

CodeX Marketing Insights

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CodeX Marketing Insights



Demographics

Demographics provide insights crucial for policymaking, social planning, and understanding societal trends. Data collection methods include surveys, censuses.



Consumer Preferences

Consumer preferences refer to the choices and inclinations individuals have when selecting products, services, or experiences. These preferences are influenced by personal, cultural, and social factors.



Purchasing Behaviour

Purchasing behavior, refers to the process that individuals or groups go through when making decisions to acquire goods or services.



Competition Analysis

Competition analysis involves assessing the strengths, weaknesses, strategies, and market positioning of competitors within an industry. It provides insights that guide business decisions and strategies.



Marketing View

From a marketing perspective, purchasing behaviour is a fundamental concept that guides how businesses develop strategies to attract and retain customers.

Demographics



Age

All

Current Brands

All

Gender

All



Ahmedabad

Bangalore

Chennai

Delhi

Hyderabad

Jaipur

Kolkata

Lucknow

Mumbai

Pune

Tier 1

Tier 2

10K

Count Responde...

980

CodeX Responde...

3.3

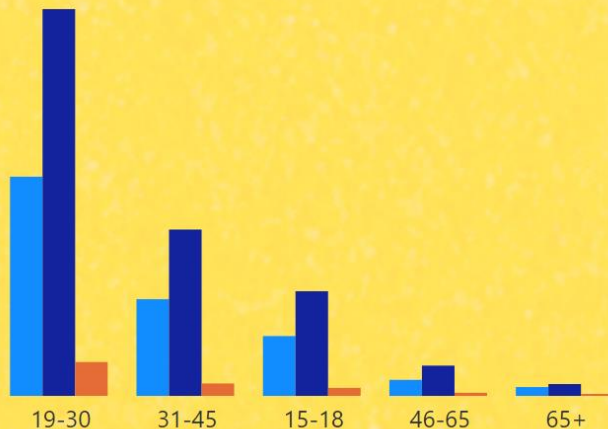
CodeX Avg. Taste...

City wise Responses

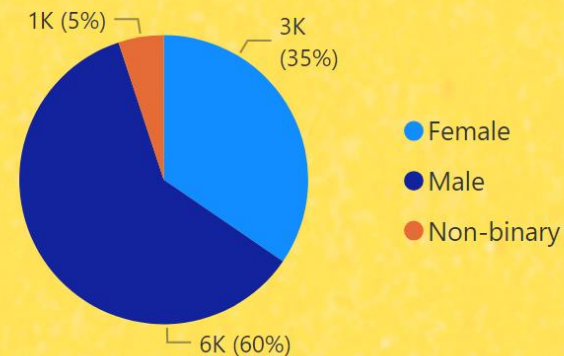
City	Total Respondents	CodeX Respondents
⊕ Ahmedabad	456	45
⊕ Bangalore	2828	292
⊕ Chennai	937	92
⊕ Delhi	429	40
⊕ Hyderabad	1833	182
⊕ Jaipur	360	28
⊕ Kolkata	566	48
⊕ Lucknow	175	5
⊕ Mumbai	1510	156
⊕ Pune	906	92
Total	10000	980

Respondents by Age group and Gender

● Female ● Male ● Non-binary



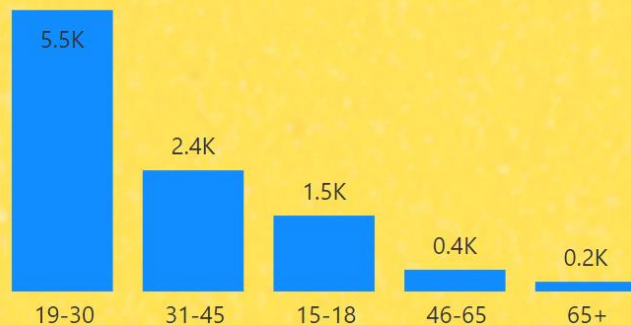
Respondents by Gender



Marketing Channels

Marketing_channels	15-18	19-30	31-45	46-65	65+	Total
⊕ Online ads	707	2666	490	109	48	4020
⊕ Other	94	608	408	78	37	1225
⊕ Outdoor billboards	117	585	431	65	28	1226
⊕ Print media	75	371	310	57	28	841
⊕ TV commercials	495	1290	737	117	49	2688
Total	1488	5520	2376	426	190	10000

Respondents by Age



Consumption frequency by Gender

● Non-binary ● Male ● Female



Consumer Preferences



Age

All

Current Brands

All

Gender

All



Ahmedabad

Bangalore

Chennai

Delhi

Hyderabad

Jaipur

Kolkata

Lucknow

Mumbai

Pune

Tier 1

Tier 2

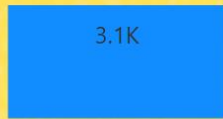
3.3

CodeX Avg. Tast...

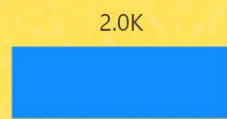
980

CodeX Respond...

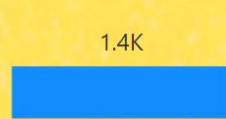
Consumption time



Before exercise



For mental alertness

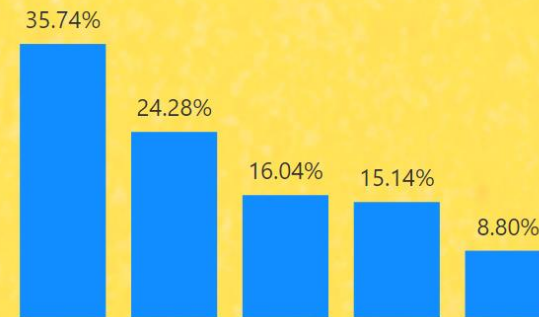


Throughout the day



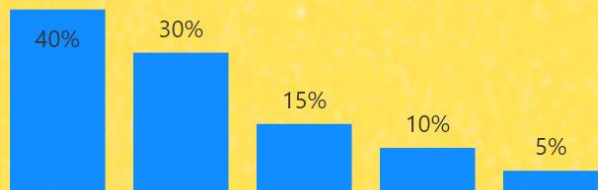
To stay awake during work/study

Reason for consumption



Increases energy ...
To combat stress
To enhance focus
To boost performance
Other

Packaging Preference



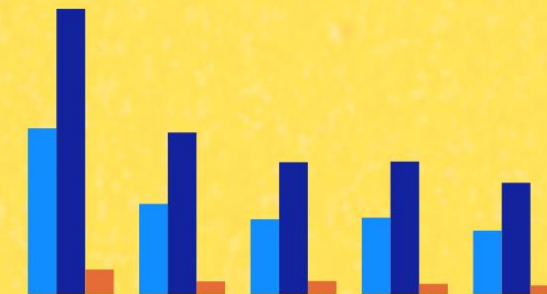
Compact and portable
Innovative bottle design
Collectible packaging
Eco-friendly design
Other

Price Preference

Age	100-150	50-99	Above 150	Below 50
+ 15-18	348	687	281	172
+ 19-30	1365	2965	655	535
+ 31-45	1257	499	428	192
+ 46-65	137	85	151	53
+ 65+	35	52	46	57
Total	3142	4288	1561	1009

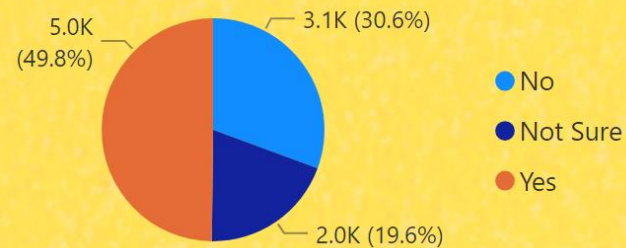
Consumption frequency by Gender

Female Male Non-binary

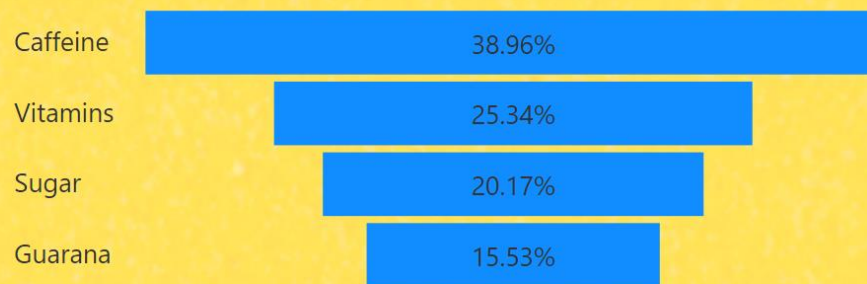


2-3 times a week
Rarely
2-3 times a month
Once a week
Daily

Interest in natural or organic products



Ingredients expected



Purchasing Behaviour



Age

All

Current Brands

All

Gender

All



Ahmedabad

Bangalore

Chennai

Delhi

Hyderabad

Jaipur

Kolkata

Lucknow

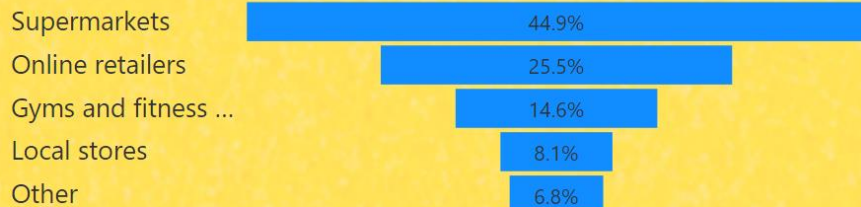
Mumbai

Pune

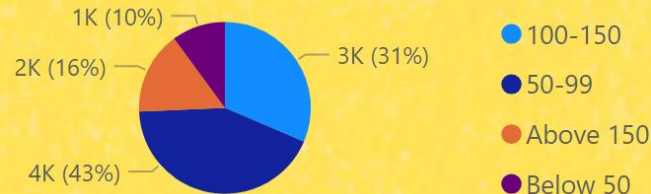
Tier 1

Tier 2

Purchasing Locations



Price Preference



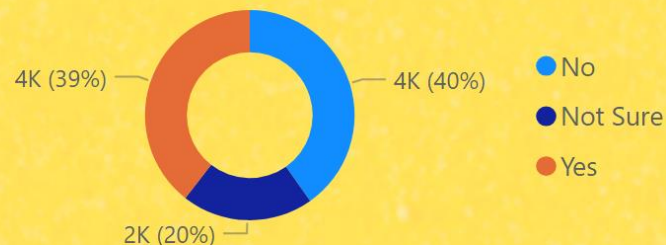
Reason for choosing brands

Choosing brands	Female	Male	Non-binary
Availability	340	1489	81
Brand reputation	740	1781	131
Effectiveness	719	912	117
Other	806	807	66
Taste/flavor preference	850	1049	112
Total	3455	6038	507

Consumption Situations

Consumption situations	15-18	19-30	31-45	46-65	65+	Total
Driving/commuting	33	168	70	20	6	297
Other	73	285	107	20	6	491
Social outings/parties	204	809	383	54	37	1487
Sports/exercise	680	2471	1065	190	88	4494
Studying/working late	498	1787	751	142	53	3231
Total	1488	5520	2376	426	190	10000

Limited edition Packaging Preference

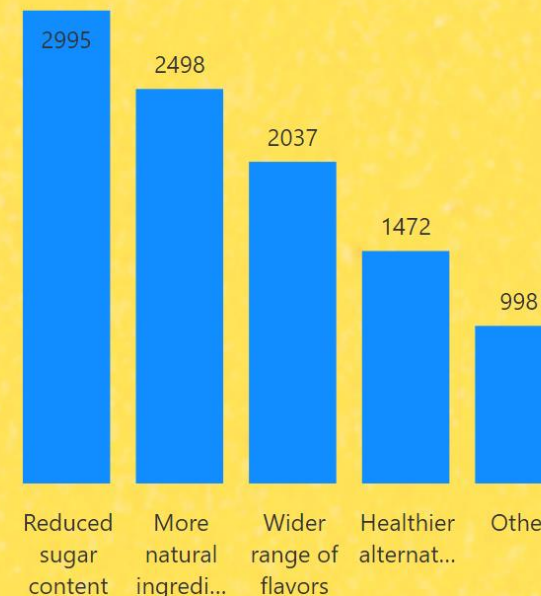


Brand Perception

Current_brands	Dangerous	Effective	Healthy	Not sure
Bepsi	5.04%	6.15%	4.68%	5.25%
Blue Bull	2.39%	3.09%	2.13%	2.97%
CodeX	2.14%	2.86%	2.20%	2.60%
Cola-Coka	5.54%	7.52%	5.67%	6.65%
Gangster	4.15%	5.12%	4.54%	4.73%
Others	1.07%	1.38%	1.16%	1.18%
Sky 9	2.05%	2.97%	2.05%	2.72%
Total	22.38%	29.09%	22.43%	26.10%

Reasons_preventing_trying	15-18	19-30	31-45	46-65	65+
Health concerns	336	1236	547	97	42
Not available locally	345	1340	590	106	50
Not interested in energy drinks	305	1254	509	83	42
Other	206	695	288	57	22
Unfamiliar with the brand	296	995	442	83	34
Total	1488	5520	2376	426	190

Improvements desired





Ahmedabad

Bangalore

Chennai

Delhi

Hyderabad

Jaipur

Kolkata

Lucknow

Mumbai

Pune

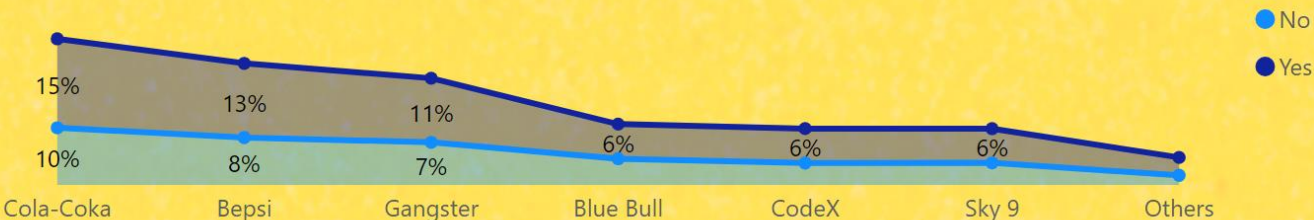
Tier 1

Tier 2

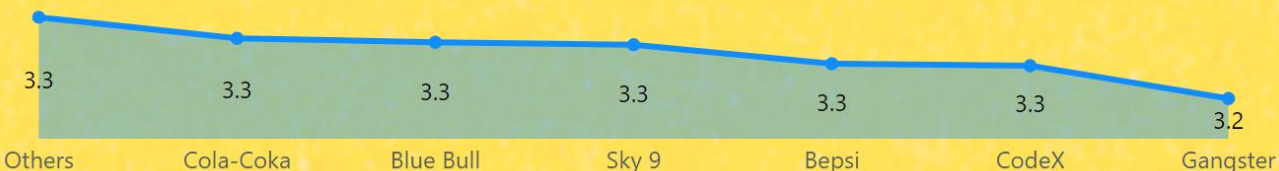
Reasons for choosing the Brands

Current_brands	Availability	Brand reputation	Effectiveness	Other	Taste/flavor preference
Bepsi	19.8%	27.3%	16.1%	16.8%	20.0%
Blue Bull	17.0%	27.3%	17.7%	15.6%	22.4%
CodeX	19.9%	26.4%	18.0%	17.1%	18.6%
Cola-Coka	20.1%	24.3%	17.1%	17.7%	20.9%
Gangster	18.3%	27.6%	18.2%	16.7%	19.3%
Others	18.0%	29.2%	18.2%	16.5%	18.2%
Sky 9	18.6%	26.6%	19.2%	15.8%	19.8%

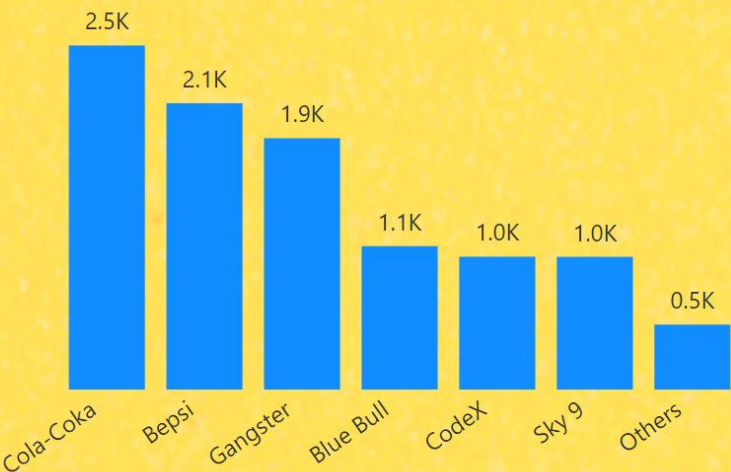
Health concerns for Different Brands



Avg. Taste Experience per brand



Brands in Market



Brand Perceptions

Current_brands	Dangerous	Effective	Healthy	Not sure
Bepsi	5.04%	6.15%	4.68%	5.25%
Blue Bull	2.39%	3.09%	2.13%	2.97%
CodeX	2.14%	2.86%	2.20%	2.60%
Cola-Coka	5.54%	7.52%	5.67%	6.65%
Gangster	4.15%	5.12%	4.54%	4.73%
Others	1.07%	1.38%	1.16%	1.18%
Sky 9	2.05%	2.97%	2.05%	2.72%

Consumption frequency per brand

Current brands	2-3 times a month	2-3 times a week	Daily	Once a week	Rarely
Bepsi	15%	35%	13%	17%	20%
Blue Bull	17%	35%	14%	16%	18%
CodeX	15%	37%	13%	15%	21%
Cola-Coka	17%	34%	13%	17%	20%
Gangster	17%	35%	15%	16%	18%
Others	13%	36%	15%	15%	20%
Sky 9	16%	34%	14%	16%	20%



Ahmedabad

Bangalore

Chennai

Delhi

Hyderabad

Jaipur

Kolkata

Lucknow

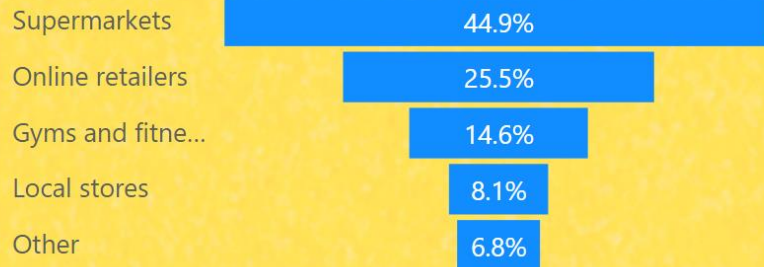
Mumbai

Pune

Tier 1

Tier 2

Purchase Locations



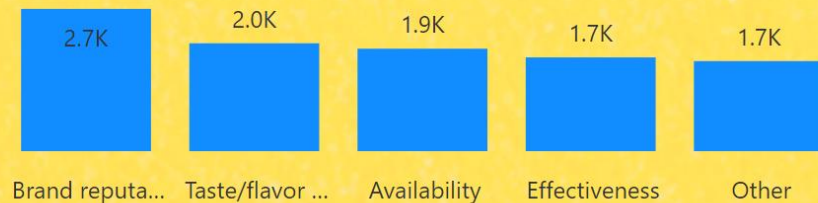
Marketing Channels

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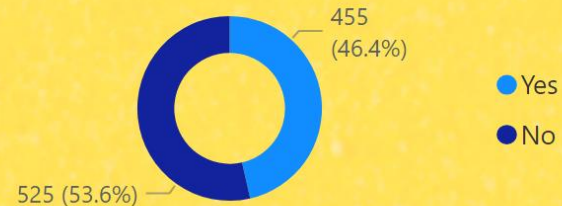
Current Brands in Market

Current_brands	Dangerous	Effective	Healthy	Not sure
Bepsi	504	615	468	525
Blue Bull	239	309	213	297
CodeX	214	286	220	260
Cola-Coka	554	752	567	665
Gangster	415	512	454	473
Others	107	138	116	118
Sky 9	205	297	205	272
Total	2238	2909	2243	2610

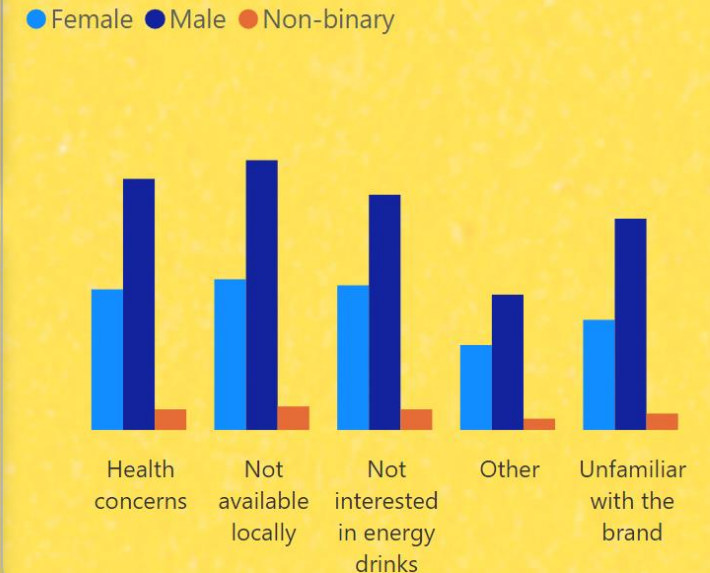
Respondents by Reasons for choosing Brands



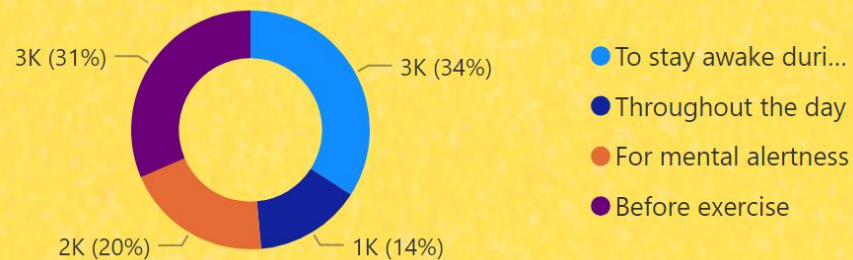
Heard before about CodeX



Reasons preventing trying



Consumption time



Packaging Preference

Packaging_preference	% of Respondents
Compact and portable cans	40%
Innovative bottle design	30%
Collectible packaging	15%
Eco-friendly design	10%
Other	5%
Total	100%



Ahmedabad

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Pune

Tier 1

Tier 2

City wise feedback for Availability

Reasons for choosing CodeX City	Availability	
	Respondents	CodeX Respondents
Ahmedabad	3	3
Bangalore	71	71
Chennai	23	23
Delhi	7	7
Hyderabad	35	35
Jaipur	4	4
Kolkata	9	9
Lucknow	2	2
Mumbai	20	20
Pune	21	21
Total	195	195

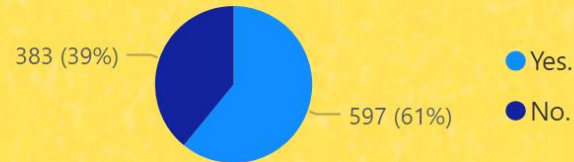
Reason for choosing CodeX

Current_brands Reasons	CodeX	
	Respondents	Respondents(%)
Availability	195	19.90%
Brand reputation	259	26.43%
Effectiveness	176	17.96%
Other	168	17.14%
Taste/flavor preference	182	18.57%
Total	980	100.00%

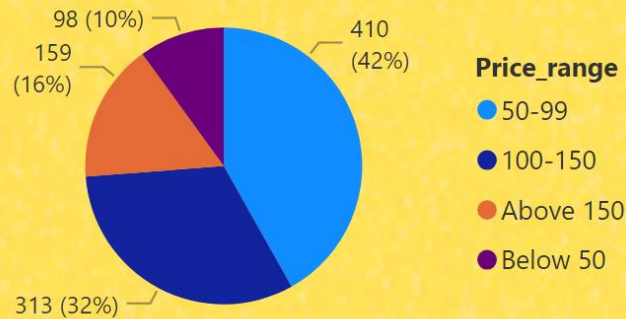
City wise responses for Brand Perception

City	Negative	Neutral	Positive
Ahmedabad	11.05%	3.23%	3.20%
Bangalore	24.42%	31.58%	29.22%
Chennai	7.56%	10.02%	9.13%
Delhi	4.65%	3.40%	5.48%
Hyderabad	16.86%	19.19%	18.26%
Jaipur	2.91%	2.21%	4.57%
Kolkata	3.49%	5.94%	3.20%
Lucknow	1.16%	0.34%	0.46%
Mumbai	13.37%	15.45%	19.18%
Pune	14.53%	8.66%	7.31%
Total	100.00%	100.00%	100.00%

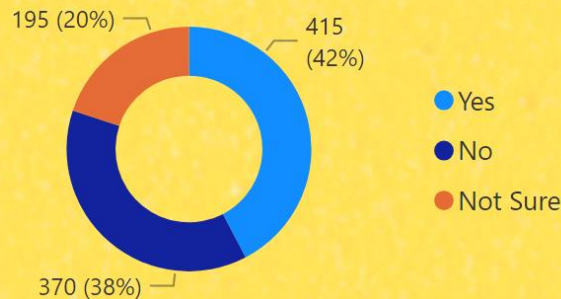
Health Concerns



Price Preference



Limited edition packing preference



Improvements Desired

