



## **Provide Insights to the Marketing Team in Food & Beverages 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
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- **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