

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

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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

• Competitor 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

• Pricing 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