

# Demography of Respondents

9487

Number of Respondents

Bangalore

Max Respondents

Lucknow

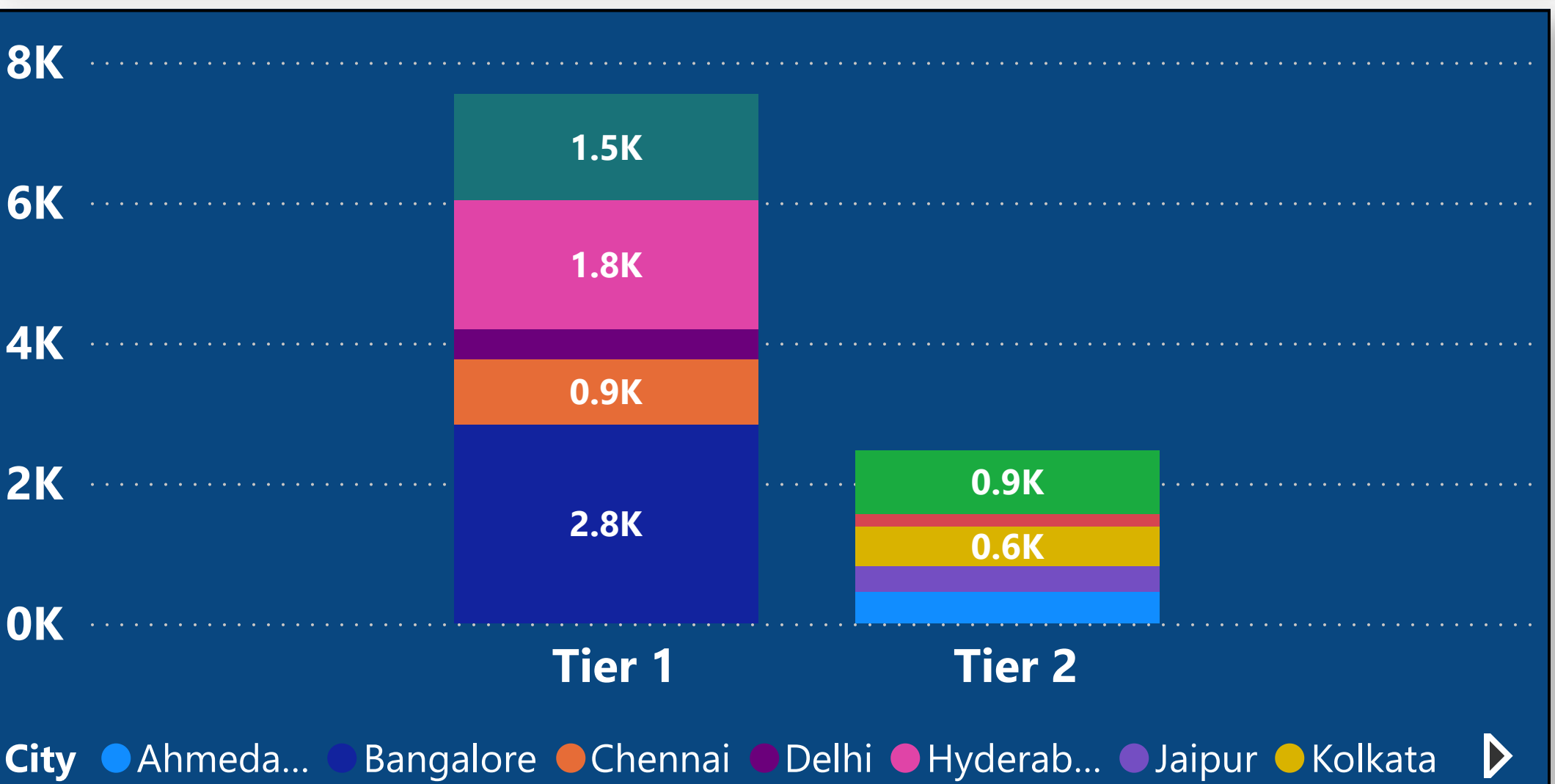
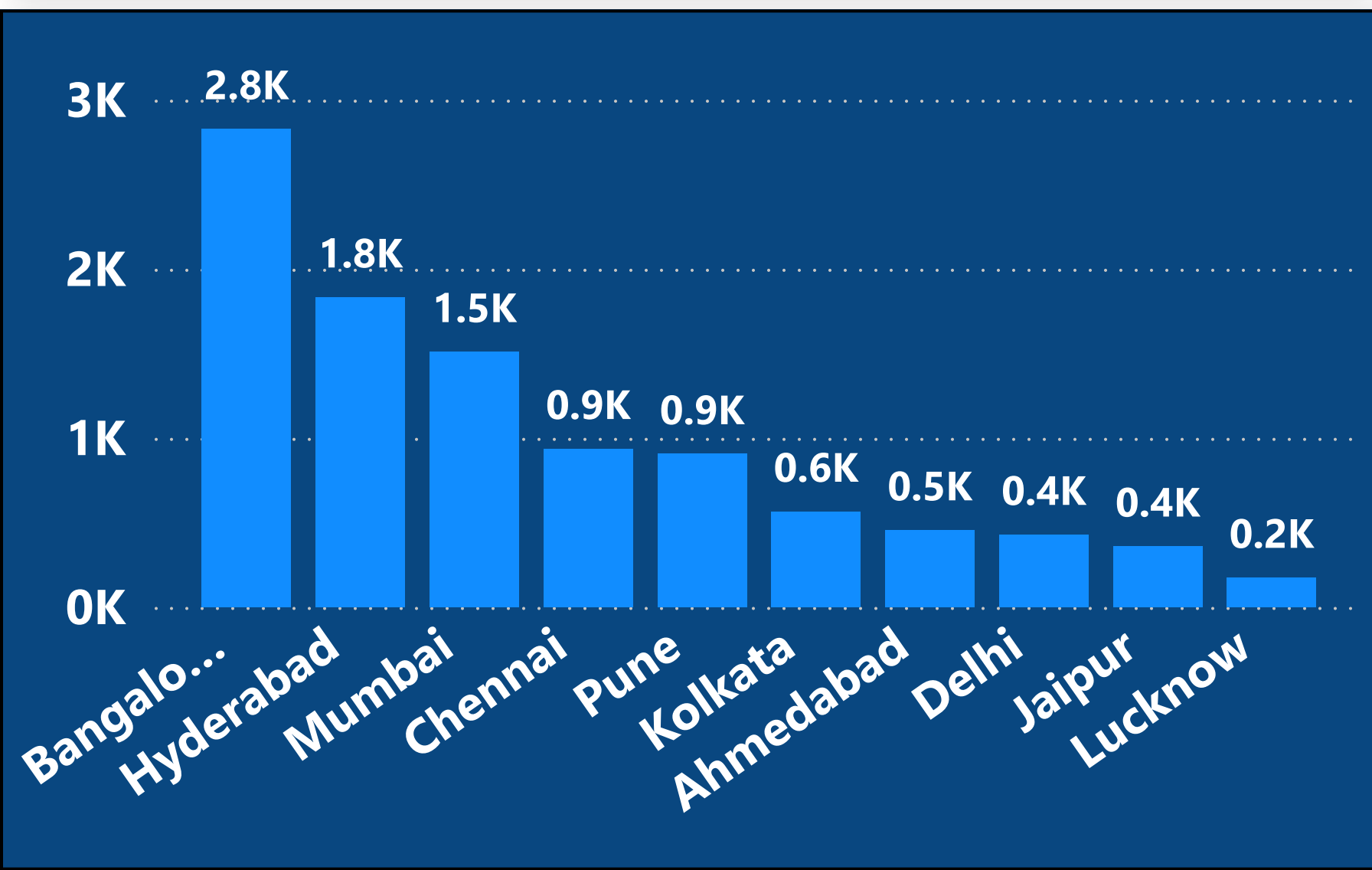
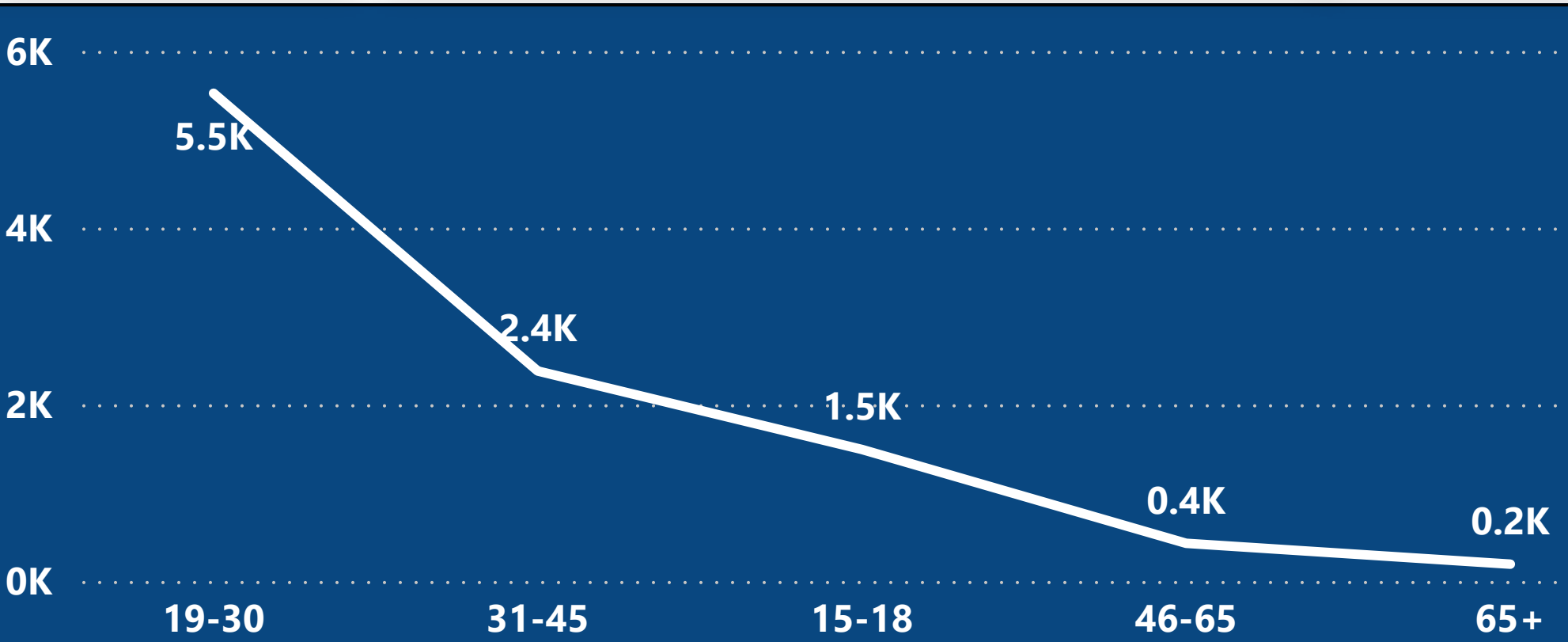
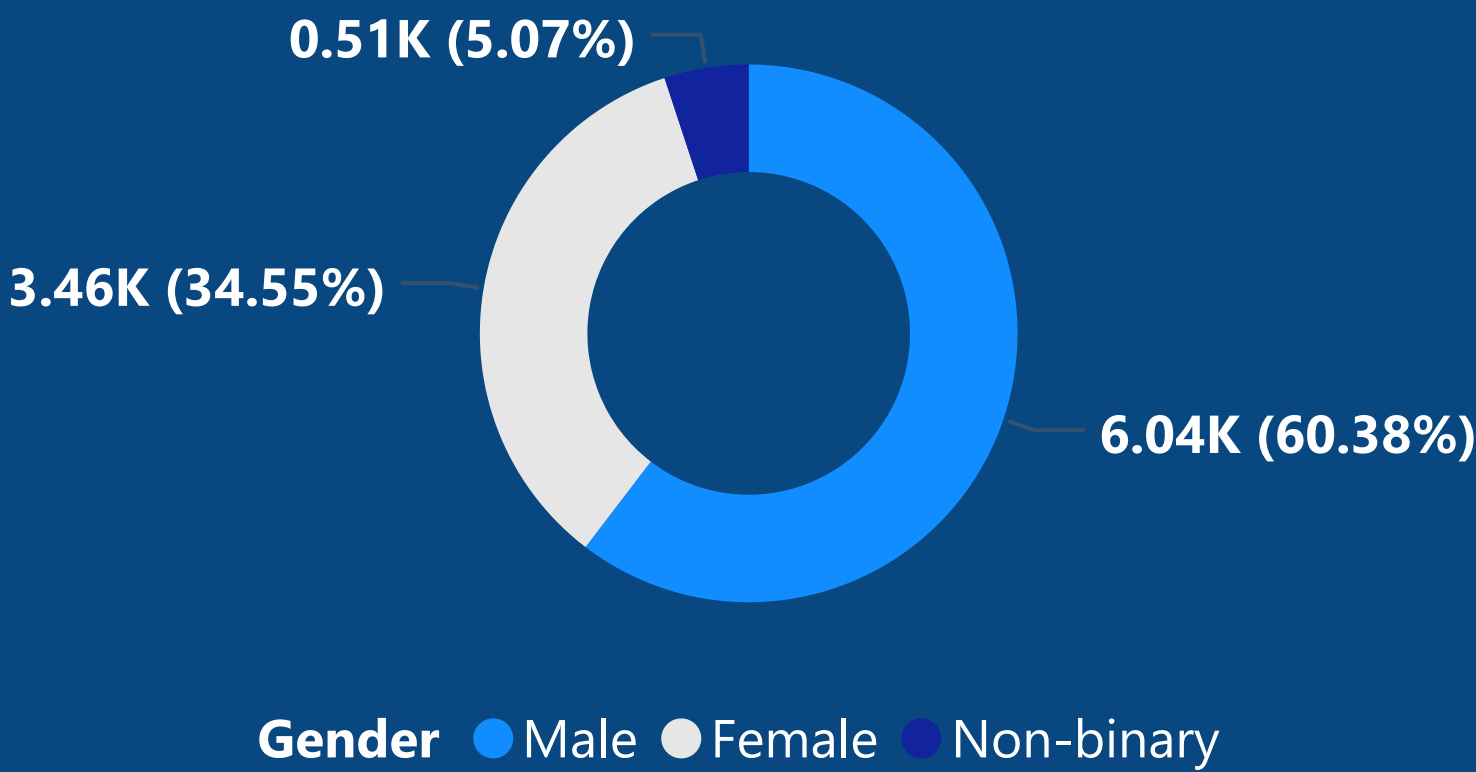
Min Respondents

Ahme...

Banga...

Chennai

Delhi



City	Gender	Count of Name
Ahmedabad	Female	168
Ahmedabad	Male	257
Ahmedabad	Non-binary	3
Bangalore	Female	91
Bangalore	Male	176
Bangalore	Non-binary	123
Chennai	Female	330
Chennai	Male	568
Chennai	Non-binary	38
Delhi	Female	144
Delhi	Male	257
Delhi	Non-binary	27
Hyderabad	Female	664
Hyderabad	Male	1070
Hyderabad	Non-binary	8
Jaipur	Female	110
Jaipur	Male	223
Jaipur	Non-binary	21
Kolkata	Female	192
Kolkata	Male	353
Kolkata	Non-binary	20
Lucknow	Female	67
Lucknow	Male	98
Lucknow	Non-binary	10
Mumbai	Female	523
Mumbai	Male	888
Mumbai	Non-binary	90
Pune	Female	325
Pune	Male	517
Pune	Non-binary	62
Total		9487

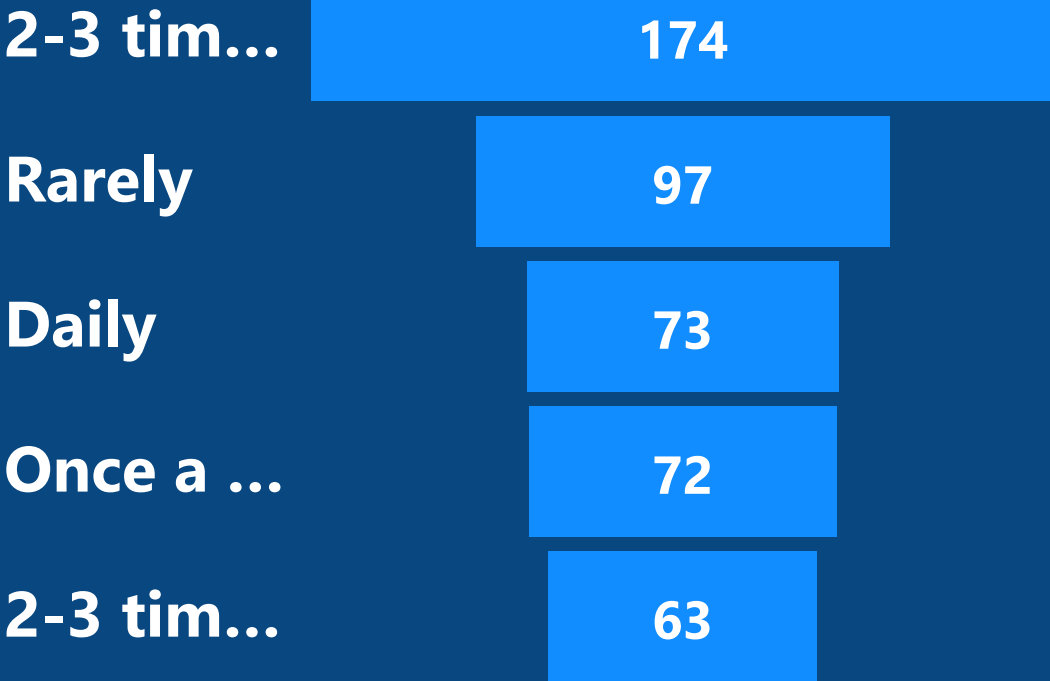
# Respondents Buying Behavior

5

Count of Purchase\_location

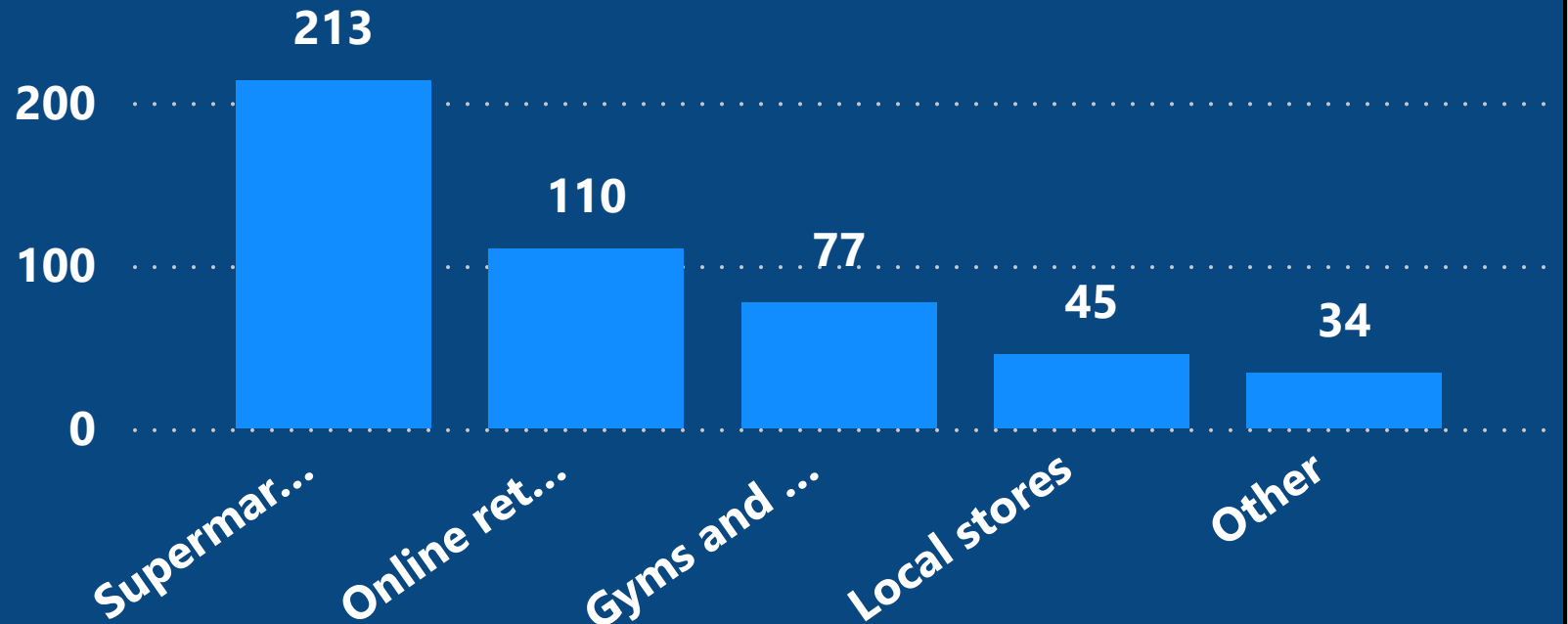
## Online ads

Popular Marketing\_channel



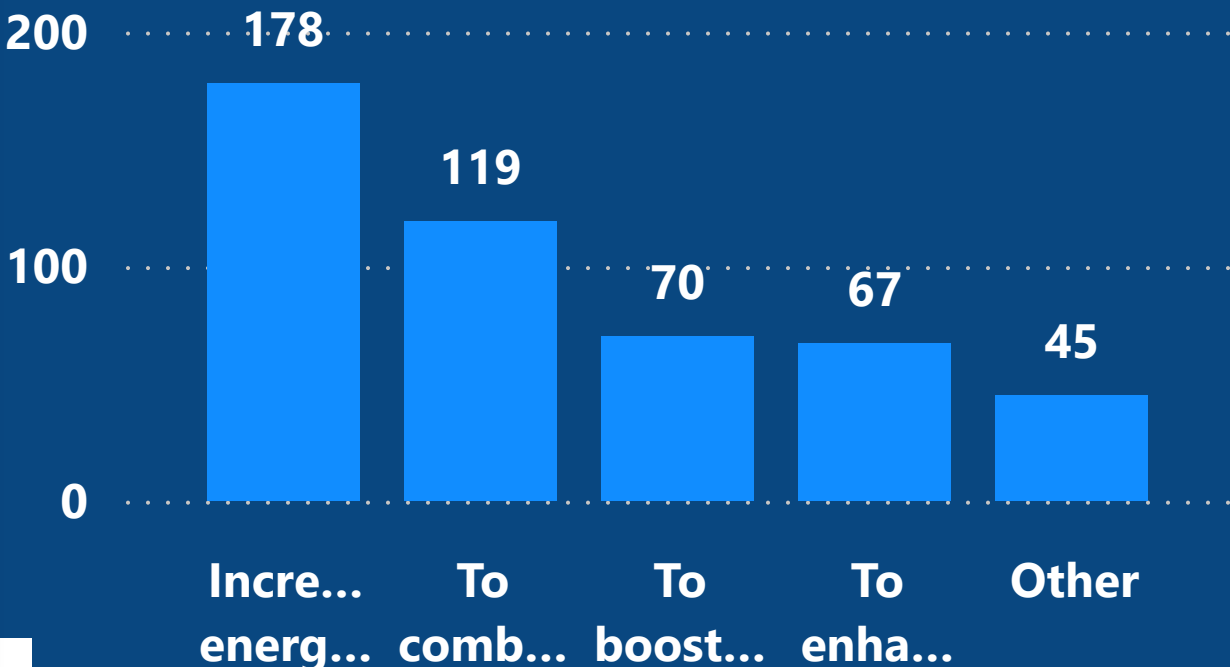
## Compact and portable

Preferred Packaging



## Supermarkets

Preferred Purchase\_location



Gyms and fitness centers

77

Local stores

45

Online retailers

110

Other

34

Supermarkets

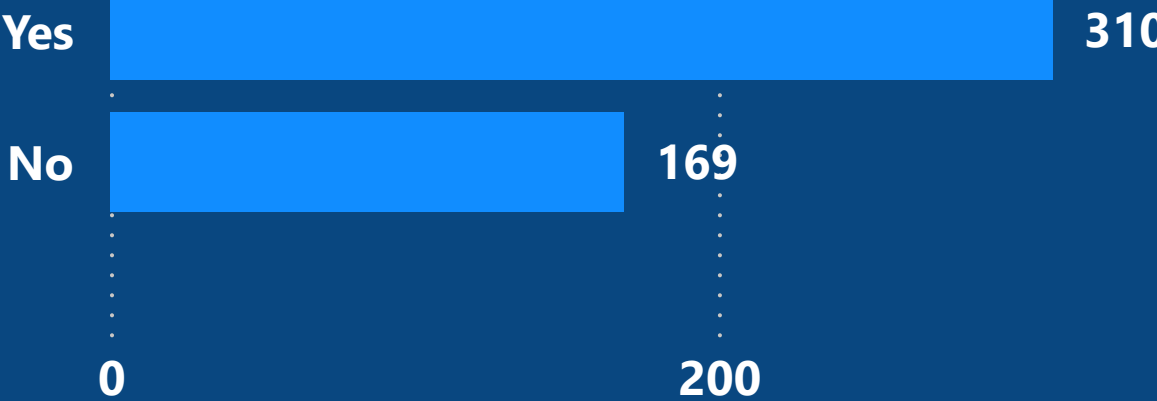
213

Reasons\_for\_choosing\_brands Responses

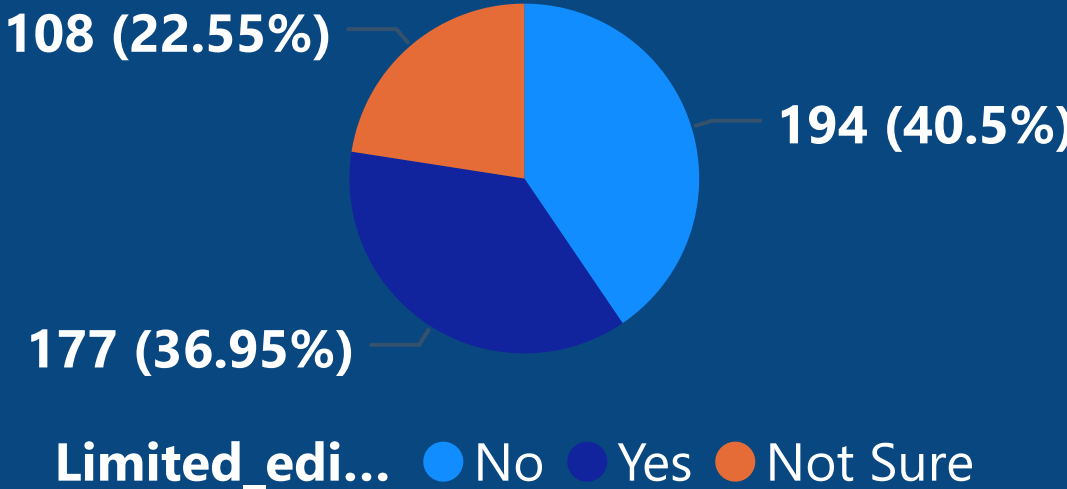
Availability	86
Brand reputation	140
Effectiveness	87
Other	79
Taste/flavor preference	87

Reasons\_preventing\_trying Count of Respondent\_I

Health concerns	10
Not available locally	10
Not interested in energy drinks	11
Other	5
Unfamiliar with the brand	9

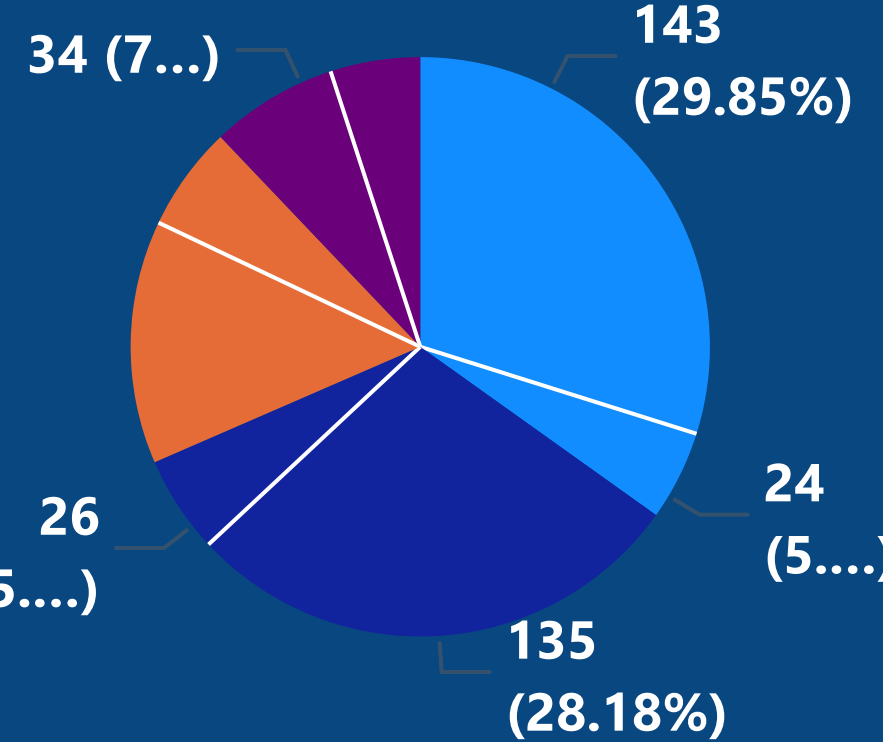
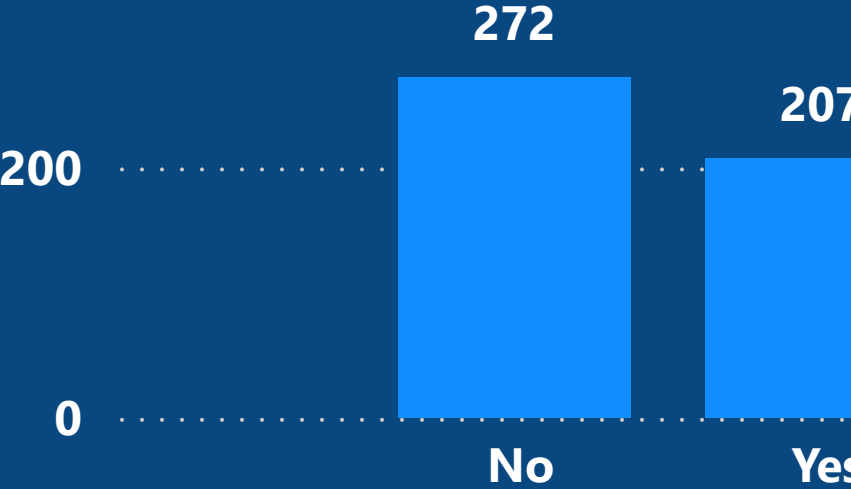


Ahmedabad	Delhi	Kolkata
Bangalore	Hyderabad	Lucknow
Chennai	Jaipur	Mumbai



Limited\_edition

No Yes Not Sure



Consumption Frequency

To stay active Before exercise



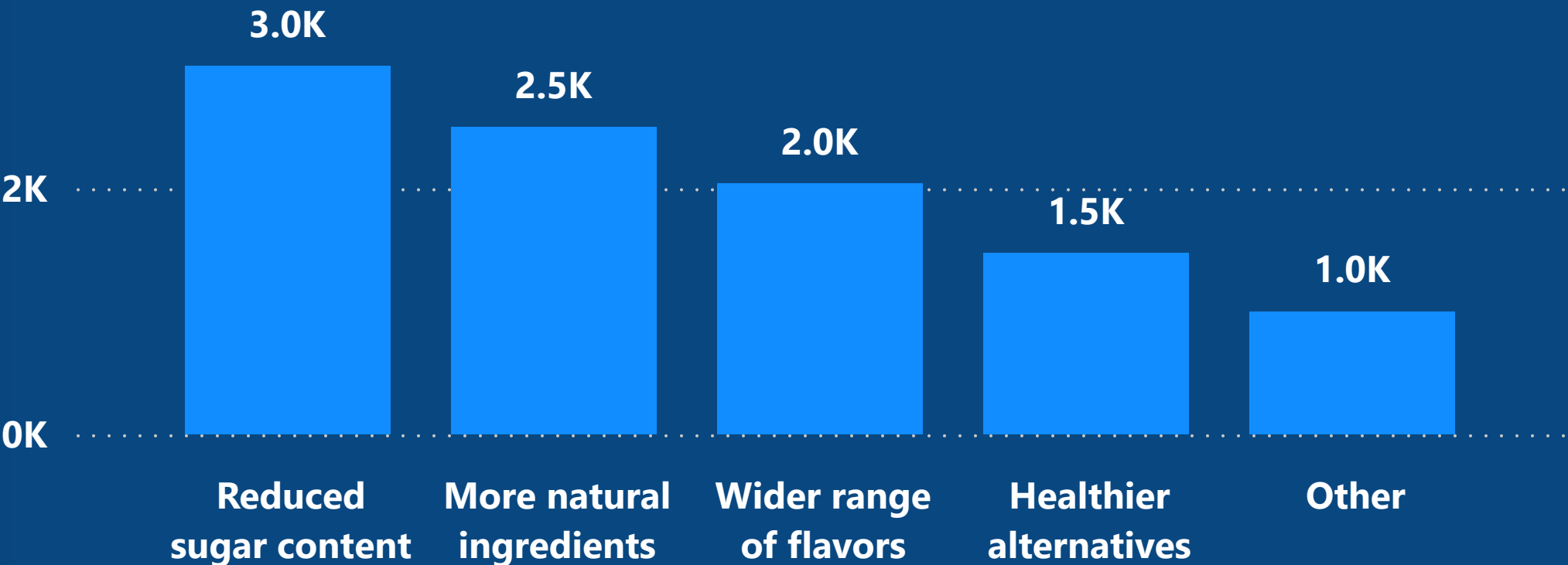
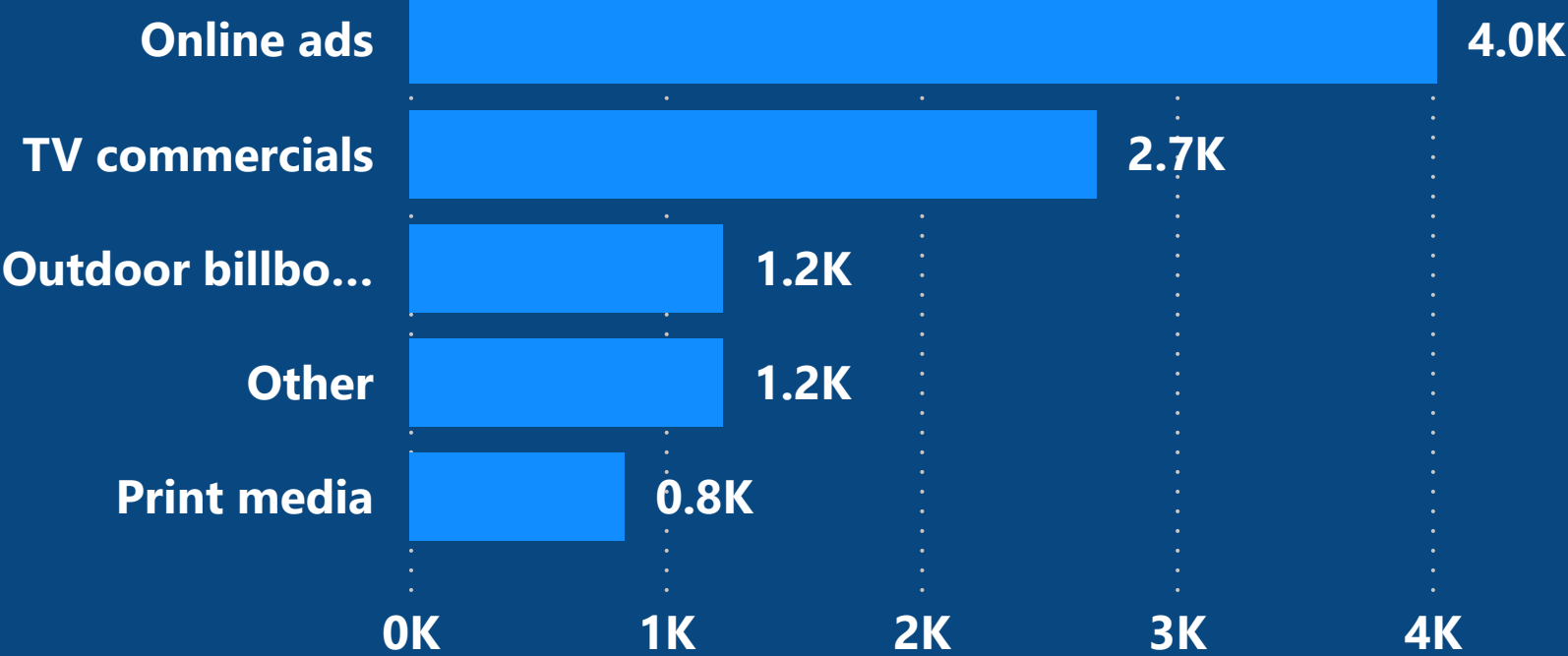
# Brand Perception

Bepsi

Blue Bull

CodeX

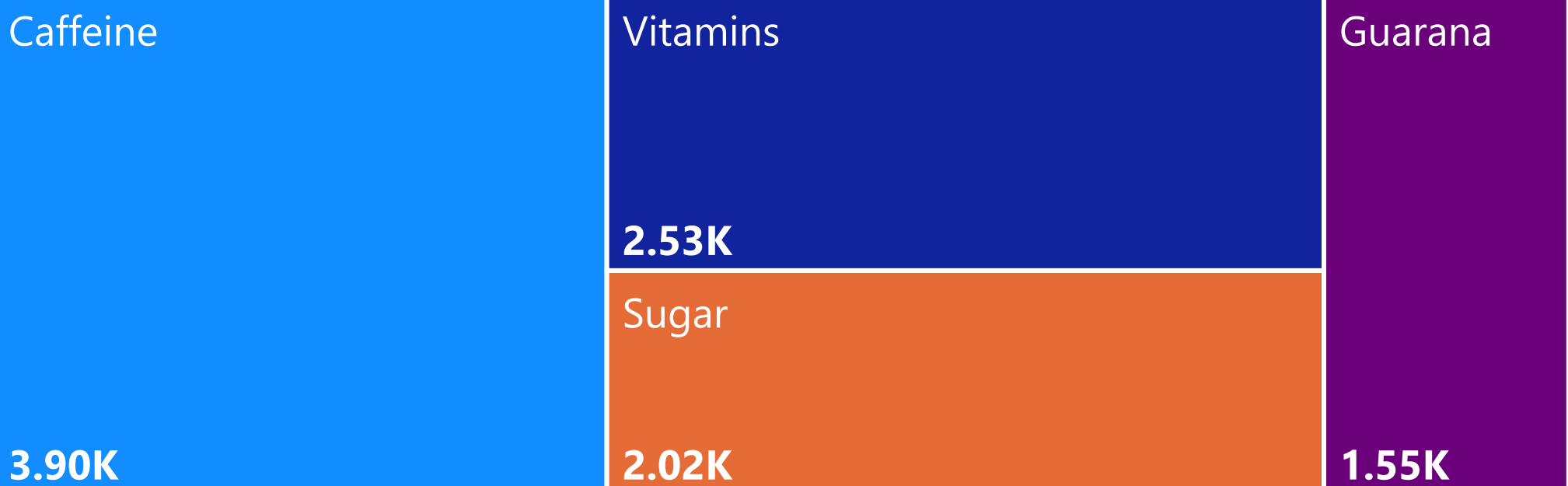
Cola-Coka



7  
Count of Current\_brands

Cola-Coka  
Popular Brand

Brand_perception	100-150	50-99	Above 150	Below 50	Total
Negative	551	796	260	162	1769
Neutral	1878	2552	932	612	5974
Positive	713	940	369	235	2257
Total	3142	4288	1561	1009	10000



Heard_before	Count of Respondent_ID
No	5553
Yes	4447
Total	10000

Brand\_perception ● Negative ● Neutral ● Positive

