### Updated Research Questions Based on Challenges and Business Objectives

Below are additional research questions added to each category to address the challenges and business objectives more comprehensively. These questions can be answered using the already collected survey data.

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## \*\*Flavor Preferences\*\*

1. What flavors do young adults prefer in energy drinks?

2. Are there any regional or demographic differences in flavor preferences?

3. How does the preference for natural ingredients (Q10) correlate with specific flavor choices (Q13)?

4. Do respondents who prioritize flavor variety (Q14) show a higher likelihood of trying new brands (Q20)?

5. \*\*(New)\*\* Is there a difference in flavor preferences between frequent users (Q7) and occasional users?

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## \*\*Pricing\*\*

1. What price range are consumers willing to pay for an energy drink?

2. How does pricing influence purchase decisions?

3. \*\*(New)\*\* Does willingness to pay (Q15) vary significantly across income levels (Q6)?

4. \*\*(New)\*\* Are respondents who value eco-friendly packaging (Q17) more willing to pay a premium price (Q15)?

5. \*\*(New)\*\* Is there a correlation between price sensitivity (Q9) and brand loyalty (Q19)?

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## \*\*Consumption Habits\*\*

1. How often do young adults consume energy drinks?

2. What are the typical occasions for consumption (e.g., during work, exercise, social events)?

3. Are there differences in consumption frequency (Q7) between students and working professionals (Q5)?

4. Do respondents who consume energy drinks during exercise (Q8) prioritize low sugar content (Q11) more than others?

5. Is there a relationship between consumption frequency (Q7) and willingness to try new brands (Q20)?

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## \*\*Brand Perception\*\*

1. What factors influence brand loyalty in the energy drink market?

2. How do consumers perceive NutriBev compared to competitors?

3. Which attributes (Q19) are most important to respondents who are loyal to specific brands?

4. Is there a significant difference in brand perception between urban and rural respondents (Q4)?

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## \*\*Packaging\*\*

1. What type of packaging (e.g., cans, bottles) do consumers prefer?

2. Does packaging preference (Q16) vary by age group (Q1)?

3. Are respondents who prioritize eco-friendly packaging (Q17) more likely to prefer cans over bottles (Q16)?

4. Is there a correlation between packaging preference (Q16) and consumption frequency (Q7)?

5. Does the importance of eco-friendly packaging (Q17) influence willingness to pay (Q15)?

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