

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