**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

• 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