

Provide Insights to the Marketing Team in Food & Beverage Industry

(Survey Questions and Response Options)

• Demographics:

- 1. What is your age group?
 - a) 15-18
 - **b)** 19-30
 - **c)** 31-45
 - **d)** 46-65
 - **e)** 65+
- 2. What is your gender?
 - a) Male
 - **b)** Female
 - c) Non-binary
- 3. Which city in India do you reside in?
 - a) Delhi
 - **b)** Mumbai
 - c) Bangalore
 - d) Chennai
 - e) Kolkata
 - f) Hyderabad
 - g) Ahmedabad
 - h) Pune
 - i) Jaipur
 - j) Lucknow

• Consumption Habits:

- 1. How often do you consume energy drinks?
 - a) Daily
 - **b)** 2-3 times a week
 - c) Once a week
 - d) 2-3 times a month
 - e) Rarely



- 2. When do you typically consume energy drinks?
 - a) Before exercise
 - **b)** To stay awake during work/study
 - c) For mental alertness
 - **d)** Throughout the day
- 3. What are the main reasons for consuming energy drinks?
 - a) Increased energy and focus
 - **b)** To combat fatigue
 - c) To boost performance
 - d) To enhance sports performance
 - e) Other
- Awareness and Perception:
 - 1. Have you heard of our energy drink before today?
 - a) Yes
 - b) No
 - 2. What do you think of the brand name/logo/design?
 - a) Positive
 - **b)** Neutral
 - c) Negative
 - **3.** What is your perception of energy drinks in general?
 - a) Healthy
 - b) Effective
 - c) Dangerous
 - d) Not sure
- Product Experience:
 - 1. Have you ever tried our energy drink before?
 - a) Yes
 - b) No



- 2. If yes, how would you rate the taste, flavor, and overall experience?
 - a) 1 (Poor)
 - **b)** 2 (Below Average)
 - c) 3 (Average)
 - **d)** 4 (Good)
 - e) 5 (Excellent)
- 3. If no, what are the main reasons preventing you from trying it?
 - a) Not available locally
 - b) Not interested in energy drinks
 - c) Unfamiliar with the brand
 - d) Health concerns
 - e) Other

• Sompetitor Experience:

- 1. Which energy drink brands do you currently consume or prefer?
 - a) CodeX
 - **b)** Cola-Coka
 - c) Bepsi
 - d) Gangster
 - e) Blue Bull
 - f) Sky 9
 - g) Others
- 2. What are the reasons for choosing those brands over others?
 - a) Brand reputation
 - **b)** Taste/flavor preference
 - c) Effectiveness
 - d) Availability
 - e) Other
- **3.** What improvements would you like to see in energy drinks currently available in the market?
 - a) Reduced sugar content
 - **b)** More natural ingredients
 - c) Wider range of flavors
 - d) Healthier alternatives
 - e) Other



• Ingredients and Health:

- 1. What ingredients do you expect in an energy drink?
 - a) Caffeine
 - **b)** Vitamins
 - c) Sugar
 - d) Guarana
- 2. Are you concerned about the health impacts of energy drinks?
 - a) Yes
 - b) No
- **3.** Would you be interested in an energy drink with natural or organic ingredients?
 - a) Yes
 - b) No
 - c) Not Sure

Marketing and Packaging:

- **1.** Which marketing channels or platforms do you often come across energy drink advertisements?
 - a) TV commercials
 - **b)** Online ads
 - c) Print media
 - d) Outdoor billboards
 - e) Other
- **2.** What type of packaging or bottle design would attract you to purchase an energy drink?
 - a) Compact and portable cans
 - **b)** Innovative bottle design
 - c) Eco-friendly design
 - d) Collectible packaging
 - e) Other
- 3. Would you be more likely to buy an energy drink with limited edition packaging?
 - a) Yes
 - b) No
 - c) Not sure



- Pring and Availability:
 - 1. What price range do you consider reasonable for an energy drink?
 - a) Below 50
 - **b)** 50-99
 - **c)** 100-150
 - **d)** Above 150
 - 2. Where do you typically purchase energy drinks?
 - a) Local stores
 - **b)** Supermarkets
 - c) Online retailers
 - d) Gyms and fitness centers
 - e) Other
 - 3. In which situations or activities do you typically consume energy drinks?
 - a) Sports/exercise
 - **b)** Studying/working late
 - c) Social outings/parties
 - d) Driving/commuting
 - e) Other