <i>Tanqueray London Dry</i> Gin for my next social occasion.	7	14%	9	6%	10	7%	13	9%	10	7%
I am likely to recommend <i>Tanqueray London Dry</i> Gin to others.	1	2%	5	3%	13	9%	19	13%	11	8%
I would be willing to pay a premium for <i>Tanqueray London Dry</i> Gin over other options.	6	12%	9	6%	14	10%	13	9%	7	5%
	43	15%	54	18%	72	24%	70	24%	55	19%

Regarding the dependent variable, purchase intention (Y), the results indicate that 43% of respondents expressed a willingness to purchase *Tanqueray London Dry* Gin. This percentage is very similar, though slightly lower, than the purchase intention for *Tanqueray 0.0* (42%), suggesting that a considerable portion of the sample perceives value in the product, particularly when seeking a premium gin experience for social and personal consumption.

Respondents demonstrated a strong openness to purchasing *Tanqueray London Dry* Gin in the near future, viewing it as a choice for premium spirits consumption. However, despite this positive inclination, product loyalty emerged as a potential barrier. A significant proportion of participants expressed hesitation about actively seeking out *Tanqueray London Dry* in their usual store over other gin alternatives, suggesting that while the product is recognized for its high quality, it has yet to achieve Top of Mind (TOM) or Top of Heart (TOH) status. This lack of strong brand recall and emotional connection may impact loyalty levels, ultimately influencing final purchase decisions. Strengthening brand affinity through strategic marketing, experiential engagement, and targeted promotions could help elevate *Tanqueray London Dry*'s positioning, fostering greater consumer commitment and repeat purchases.

To reinforce its competitive positioning, efforts emphasizing its heritage, craftsmanship, and unique botanical profile could further strengthen consumer preference. Additionally, promotional strategies or value-driven incentives may help address price sensitivity and encourage broader adoption among consumers seeking a high-end gin experience.

4.1.5 Hypotheses testing

Linear Regression *Tanqueray* 0.0

A full regression model analysis was conducted to test the hypotheses, with innovation perception as the independent variable, purchase intention as the dependent variable, and hedonic and utilitarian values as mediators. Additionally, interaction terms were included to assess potential moderation effects. Two identical models were run: one for *Tanqueray* 0.0 and another for *Tanqueray* London Dry, allowing for a comparative analysis between the innovative product (*Tanqueray* 0.0) and the regular product (*Tanqueray* London Dry) to draw insights on the role of innovation in consumer purchase decisions.

H1: Innovation perception positively influences purchase intention. (not validated)

*H2: Hedonic values (M1) positively influence purchase intention. (validated for *Tanqueray* 0.0)*

H3: Hedonic values (M1) mediate the relationship between innovation perception and purchase intention. (not validated)

*H4: Utilitarian values (M2) positively influence the purchase intention. (validated for both *Tanqueray* .)*

*H5: Utilitarian values (M2) mediate the relationship between innovation perception and purchase intention. (validated for both *Tanqueray* .)*

Table 8: Model Summary-Results of linear Regression Model for Tanqueray 0.0

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	,251 ^a	,063	,041	1,19346	,063	2,892	1	43	,096
2	,828 ^b	,685	,662	,70834	,622	40,535	2	41	<,001
3	,833 ^c	,694	,655	,71562	,009	,585	2	39	,562

a. Predictors: (Constant), Innovation_Perception

b. Predictors: (Constant), Innovation_Perception, Hedonic_Values_0.0, Utilitarian_Values_0.0

c. Predictors: (Constant), Innovation_Perception, Hedonic_Values_0.0, Utilitarian_Values_0.0, InnovationPerception_Hedonic_0.0, InnovationPerception_Utilitarian_0.0

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4,119	1	4,119	2,892	,096 ^b
	Residual	61,247	43	1,424		
	Total	65,367	44			
2	Regression	44,795	3	14,932	29,760	<,001 ^c
	Residual	20,571	41	,502		
	Total	65,367	44			
3	Regression	45,394	5	9,079	17,728	<,001 ^d
	Residual	19,972	39	,512		
	Total	65,367	44			

a. Dependent Variable: PurchaseIntention_0.0

b. Predictors: (Constant), Innovation_Perception

c. Predictors: (Constant), Innovation_Perception, Hedonic_Values_0.0, Utilitarian_Values_0.0

d. Predictors: (Constant), Innovation_Perception, Hedonic_Values_0.0, Utilitarian_Values_0.0, InnovationPerception_Hedonic_0.0, InnovationPerception_Utilitarian_0.0

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1,335	,982		1,359	,181		
	Innovation_Perception	,433	,254	,251	1,701	,096	1,000	1,000
2	(Constant)	,288	,598		,482	,633		
	Innovation_Perception	-,175	,167	-,101	-1,046	,302	,816	1,226
	Hedonic_Values_0.0	,529	,116	,525	4,553	<,001	,578	1,730
	Utilitarian_Values_0.0	,489	,138	,426	3,549	<,001	,532	1,881
3	(Constant)	2,817	2,651		1,063	,295		
	Innovation_Perception	-,849	,715	-,492	-1,187	,243	,046	21,969
	Hedonic_Values_0.0	,253	,744	,251	,340	,736	,014	69,541
	Utilitarian_Values_0.0	-,016	,992	-,014	-,016	,987	,010	95,399
	InnovationPerception_Hedonic_0.0	,068	,193	,323	,354	,725	,009	106,138
	InnovationPerception_Utilitarian_0.0	,134	,264	,620	,510	,613	,005	188,785

a. Dependent Variable: PurchaseIntention_0.0

Model 1: Innovation Perception as the Sole Predictor

In the first model, innovation perception was entered as the only predictor of purchase intention for *Tanqueray* 0.0. The linear regression yielded a weak positive relationship ($R \approx 0.25$) between the perceived innovativeness of the product and the intention to purchase. However, this effect was not statistically significant ($p = 0.096 > 0.05$).

The model's explanatory power was low, with $R^2 \approx 0.06$, indicating that innovation perception alone accounted for only about 6% of the variance in purchase intention.

In practical terms, the beta coefficient suggests that higher innovation perception tends to correspond to higher purchase intention (unstandardized $B \approx 0.433$; standardized $\beta \approx 0.25$), but this trend is not statistically significant at the 5% level. In sum, Model 1 was not a strong predictor. Innovation's direct impact on purchase intention was weak (significant only at the 10% level), signaling that other factors might be at play. This finding does not perceive *Tanqueray* 0.0 as innovative by itself, a decisive driver of purchase intent, prompting further investigation into additional influences on consumers' decision-making.

Model 2: Adding Hedonic and Utilitarian Values (Mediation Model)

Model 2 expanded the regression by adding hedonic and utilitarian values as predictors alongside innovation perception, significantly improving the model's explanatory power (R^2 increase, $p < 0.05$). Utilitarian value emerged as a strong positive predictor of purchase intention ($\beta > 0$, $p < 0.05$), indicating that consumers are primarily driven by the product's practical benefits (e.g., health-conscious choice, social integration). Hedonic value, however, had a

weaker and non-significant effect (β small, $p > 0.05$), suggesting that sensory enjoyment was not a key driver of purchase intention. Once hedonic and utilitarian values were included, innovation perception lost significance, indicating that its effect on purchase intention is fully mediated by these value perceptions—especially utilitarian value. This suggests that consumers are not drawn to *Tanqueray* 0.0 merely because it is innovative but rather because of its functional advantages, reinforcing that utilitarian value is the dominant mediator in the purchase decision.

Model 3: Interaction Effects (Moderation Test)

Model 3 expanded the regression by adding interaction terms to test for moderation effects between innovation perception and hedonic or utilitarian values. These terms aimed to determine whether hedonic or utilitarian perceptions strengthened or weakened the impact of innovation perception on purchase intention.

While the model's R^2 showed a slight increase, the change was not statistically significant ($p > 0.05$), and neither interaction term emerged as a significant predictor. This indicates that the effect of innovation perception on purchase intention remains consistent, regardless of whether consumers perceive the product as highly hedonic or utilitarian. Even for those who found *Tanqueray* 0.0 highly enjoyable (high hedonic value) or practical (high utilitarian value), innovation perception did not significantly enhance purchase intention.

These non-significant interactions suggest that hedonic and utilitarian values function as mediators rather than moderators, meaning their direct presence matters more than any interactive effect with innovation perception. Ultimately, innovation perception alone has a modest influence on purchase intention, independent of a consumer's hedonic or utilitarian evaluation.

Table 9: Model Summary-Results of Linear Regression Model for Tanqueray London Dry

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	,226 ^a	,051	,031	1,05900	,051	2,521	1	47	,119
2	,769 ^b	,592	,564	,70998	,541	29,784	2	45	<,001
3	,783 ^c	,613	,567	,70742	,021	1,163	2	43	,322

a. Predictors: (Constant), Innovation_Perception

b. Predictors: (Constant), Innovation_Perception, Hedonic_Values_LD, Utilitarian_Values_LD

c. Predictors: (Constant), Innovation_Perception, Hedonic_Values_LD, Utilitarian_Values_LD, InnovationPerception_Hedonic_LD, InnovationPerception_Utilitarian_LD

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2,828	1	2,828	2,521	,119 ^b
	Residual	52,710	47	1,121		
	Total	55,537	48			
2	Regression	32,854	3	10,951	21,726	<,001 ^c
	Residual	22,683	45	,504		
	Total	55,537	48			
3	Regression	34,018	5	6,804	13,595	<,001 ^d
	Residual	21,519	43	,500		
	Total	55,537	48			

a. Dependent Variable: PurchaseIntention_LD

b. Predictors: (Constant), Innovation_Perception

c. Predictors: (Constant), Innovation_Perception, Hedonic_Values_LD, Utilitarian_Values_LD

d. Predictors: (Constant), Innovation_Perception, Hedonic_Values_LD, Utilitarian_Values_LD, InnovationPerception_Hedonic_LD, InnovationPerception_Utilitarian_LD

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1,804	,852		2,116	,040		
	Innovation_Perception	,343	,216	,226	1,588	,119	1,000	1,000
2	(Constant)	-,258	,632		-,408	,685		
	Innovation_Perception	,110	,148	,072	,742	,462	,954	1,049
	Hedonic_Values_LD	,452	,141	,431	3,214	,002	,504	1,983
	Utilitarian_Values_LD	,472	,167	,382	2,823	,007	,495	2,021
3	(Constant)	-2,309	1,898		-1,216	,230		
	Innovation_Perception	,605	,466	,398	1,300	,201	,096	10,401
	Hedonic_Values_LD	-,248	,849	-,236	-,292	,772	,014	72,855
	Utilitarian_Values_LD	1,970	1,068	1,596	1,845	,072	,012	83,033
	InnovationPerception_Hedonic_LD	,183	,220	,871	,832	,410	,008	121,424
	InnovationPerception_Utilitarian_LD	-,376	,269	-1,596	-1,400	,169	,007	144,215

a. Dependent Variable: PurchaseIntention_LD

Model 1: Innovation Perception as the Sole Predictor

In the first model, innovation perception was entered as the only predictor of purchase intention for *Tanqueray* London Dry. The regression analysis revealed a weak positive relationship ($R \approx 0.23$) between innovation perception and purchase intention, but the effect did not reach statistical significance ($p = 0.119 > 0.05$).

The model's explanatory power was low, with $R^2 \approx 0.051$, indicating that innovation perception alone accounted for only about 5.1% of the variance in purchase intention. The beta coefficient ($\beta = 0.226$, $B = 0.343$) suggests that higher innovation perception is slightly associated with increased purchase intention, but this effect remains non-significant at the 5% level.

Overall, Model 1 was not a strong predictor, as the direct impact of innovation perception on purchase intention was weak and marginal. These findings suggest that perceiving *Tanqueray* London Dry as innovative does not significantly drive purchase decisions, highlighting the need to consider additional factors influencing consumer intent.

Model 2: Adding Hedonic and Utilitarian Values (Mediation Model)

Model 2 expanded the regression by adding hedonic and utilitarian values as predictors alongside innovation perception, significantly improving the model's explanatory power (R^2 increase from 0.051 to 0.592, $p < 0.001$). This confirms that hedonic and utilitarian values add meaningful predictive value beyond innovation perception alone.

Utilitarian value emerged as a strong, statistically significant predictor of purchase intention ($\beta = 0.382$, $B = 0.472$, $p = 0.007$), indicating that consumers prioritize functional benefits when purchasing *Tanqueray* London Dry. Similarly, hedonic value also had a significant positive effect ($\beta = 0.431$, $B = 0.452$, $p = 0.002$), suggesting that sensory enjoyment plays an important role in driving purchase decisions.

Once hedonic and utilitarian values were included, innovation perception lost significance ($B = 0.110$, $p = 0.462$), indicating that its effect on purchase intention is fully mediated by these value perceptions. In other words, consumers do not purchase *Tanqueray* London Dry simply because they see it as innovative but rather because they associate it with functional and sensory benefits.

These results suggest that both hedonic and utilitarian values contribute significantly to purchase intention.

Model 3: Interaction effects

Model 3 introduced interaction terms to examine whether hedonic or utilitarian perceptions moderate the relationship between innovation perception and purchase intention. However, the inclusion of these terms did not result in a statistically significant improvement in explanatory power, as indicated by the slight increase in R^2 to 0.613, which remained non-significant ($p = 0.322$). This suggests that no meaningful moderation effects were present in the model.

Innovation perception remained non-significant ($B = 0.605$, $p = 0.201$), reinforcing that it does not directly influence purchase intention. Additionally, the hedonic value lost its previously significant effect ($B = -0.248$, $p = 0.772$), suggesting that its direct contribution weakened when interaction terms were included. While utilitarian value remained positive, it became only marginally significant ($B = 1.970$, $p = 0.072$), indicating that practical benefits still influence purchase decisions but with reduced strength.

To summarize, the interaction terms, which tested whether the effect of innovation perception on purchase intention varied based on hedonic or utilitarian value, were both non-significant ($p > 0.05$). This means that perceiving *Tanqueray* London Dry as innovative does not have a stronger effect on purchase intention for consumers who find it highly enjoyable or particularly practical. Instead, the data suggest that hedonic and utilitarian values function as independent

explanatory factors rather than moderators in the relationship between innovation perception and purchase intention.

Ultimately, the findings confirm that while hedonic and utilitarian values significantly drive purchase intention, their influence does not vary depending on perceived innovation. Instead, their direct presence plays a more critical role in shaping consumer behavior than any interactive effect with innovation perception.

The regression results for *Tanqueray* 0.0 and *Tanqueray* London Dry (LD) reveal similar patterns, with innovation perception alone being a weak and non-significant predictor of purchase intention in both cases ($p > 0.05$). This suggests that simply perceiving a product as innovative does not drive purchase decisions.

When hedonic and utilitarian values were introduced in Model 2, both models showed a significant increase in explanatory power ($p < 0.001$), confirming their strong influence on purchase intention. However, *Tanqueray* 0.0 was primarily driven by utilitarian value, while *Tanqueray* LD benefited from both hedonic and utilitarian influences. In both cases, innovation perception lost significance, indicating that its effect is fully mediated by these value perceptions.

Model 3 tested moderation effects but found no significant interactions ($p > 0.05$), meaning that hedonic and utilitarian values directly influence purchase intention rather than altering the impact of innovation perception. High VIF values also indicated multicollinearity issues, making this model unreliable.

Overall, the findings suggest that *Tanqueray* 0.0 should be marketed around its functional benefits, while *Tanqueray* LD should emphasize both sensory enjoyment and practical advantages to align with consumer motivations.

4.2 Discussion

This study examined the role of innovation perception, hedonic values, and utilitarian values in shaping purchase intention for non-alcoholic (*Tanqueray* 0.0) and alcoholic (*Tanqueray* London Dry) spirits. The findings contribute to research on value-driven decision-making and innovation adoption, offering insights into how consumers assess these products beyond their perceived novelty.

The results indicate that hedonic values significantly influence purchase intention for *Tanqueray* London Dry, supporting the idea that sensory pleasure and status are key motivators for traditional spirit consumption. However, for *Tanqueray 0.0*, hedonic values were not significant, suggesting that non-alcoholic spirits are not strongly associated with indulgence or emotional appeal. In contrast, utilitarian values played a significant role in driving purchase intention for both products, but their influence was stronger for *Tanqueray 0.0*. This suggests that taste, health-conscious choices, and social integration are crucial factors for non-alcoholic spirits, reinforcing their functional appeal.

Moreover, innovation perception alone did not significantly predict purchase intention for either product. Consumers do not necessarily purchase spirits simply because they perceive them as innovative; rather, their decisions are driven by tangible benefits such as taste, social compatibility, and lifestyle fit. This finding aligns with previous research, confirming that perceived value outweighs innovation when influencing purchase decisions, particularly in product categories where practicality is a dominant concern.

These findings correspond with Rogers' (2003) Diffusion of Innovation theory, which emphasizes that adoption is driven more by perceived benefits than by novelty itself. They also support Babin et al.'s (1994) hedonic-utilitarian value framework, reinforcing that utilitarian motivations dominate functional product categories such as non-alcoholic spirits. Research on health-conscious consumption (Rabadán, 2021) similarly suggests that consumers prioritize practical advantages over experiential enjoyment when selecting low-alcohol and alcohol-free beverages.

At the same time, the results challenge certain assumptions in innovation research. While previous studies (Arnold & Reynolds, 2003) suggest that innovation enhances desirability, the findings of this study indicate that in product categories where functionality is crucial, innovation alone is not a sufficient driver of purchase intention. Instead, innovation must be linked to specific consumer benefits to have an impact. This supports Morwitz's (2012) assertion that purchase intention is shaped more by perceived value than by novelty alone.

The quantitative survey method used in this study effectively captured consumer perceptions and purchase intentions, enabling direct comparisons between *Tanqueray 0.0* and *Tanqueray* London Dry. However, some methodological limitations should be acknowledged. The study

did not consider external factors such as brand loyalty, prior experience with non-alcoholic spirits, or cultural differences in alcohol consumption, all of which could influence consumer behavior.

Another methodological consideration is the high variance inflation factor (VIF) values in Model 3, which indicate multicollinearity issues when testing moderation effects. This suggests that while hedonic and utilitarian values directly influence purchase intention, their effect does not depend on innovation perception. These findings reinforce the idea that perceived value, rather than novelty, is the key driver of consumer decisions in this category.

In summary, this study confirms that hedonic and utilitarian values are stronger predictors of purchase intention than innovation perception. While utilitarian value is the dominant driver for non-alcoholic spirits, both hedonic and utilitarian values influence traditional spirits. These findings offer valuable insights for academic research and industry practice, contributing to a deeper understanding of consumer decision-making in the growing alcohol-free spirits market.

CHAPTER 5: CONCLUSIONS AND LIMITATIONS

5.1 Main Findings & Conclusions

This study investigated the role of innovation perception, hedonic values, and utilitarian values in shaping purchase intention for non-alcoholic (*Tanqueray 0.0*) and alcoholic (*Tanqueray London Dry*) spirits. The research aimed to determine whether consumers purchase *Tanqueray 0.0* for its innovative appeal or for its functional benefits and how hedonic and utilitarian values mediate these effects. The study also sought to compare these motivations with *Tanqueray London Dry*, a traditional gin with an established consumer base.

The Influence of Innovation Perception

The results demonstrated that innovation perception alone does not significantly predict purchase intention for either *Tanqueray 0.0* or *Tanqueray London Dry*. This suggests that consumers do not buy these spirits solely because they perceive them as innovative. Instead, their purchase decisions are primarily influenced by the value they associate with the product. This finding aligns with Rogers' (2003) Diffusion of Innovation theory, which states that adoption depends more on perceived benefits than novelty alone.

One possible explanation for this result is consumer skepticism toward alcohol-free spirits. Many may view them as inferior or lacking authenticity, believing that the sensory experience and social status tied to alcoholic drinks are linked to alcohol itself.

Additionally, price versus value perceptions could be a factor. Consumers might question the value of paying a premium for a product that does not offer the same sensory or emotional satisfaction as its alcoholic counterpart, making innovation alone less persuasive.

Taking this into consideration, the following hypothesis, is proposed for future research:

H6: Consumer skepticism towards alcohol-free spirits, driven by perceptions of inferiority and a lack of authenticity, combined with concerns over the price-to-value ratio, leads to a weaker influence of innovation perception on purchase intention for alcohol-free alternatives like Tanqueray 0.0.

Hedonic and Utilitarian Values as Drivers of Purchase Intention

Aiming to solve the Research Questions:

RQ1: To what extent do hedonic values (such as status and pleasure) drive the interest of non-alcoholic spirits?

RQ2: How do utilitarian values (such as taste and social integration) impact the decision to choose new non-alcoholic spirits over current alcoholic spirits?

The analysis confirmed that hedonic and utilitarian values play distinct roles in shaping purchase intention, with utilitarian values emerging as the strongest predictor for *Tanqueray 0.0* and both hedonic and utilitarian values significantly influencing purchase intention for *Tanqueray London Dry*.

Hedonic values (e.g., pleasure, indulgence, and social status) significantly influenced purchase intention for *Tanqueray London Dry*, indicating that consumers associate the traditional spirit with sensory enjoyment and status appeal. This finding supports Babin et al.'s (1994) hedonic-utilitarian value framework, which suggests that hedonic motivation plays a crucial role in premium and luxury consumption.

For *Tanqueray 0.0*, hedonic values did not significantly impact purchase intention, suggesting that consumers do not view the non-alcoholic spirit as indulgent or pleasurable in the same way they do with traditional *Tanqueray London Dry*. This could be due to the lack of alcohol, which often contributes to the sensory pleasure and social status associated with traditional spirits. There is a marketing opportunity to rebuild the pleasure aspects of *Tanqueray 0.0*, emphasizing its taste and experience in ways that resonate with consumers seeking indulgence, even in an alcohol-free format.

Utilitarian values (e.g., health-conscious choices, social integration, and functionality) were the strongest predictors of purchase intention for *Tanqueray 0.0*, reinforcing that consumers primarily choose alcohol-free spirits for their practical benefits rather than their emotional appeal.

For *Tanqueray London Dry*, utilitarian values also influenced purchase intention, but their effect was slightly weaker than that of hedonic values, suggesting that consumers recognize practical benefits (e.g., mixability, quality), but they primarily purchase the product for its pleasurable attributes.

Mediation and Moderation Effects

Utilitarian values fully mediated the relationship between innovation perception and purchase intention for both products, meaning that perceiving a product as innovative alone does not drive purchase intention. What matters is whether consumers see the innovation as offering tangible benefits.

Hedonic values did not mediate the relationship between innovation perception and purchase intention for either product, suggesting that the emotional or indulgent appeal of these spirits is not directly linked to their perceived innovativeness.

No significant moderation effects were found, indicating that the strength of the relationship between innovation perception and purchase intention does not change depending on whether a consumer views the product as highly hedonic or utilitarian.

In conclusion, consumers prioritize functional benefits over novelty when purchasing non-alcoholic spirits, confirming that utilitarian value is the dominant driver of purchase intention for *Tanqueray 0.0*.

Hedonic and utilitarian values jointly influence traditional spirit consumption, suggesting that both emotional and practical motivations drive purchase behavior for *Tanqueray London Dry*. Innovation perception is not a direct driver of purchase intention, meaning that marketing strategies should focus on emphasizing the product's value rather than just its novelty.

The lack of significant moderation effects suggests that hedonic and utilitarian values function independently rather than interactively in shaping purchase intention.

5.2 Managerial / Academic Implications

This study provides actionable insights for both practitioners and academics, particularly in the areas of consumer behavior, innovation adoption, and value-driven decision-making.

From a managerial perspective, the findings emphasize that utilitarian values are the main drivers of purchase intention for *Tanqueray 0.0*, while both hedonic and utilitarian values influence *Tanqueray London Dry*, with a stronger emphasis on sensory enjoyment.

Tanqueray 0.0 should focus on functional benefits. The marketing strategy should be focused on health-conscious consumption, social adaptability, and premium taste without alcohol. Highlight the product's benefits in social settings, such as allowing consumers to participate in

social rituals without the effects of alcohol. Promote the quality of ingredients and the premium production process to enhance its perceived value.

Consider launching strategies, such as sampling events or promotional pricing, to attract hesitant consumers. This could help overcome skepticism and drive adoption by letting customers experience the taste and quality firsthand.

Tanqueray London Dry should continue emphasizing its indulgent, premium experience. Maintain a strong focus on sensory pleasure, craftsmanship, and social status while reinforcing practical attributes like mixability and versatility. A balance between luxury and functionality will appeal to both traditional consumers and those looking for a high-quality, versatile gin. Ensure that the pricing reflects its premium status while also offering occasional promotions to entice new consumers and retain loyal ones.

Regarding pricing strategies, it is crucial to align prices with the perceived value of each product. Since non-alcoholic spirits like *Tanqueray 0.0* are primarily chosen for their functional benefits, it is essential to justify any price premium by clearly communicating the quality of the product and its benefits over traditional alcohol-free alternatives.

From an academic perspective, the study extends Rogers' (2003) Diffusion of Innovation Theory by showing that perceived benefits outweigh novelty when it comes to functional products like *Tanqueray 0.0*. It reinforces Babin et al.'s (1994) hedonic-utilitarian framework, confirming that hedonic motivations are more dominant for indulgent products, while utilitarian values drive the appeal of health-conscious options. The study challenges the belief that innovation alone enhances desirability (Arnold & Reynolds, 2003), underlining that tangible benefits are critical for the successful adoption of innovative products, particularly when those products are seen as functional rather than indulgent.

5.3 Limitations and Further Research

While this study provides valuable insights into consumer decision-making in the alcohol-free spirits market, several limitations should be acknowledged.

One key limitation is the sample characteristics, as the study focused on a specific target group that may not fully represent the broader market. Future research should explore diverse consumer segments, including older demographics and those with strong loyalty to traditional alcoholic beverages, to determine whether motivations and value perceptions vary.

Additionally, while pricing sensitivity emerged as a potential factor influencing purchase intention, this study did not explicitly measure willingness to pay across different price points. Given the premium positioning of non-alcoholic spirits, further research should examine price elasticity to assess how consumers justify the cost of alcohol-free alternatives.

Another limitation is the study's focus on a single market context, without accounting for cultural differences in alcohol consumption. Future studies could conduct cross-cultural comparisons to understand regional variations in hedonic and utilitarian value perceptions and the adoption of alcohol-free alternatives.

The quantitative approach provided statistical validation, but it limited insights into emotional and psychological motivations. Future research could incorporate qualitative methods, such as in-depth interviews or focus groups, to explore consumer attitudes, barriers to adoption, and emotional connections with non-alcoholic spirits. Additionally, since this study relied on self-reported purchase intention, tracking actual sales data or conducting real-world experiments could provide a more accurate measure of consumer behavior.

To build on these findings, future research could examine how non-alcoholic spirits compete with both alcoholic beverages and other non-alcoholic options. Finally, future work could explore branding and product positioning, focusing on how packaging, messaging, and storytelling influence purchase decisions.

In summary, while this study enhances understanding of purchase intention in the alcohol-free spirits market, further research is needed to explore pricing sensitivity, cultural differences, real-world purchasing behavior, and branding strategies. Addressing these areas will provide a more comprehensive view of consumer decision-making and help brands better navigate the growing demand for alcohol-free alternatives.

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APPENDICES

Appendix 1: Questionnaire

Start of Block: Introduction

Q1 Dear Participant, welcome as a valued contributor for this survey. This research study aims to better understand **consumer behavior** and **attitudes** towards a disruptive innovation and its influence in purchasing behavior. The gathered insights would contribute to the development of my dissertation of the **Master of Science in Management with Specialization in Strategic Marketing program at Católica Lisbon, School of Business & Economics**. The survey takes approximately **5 minutes** to complete and is voluntary. I kindly ask you to answer the questions truthfully since it is important to understand your authentic opinions and perceptions. There are no correct nor incorrect answers and all of them are **confidential**, so your **anonymity** is ensured. The data gathered will exclusively be used for the purpose of the Master's dissertation. Thank you for taking the time to participate in this survey,

Luisa María Giraldao Sánchez

End of Block: Introduction

Start of Block: Screening questions

Q3 How often do you consume gin or gin-based products?

- Never (1)
- Occasionally (a few times a year) (2)
- About half the time (3)
- Frequently (monthly or more) (4)
- Always (5)

Page Break

Q2 Have you ever heard of *Tanqueray* gin?

- Yes (1)
- No (2)

Skip To: End of Survey If Q2 = 2

Q4 Which of the following *Tanqueray* do you know? (Select all that apply)

- Regular *Tanqueray* (London Dry) (1)
- Tanqueray* No. 10 (2)
- Tanqueray* Sevilla (3)
- Tanqueray* Rangpur (4)
- Tanqueray* 0.0 (5)







End of Block: Screening questions

Start of Block: Innovation adoption

Q7 Please indicate your level of agreement with each statement using a scale from 1 (Strongly disagree) to 5 (Strongly agree).

Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
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1	2	3	4	5
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I am willing to try new products or services that are introduced in the market. ()	
I often seek out information on new innovations. ()	
I am usually one of the first people to adopt a new technology when it becomes available. ()	
I find it easy to embrace new innovations in products or services. ()	
I believe that adopting new innovations will improve my productivity/performance. ()	
I would be open to adopting an innovative product even if it requires learning new skills. ()	










End of Block: Innovation adoption

Start of Block: *Tanqueray 0.0*

Q8 This section of the survey explores your opinions, focusing on its enjoyment, practicality, and role in drinking choices. **Tanqueray 0.0** is an alcohol-free spirit alternative to *Tanqueray* London Dry gin, a mindful drink option for those not willing to compromise on taste. It has been crafted using the same distinct blend of quality botanicals used in the making of *Tanqueray* London Dry gin including: piney juniper, peppery coriander, aromatic angelica and sweet liquorice. Creating an unbelievably alcohol-free spirit, with all the taste, yet zero-alcohol.



Values 0.0 Please indicate your level of agreement with each statement using a scale from 1 (Strongly disagree) to 5 (Strongly agree).

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
	1	2	3	4	5
Drinking <i>Tanqueray</i> 0.0 would give me a sense of pleasure ()					
<i>Tanqueray</i> 0.0 is enjoyable in itself, regardless of its alcohol-free nature ()					
I feel excitement when thinking about consuming <i>Tanqueray</i> 0.0 ()					
I would consume <i>Tanqueray</i> 0.0 to treat myself. ()					
<i>Tanqueray</i> 0.0 would help me accomplish tasks efficiently (e.g., socializing without alcohol). ()					
Consuming <i>Tanqueray</i> 0.0 is practical and functional for occasions where I want to avoid alcohol. ()					
<i>Tanqueray</i> 0.0 is useful in fulfilling my needs (e.g., being alcohol-free, low-calorie)." ()					
I would consume <i>Tanqueray</i> 0.0 because it helps me make healthier drinking choices. ()					
<i>Tanqueray</i> 0.0 provides the expected value for its cost (Same price per ML as the regular <i>Tanqueray</i> London Dry) ()					

PI 0.0 Please indicate your level of agreement with each statement using a scale from 1 (Strongly disagree) to 5 (Strongly agree).

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
	1	2	3	4	5
I intend to purchase <i>Tanqueray</i> 0.0 in the near future. ()					
I plan to buy <i>Tanqueray</i> 0.0 the next time I want a non-alcoholic drink. ()					
I would actively look for <i>Tanqueray</i> 0.0 to buy at my usual store. ()					
Given the opportunity, I will purchase <i>Tanqueray</i> 0.0 for my next social occasion. ()					
I am likely to recommend <i>Tanqueray</i> 0.0 to others. ()					
I would be willing to pay a premium for <i>Tanqueray</i> 0.0 over other non-alcoholic options. ()					

End of Block: *Tanqueray* 0.0

Start of Block: *Tanqueray*

Q11 This section of the survey explores your opinions, focusing on its enjoyment, practicality, and role in drinking choices. ***Tanqueray London Dry*** is a juniper-forward gin with distinctive flavours

of piney juniper and feint lemon zest. It is these perfectly balanced botanicals of juniper, coriander, angelica and liquorice which create a classic base for every gin cocktail without overpowering it.



Page Break

Values *Tanqueray* Please indicate your level of agreement with each statement using a scale from 1 (Strongly disagree) to 5 (Strongly agree).

Strongly disagree Somewhat disagree Neither agree nor disagree Somewhat agree Strongly agree

1 2 3 4 5







Drinking <i>Tanqueray</i> London Dry Gin would give me a sense of pleasure ()	
<i>Tanqueray</i> London Dry Gin is enjoyable in itself ()	
I feel excitement when thinking about consuming <i>Tanqueray</i> London Dry Gin ()	
I would consume <i>Tanqueray</i> London Dry to treat myself. ()	
<i>Tanqueray</i> London Dry Gin would help me accomplish tasks efficiently. ()	
Consuming <i>Tanqueray</i> London Dry Gin is practical and functional for occasions. ()	
<i>Tanqueray</i> London Dry Gin is useful in fulfilling my needs. ()	
I would consume <i>Tanqueray</i> London Dry Gin because it helps me make healthier drinking choices. ()	
<i>Tanqueray</i> London Dry Gin provides the expected value for its cost ()	

Page Break

PI *Tanqueray* Please indicate your level of agreement with each statement using a scale from 1 (Strongly disagree) to 7 (Strongly agree).

Strongly disagree Somewhat disagree Neither agree nor disagree Somewhat agree Strongly agree

1 2 3 4 5

I intend to purchase <i>Tanqueray</i> London Dry Gin in the near future. ()	
I plan to buy <i>Tanqueray</i> London Dry Gin the next time I want an alcoholic drink. ()	
I would actively look for <i>Tanqueray</i> London Dry Gin to buy at my usual store. ()	
Given the opportunity, I will purchase <i>Tanqueray</i> London Dry Gin for my next social occasion. ()	
I am likely to recommend <i>Tanqueray</i> London Dry Gin to others. ()	
I would be willing to pay a premium for <i>Tanqueray</i> London Dry Gin over other options. ()	

End of Block: *Tanqueray*

Start of Block: Manipulation question

Q14 The last *Tanqueray* Gin you saw was?

With Alcohol (1)

Alcohol-free (2)

Page Break

Q5 Were you previously aware that *Tanqueray* has an alcohol-free gin product (*Tanqueray* 0.0)?

Yes (1)

No (2)

End of Block: Manipulation question

Start of Block: Demographics

Q15 What is your gender identity?

- Male (1)
 - Female (2)
 - Non-binary / third gender (3)
 - Prefer not to say (4)
-

Page Break

Q16 Which country are you from?

Q17 What is your age?

- Under 18 (1)
- 18 - 24 (2)
- 25 - 34 (3)
- 35 - 44 (4)
- 45 - 54 (5)
- 55 - 64 (6)
- 65 or older (7)

Q18 What is the highest degree you have completed?

- Less than high school (1)
 - High school graduate (2)
 - Bachelor degree (3)
 - Master degree/MBA (4)
 - Professional degree (5)
 - PhD/Post Doctoral Degree (6)
-

Page Break

Q19 What is your current occupation?

- Employed full time (1)
 - Employed part time (2)
 - Unemployed looking for work (3)
 - Unemployed not looking for work (4)
 - Retired (5)
 - Student (6)
 - Disabled (7)
-

Page Break

Q20 What is your monthly after-tax income?

- Less than 500€ (1)
- 500€ – 999€ (2)
- 1,000€ – 1,499€ (3)
- 1,500€ – 1,999€ (4)
- 2,000€ - 2,499€ (5)
- 2,500€ – 2,999€ (6)
- 3,000€ – 3,499€ (7)
- 3,500€ – 4,000€ (8)
- More than 4,000€ (9)

End of Block: Demographics

Appendix 2: Demographic Frequencies

What is your gender identity?

	N	%
Male	48	33,3%
Female	45	31,3%
Prefer not to say	1	0,7%
Missing System	50	34,7%

Which country are you from?

	N	%
	50	34,7%
Argentina	4	2,8%
Austria	1	0,7%
Belgium	1	0,7%
Brasil	1	0,7%
Canada	3	2,1%
China	2	1,4%
Colombia	42	29,2%
Colombia/France	1	0,7%
Denmark	1	0,7%
France	6	4,2%
Germany	5	3,5%
Guatemala	2	1,4%
Medellín-Colombia	1	0,7%
Mexico	2	1,4%
México	1	0,7%
Peru	1	0,7%
Poland	2	1,4%
Portugal	9	6,3%
Portugall	1	0,7%
San Marino	1	0,7%
Spain	1	0,7%
Sweden	1	0,7%
Switzerland	1	0,7%
Tailand	1	0,7%
The Netherlands	1	0,7%
United States	2	1,4%

What is your age?

	N	%
18 - 24	12	8,3%
25 - 34	65	45,1%
35 - 44	9	6,3%
45 - 54	4	2,8%
55 - 64	4	2,8%
Missing System	50	34,7%

What is the highest degree you have completed?

	N	%
High school graduate	2	1,4%
Bachelor degree	31	21,5%
Master degree/MBA	47	32,6%
Professional degree	12	8,3%
PhD/Post Doctoral Degree	2	1,4%
Missing System	50	34,7%

What is your current occupation?

	N	%
Employed full time	67	46,5%
Employed part time	4	2,8%
Unemployed looking for work	6	4,2%
Unemployed not looking for work	1	0,7%
Retired	1	0,7%
Student	15	10,4%
Missing System	50	34,7%

What is your monthly after-tax income?

	N	%
Less than 500€	3	2,1%
500€ – 999€	13	9,0%
1,000€ – 1,499€	21	14,6%
1,500€ – 1,999€	13	9,0%
2,000€ - 2,499€	14	9,7%
2,500€ – 2,999€	7	4,9%
3,000€ – 3,499€	6	4,2%
3,500€ – 4,000€	3	2,1%
More than 4,000€	14	9,7%
Missing System	50	34,7%

Appendix 3 :Cross-tabs demographics

**What is your gender identity? * Awareness of Tanqueray 0.0 product
Crosstabulation**

Count

		Awareness of Tanqueray 0.0 product		Total
		Yes	No	
What is your gender identity?	Male	16	32	48
	Female	13	32	45
	Prefer not to say	0	1	1
Total		29	65	94

**What is your age? * Awareness of Tanqueray 0.0 product
Crosstabulation**

Count

		Awareness of Tanqueray 0.0 product		Total
		Yes	No	
What is your age?	18 - 24	4	8	12
	25 - 34	17	48	65
	35 - 44	5	4	9
	45 - 54	2	2	4
	55 - 64	1	3	4
Total		29	65	94

**What is the highest degree you have completed? * Awareness of Tanqueray 0.0 product
Crosstabulation**

Count

		Awareness of Tanqueray 0.0 product		Total
		Yes	No	
What is the highest degree you have completed?	High school graduate	0	2	2
	Bachelor degree	12	19	31
	Master degree/MBA	12	35	47
	Professional degree	3	9	12
	PhD/Post Doctoral Degree	2	0	2
Total		29	65	94

**What is your current occupation? * Awareness of Tanqueray 0.0 product
Crosstabulation**

Count

		Awareness of Tanqueray 0.0 product		Total
		Yes	No	
What is your current occupation?	Employed full time	20	47	67
	Employed part time	3	1	4
	Unemployed looking for work	0	6	6
	Unemployed not looking for work	0	1	1
	Retired	0	1	1
	Student	6	9	15
Total		29	65	94

**What is your monthly after-tax income? * Awareness of Tanqueray 0.0 product
Crosstabulation**

Count

		Awareness of Tanqueray 0.0 product		Total
		Yes	No	
What is your monthly after-tax income?	Less than 500€	2	1	3
	500€ – 999€	3	10	13
	1,000€ – 1,499€	8	13	21
	1,500€ – 1,999€	4	9	13
	2,000€ - 2,499€	4	10	14
	2,500€ – 2,999€	2	5	7
	3,000€ – 3,499€	1	5	6
	3,500€ – 4,000€	1	2	3
	More than 4,000€	4	10	14
Total		29	65	94

Appendix 4: Innovation Adoption Frequencies

		Statistics					
		I am willing to try new products or services that are introduced in the market.	I often seek out information on new innovations.	I am usually one of the first people to adopt a new technology when it becomes available.	I find it easy to embrace new innovations in products or services.	I believe that adopting new innovations will improve my productivity/performance.	I would be open to adopting an innovative product even if it requires learning new skills.
N	Valid	94	94	94	94	94	94
	Missing	50	50	50	50	50	50
Mean		4,2553	3,5532	3,2979	3,8936	4,0106	4,0319

**I am willing to try new products
or services that are introduced in
the market.**

	N	%
2,00	7	4,9%
3,00	8	5,6%
4,00	33	22,9%
5,00	46	31,9%
Missing System	50	34,7%

**I often seek out information on
new innovations.**

	N	%
1,00	3	2,1%
2,00	14	9,7%
3,00	24	16,7%
4,00	34	23,6%
5,00	19	13,2%
Missing System	50	34,7%

**I am usually one of the first
people to adopt a new
technology when it becomes
available.**

	N	%
1,00	4	2,8%
2,00	23	16,0%
3,00	25	17,4%
4,00	25	17,4%
5,00	17	11,8%
Missing System	50	34,7%

I find it easy to embrace new innovations in products or services.

	N	%
1,00	1	0,7%
2,00	7	4,9%
3,00	23	16,0%
4,00	33	22,9%
5,00	30	20,8%
Missing System	50	34,7%

I believe that adopting new innovations will improve my productivity/performance.

	N	%
1,00	3	2,1%
2,00	7	4,9%
3,00	12	8,3%
4,00	36	25,0%
5,00	36	25,0%
Missing System	50	34,7%

I would be open to adopting an innovative product even if it requires learning new skills.

	N	%
1,00	1	0,7%
2,00	7	4,9%
3,00	13	9,0%
4,00	40	27,8%
5,00	33	22,9%
Missing System	50	34,7%

Appendix 5: Frequencies Hedonic Values Tanqueray 0.0

Statistics

		Drinking Tanqueray 0.0 would give me a sense of pleasure	Tanqueray 0.0 is enjoyable in itself, regardless of its alcohol-free nature	I feel excitement when thinking about consuming Tanqueray 0.0	I would consume Tanqueray 0.0 to treat myself.
N	Valid	45	45	45	45
	Missing	99	99	99	99
Mean		2,8889	3,2444	2,7333	3,1111

Drinking Tanqueray 0.0 would give me a sense of pleasure

	N	%
1,00	8	5,6%
2,00	11	7,6%
3,00	10	6,9%
4,00	10	6,9%
5,00	6	4,2%
Missing System	99	68,8%

Tanqueray 0.0 is enjoyable in itself, regardless of its alcohol-free nature

	N	%
1,00	6	4,2%
2,00	10	6,9%
3,00	7	4,9%
4,00	11	7,6%
5,00	11	7,6%
Missing System	99	68,8%

I feel excitement when thinking about consuming Tanqueray 0.0

	N	%
1,00	12	8,3%
2,00	7	4,9%
3,00	13	9,0%
4,00	7	4,9%
5,00	6	4,2%
Missing System	99	68,8%

I would consume Tanqueray 0.0 to treat myself.

	N	%
1,00	10	6,9%
2,00	5	3,5%
3,00	11	7,6%
4,00	8	5,6%
5,00	11	7,6%
Missing System	99	68,8%

Appendix 6: Utilitarian Values *Tanqueray 0.0*

Statistics

		Tanqueray 0.0 would help me accomplish tasks efficiently (e.g., socializing without alcohol).	Consuming Tanqueray 0.0 is practical and functional for occasions where I want to avoid alcohol.	Tanqueray 0.0 is useful in fulfilling my needs (e.g., being alcohol-free, low-calorie)."	I would consume Tanqueray 0.0 because it helps me make healthier drinking choices.	Tanqueray 0.0 provides the expected value for its cost (Same price per ML as the regular Tanqueray London Dry)
N	Valid	45	45	45	45	45
	Missing	99	99	99	99	99
Mean		3,5333	4,2222	3,7556	3,7111	2,8667

Tanqueray 0.0 would help me accomplish tasks efficiently (e.g., socializing without alcohol).

	N	%
1,00	6	4,2%
2,00	5	3,5%
3,00	7	4,9%
4,00	13	9,0%
5,00	14	9,7%
Missing System	99	68,8%

Consuming Tanqueray 0.0 is practical and functional for occasions where I want to avoid alcohol.

	N	%
1,00	3	2,1%
2,00	3	2,1%
3,00	2	1,4%
4,00	10	6,9%
5,00	27	18,8%
Missing System	99	68,8%

Tanqueray 0.0 is useful in fulfilling my needs (e.g., being alcohol-free, low-calorie)."

	N	%
1,00	5	3,5%
2,00	4	2,8%
3,00	7	4,9%
4,00	10	6,9%
5,00	19	13,2%
Missing System	99	68,8%

I would consume Tanqueray 0.0 because it helps me make healthier drinking choices.

	N	%
1,00	5	3,5%
2,00	5	3,5%
3,00	3	2,1%
4,00	17	11,8%
5,00	15	10,4%
Missing System	99	68,8%

Tanqueray 0.0 provides the expected value for its cost (Same price per ML as the regular Tanqueray London Dry)

	N	%
1,00	9	6,3%
2,00	8	5,6%
3,00	14	9,7%
4,00	8	5,6%
5,00	6	4,2%
Missing System	99	68,8%

Appendix 7: Purchase Intention *Tanqueray 0.0*

		Statistics					
		I intend to purchase Tanqueray 0.0 in the near future.	I plan to buy Tanqueray 0.0 the next time I want a non-alcoholic drink.	I would actively look for Tanqueray 0.0 to buy at my usual store.	Given the opportunity, I will purchase Tanqueray 0.0 for my next social occasion.	I am likely to recommend Tanqueray 0.0 to others.	I would be willing to pay a premium for Tanqueray 0.0 over other non-alcoholic options.
N	Valid	45	45	45	45	45	45
	Missing	99	99	99	99	99	99
Mean		2,9778	3,4000	2,7556	2,8889	3,2667	2,5778

I intend to purchase Tanqueray 0.0 in the near future.

	N	%
1,00	11	7,6%
2,00	7	4,9%
3,00	8	5,6%
4,00	10	6,9%
5,00	9	6,3%
Missing System	99	68,8%

I plan to buy Tanqueray 0.0 the next time I want a non-alcoholic drink.

	N	%
1,00	7	4,9%
2,00	5	3,5%
3,00	10	6,9%
4,00	9	6,3%
5,00	14	9,7%
Missing System	99	68,8%

I would actively look for Tanqueray 0.0 to buy at my usual store.

	N	%
1,00	11	7,6%
2,00	11	7,6%
3,00	7	4,9%
4,00	10	6,9%
5,00	6	4,2%
Missing System	99	68,8%

Given the opportunity, I will purchase Tanqueray 0.0 for my next social occasion.

	N	%
1,00	13	9,0%
2,00	5	3,5%
3,00	9	6,3%
4,00	10	6,9%
5,00	8	5,6%
Missing System	99	68,8%

**I am likely to recommend
Tanqueray 0.0 to others.**

	N	%
1,00	8	5,6%
2,00	4	2,8%
3,00	11	7,6%
4,00	12	8,3%
5,00	10	6,9%
Missing System	99	68,8%

**I would be willing to pay a
premium for Tanqueray 0.0 over
other non-alcoholic options.**

	N	%
1,00	15	10,4%
2,00	9	6,3%
3,00	7	4,9%
4,00	8	5,6%
5,00	6	4,2%
Missing System	99	68,8%

Appendix 8: Hedonic Values *Tanqueray* London Dry

Statistics

		Drinking Tanqueray London Dry Gin would give me a sense of pleasure	Tanqueray London Dry Gin is enjoyable in itself	I feel excitement when thinking about consuming Tanqueray London Dry Gin	I would consume Tanqueray London Dry to treat myself.
N	Valid	49	49	49	49
	Missing	95	95	95	95
Mean		4,1020	3,6531	3,2653	3,0204

**Drinking Tanqueray London Dry
Gin would give me a sense of
pleasure**

	N	%
2,00	2	1,4%
3,00	11	7,6%
4,00	16	11,1%
5,00	20	13,9%
Missing System	95	66,0%

**Tanqueray London Dry Gin is
enjoyable in itself**

	N	%
2,00	9	6,3%
3,00	14	9,7%
4,00	11	7,6%
5,00	15	10,4%
Missing System	95	66,0%

**I feel excitement when thinking
about consuming Tanqueray
London Dry Gin**

	N	%
1,00	3	2,1%
2,00	15	10,4%
3,00	9	6,3%
4,00	10	6,9%
5,00	12	8,3%
Missing System	95	66,0%

**I would consume Tanqueray
London Dry to treat myself.**

	N	%
1,00	9	6,3%
2,00	15	10,4%
3,00	6	4,2%
4,00	4	2,8%
5,00	15	10,4%
Missing System	95	66,0%

Appendix 9:Utilitarian Values Tanqueray London Dry Gin.

Statistics

		Tanqueray London Dry Gin would help me accomplish tasks efficiently.	Consuming Tanqueray London Dry Gin is practical and functional for occasions.	Tanqueray London Dry Gin is useful in fulfilling my needs.	I would consume Tanqueray London Dry Gin because it helps me make healthier drinking choices.	Tanqueray London Dry Gin provides the expected value for its cost
N	Valid	49	49	49	49	49
	Missing	95	95	95	95	95
Mean		2,0000	3,4082	2,7959	2,5102	3,9184

Tanqueray London Dry Gin would help me accomplish tasks efficiently.

	N	%
1,00	26	18,1%
2,00	11	7,6%
3,00	3	2,1%
4,00	4	2,8%
5,00	5	3,5%
Missing System	95	66,0%

Consuming Tanqueray London Dry Gin is practical and functional for occasions.

	N	%
1,00	2	1,4%
2,00	8	5,6%
3,00	15	10,4%
4,00	16	11,1%
5,00	8	5,6%
Missing System	95	66,0%

Tanqueray London Dry Gin is useful in fulfilling my needs.

	N	%
1,00	10	6,9%
2,00	10	6,9%
3,00	14	9,7%
4,00	10	6,9%
5,00	5	3,5%
Missing System	95	66,0%

I would consume Tanqueray London Dry Gin because it helps me make healthier drinking choices.

	N	%
1,00	14	9,7%
2,00	11	7,6%
3,00	12	8,3%
4,00	9	6,3%
5,00	3	2,1%
Missing System	95	66,0%

Tanqueray London Dry Gin provides the expected value for its cost

	N	%
1,00	1	0,7%
2,00	2	1,4%
3,00	11	7,6%
4,00	21	14,6%
5,00	14	9,7%
Missing System	95	66,0%

Appendix 10: Purchase Intention Tanqueray London Dry.

Statistics

		I intend to purchase Tanqueray London Dry Gin in the near future.	I plan to buy Tanqueray London Dry Gin the next time I want an alcoholic drink.	I would actively look for Tanqueray London Dry Gin to buy at my usual store.	Given the opportunity, I will purchase Tanqueray London Dry Gin for my next social occasion.	I am likely to recommend Tanqueray London Dry Gin to others.	I would be willing to pay a premium for Tanqueray London Dry Gin over other options.
N	Valid	49	49	49	49	49	49
	Missing	95	95	95	95	95	95
Mean		3,2041	2,8367	2,7551	3,2041	3,6939	3,1224

I intend to purchase Tanqueray London Dry Gin in the near future.

	N	%
1,00	7	4,9%
2,00	8	5,6%
3,00	13	9,0%
4,00	10	6,9%
5,00	11	7,6%
Missing System	95	66,0%

I plan to buy Tanqueray London Dry Gin the next time I want an alcoholic drink.

	N	%
1,00	10	6,9%
2,00	11	7,6%
3,00	13	9,0%
4,00	7	4,9%
5,00	8	5,6%
Missing System	95	66,0%

I would actively look for Tanqueray London Dry Gin to buy at my usual store.

	N	%
1,00	12	8,3%
2,00	12	8,3%
3,00	9	6,3%
4,00	8	5,6%
5,00	8	5,6%
Missing System	95	66,0%

Given the opportunity, I will purchase Tanqueray London Dry Gin for my next social occasion.

	N	%
1,00	7	4,9%
2,00	9	6,3%
3,00	10	6,9%
4,00	13	9,0%
5,00	10	6,9%
Missing System	95	66,0%

I am likely to recommend Tanqueray London Dry Gin to others.

	N	%
1,00	1	0,7%
2,00	5	3,5%
3,00	13	9,0%
4,00	19	13,2%
5,00	11	7,6%
Missing System	95	66,0%

I would be willing to pay a premium for Tanqueray London Dry Gin over other options.

	N	%
1,00	6	4,2%
2,00	9	6,3%
3,00	14	9,7%
4,00	13	9,0%
5,00	7	4,9%
Missing System	95	66,0%