

Provide Insights to the Marketing Team in Food & Beverage Industry

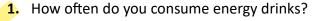
(Survey Questions and Response Options)

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

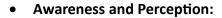
• Consumption Habits:



- 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



- 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

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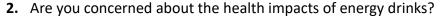
2.	If yes, how would you rate the taste, flavor, and overall experience?						
	a)	1 (Poor)					
	b)	2 (Below Average)	1				
	c)	3 (Average)					
	d)	4 (Good)	I .				
	e)	5 (Excellent)					
3.	If no, what are the main reasons preventing you from trying it?						
	a)	Not available locally					
	b)	Not interested in energy drinks					
		Unfamiliar with the brand					
	-						
	•	Other					
	•						
Co	mna	etitor Experience:					
CU	p	etitoi Experience.					
1	۱۸/۱	Which energy drink brands do you currently consume or prefer?					
Τ.			itiy consume or prefer:				
	•	CodeX					
	-	Cola-Coka	2				
		•					
		_					
	-	Blue Bull					
	f)	Sky 9					
	g)	Others					
_							
۷.		hat are the reasons for choosing those	brands over others?				
		·					
	•	•	' '				
	c)	Effectiveness					
		Availability					
	e)	Other					
3.	۱۸/۱	hat improvements would you like to se	o in anargy drinks surrently available in				
э.		What improvements would you like to see in energy drinks currently available in					
		e market?	_				
	a)	Reduced sugar content					
	p)	More natural ingredients					
	c)	Wider range of flavors					
	d)	Healthier alternatives					
	e)	Other					



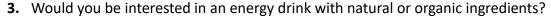
• Ingredients and Health:

1. What i	ngredients	do you	expect in	an energy	drink?
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- a) Caffeine
- **b)** Vitamins
- c) Sugar
- d) Guarana



- a) Yes
- b) No



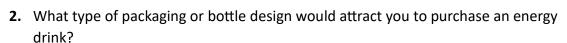
- a) Yes
- b) No
- c) Not Sure



• 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



- 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



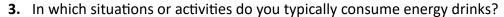


• Pricing and Availability:

- 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



- a) Sports/exercise
- **b)** Studying/working late
- c) Social outings/parties
- d) Driving/commuting
- e) Other

