



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+

ans (b)

2. What is your gender?

- a) Male
- b) Female
- c) Non-binary

ans(a)

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

ans(b)

- **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

ans(d)



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

ans(a)

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

ans(a)

- **Awareness and Perception:**

1. Have you heard of our energy drink before today?
 - a) Yes
 - b) No

ans(b)

2. What do you think of the brand name/logo/design?
 - a) Positive
 - b) Neutral
 - c) Negative

ans(b)

3. What is your perception of energy drinks in general?
 - a) Healthy
 - b) Effective
 - c) Dangerous
 - d) Not sure

ans(a)

- **Product Experience:**

1. Have you ever tried our energy drink before?
 - a) Yes
 - b) No

ans(b)



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