

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

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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

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• **Awareness and Perception:**

1. Have you heard of our energy drink before today?

- a) Yes
- b) No

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2. What do you think of the brand name/logo/design?

- a) Positive
- b) Neutral
- c) Negative

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3. What is your perception of energy drinks in general?

- a) Healthy
- b) Effective
- c) Dangerous
- d) Not sure

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• **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)
- c) 3 (Average)
- d) 4 (Good)
- e) 5 (Excellent)

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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

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2. What are the reasons for choosing those brands over others?

- a) Brand reputation
- b) Taste/flavor preference
- c) Effectiveness
- d) Availability
- e) Other

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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

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- **Ingredients and Health:**

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

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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

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- **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

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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

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3. Would you be more likely to buy an energy drink with limited edition packaging?
 - a) Yes
 - b) No
 - c) Not sure

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- **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

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2. Where do you typically purchase energy drinks?

- a) Local stores
- b) Supermarkets
- c) Online retailers
- d) Gyms and fitness centers
- e) Other

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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

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