

# **Consumer Perception About Energy Drinks In India**

By  
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## **Bachelor of Technology**

In

## **Food Technology & Management**

Under the supervision of

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## **DECLARATION**

We the bonafide students of B.Tech in Food Technology and Management in National Institute of Food Technology Entrepreneurship and Management, Haryana would like to declare that the dissertation entitled “Consumer perception about energy drinks in India” submitted by us in partial fulfilment of the requirements for the award of the Degree of Bachelor of Technology in Food Technology and Management is our original work.

Place: Sonapat, Haryana

Date: 28<sup>th</sup> June, 2022

Signature of the Candidates

A handwritten signature in blue ink, appearing to read 'B. Sood', with a horizontal line underneath.

Bharat Sood (118031)

## CERTIFICATE

It is certified that the work contained in the Research Project entitled, “**CONSUMER PERCEPTION ABOUT ENERGY DRINKS IN INDIA**” has been carried out by Bharat Sood (118031) as a part of the requirement for B.Tech. Degree in Food Technology and Management at the National Institute of Food Technology Entrepreneurship and Management.

The work has been carried out under my supervision and guidance. To the best of my knowledge and belief, this work is original and no part of the work has been submitted for any degree at NIFTEM or any other place.

Signature of the Guide  
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## ABSTRACT

The aim of the paper is to identify consumer behaviour, perception and attitude towards energy drinks (ED). This article uses a questionnaire method to gather data and the selection of the study sample was random and involved a group of 330 people of various age, gender, yearly income and cities classified on the basis of their tier.

Energy drinks have increased in popularity since its launch, and the global energy drink business has grown at a breakneck speed to become a multibillion-dollar industry. The study with the help of statistical analysis also suggests market penetration strategies for new/upcoming players by focusing on choices of consumer by factors such as price, brand value, taste, availability, caffeine content, advertisement, offers & promotions, packaging, recommendation from friends/family, variety in flavours, sugar content and nutritional value. The report gives some important information about the status and factors of energy drinks in the country. Also, it's worth taking into account of the initiatives geared at boosting consumer trust in such a product offering.

The result of this report gives us the correlation between people belonging to different gender, income bracket, residential setting and their energy drink consumption behaviour patterns. Also, SWOT analysis and strategies for enhancing customer acceptance for energy drinks in India are discussed.

Key words: Energy drink, Consumer perception, survey, strategies.

## 1. INTRODUCTION

Caffeine-rich beverages with added sugars, other ingredients, and legal stimulants such as guarana, taurine, and L-carnitine are termed as **Energy Drinks**. These legal stimulants can raise blood pressure, heart rate, and breathing rate, as well as improve alertness, focus, and energy.

A typical energy drink may contain the following: carbonated water, about 40 gms of sugar (from glucose and/or sucrose), 160 mg or more caffeine, artificial sweeteners, and herbs/substances linked with mental awareness/alertness and performance but that lack scientific evidence with controlled trials (taurine, L-carnitine, L-tartarate, panax ginseng root extract, guarana seed extract, B vitamins).

## **1.1 History of Energy Drinks:**

The history of contemporary energy drinks may be traced back to Japan in the years immediately after World War II. Taisho Pharmaceuticals launched its herbal "energising tonic" known as Lipovitan D in the year 1962. The product was packaged in bottles the size of minibars. Initially, those who needed to be awake for extended periods of time, such as truck drivers and industrial employees, were the target demographic for the promotion of the tonic.

In spite of the fact that it sounds, looks, and smells like cough syrup, the beverage known as Lipovitan was marketed as something that could improve both a person's physical and mental capabilities. The primary component of the beverage is taurine, which was subsequently included into Red Bull as an essential element. There is a caution notice on the biggest bottles of Lipovitan that states an individual should drink no more than 100 mg of taurine on a daily basis, despite the fact that these bottles contain up to 3,000 mg of the amino acid.

Caffeine, taurine, and other B vitamins were among the ingredients that were originally included in Krating Daeng when it was introduced to the Japanese market in 1976. In the 1980s, Krating Daeng and other beverages that were similar to it rose to prominence in the Asian food industry as a direct result of their overwhelming success among Japanese executives.

These revitalising tonics were 'discovered' in Bangkok by an Austrian businessman by the name of Dietrich Mateschiz, who was on a business trip there at the time. This trip led to the enormous success of energy drinks on a global scale. He was so impressed by the outcomes of the tonics that in 1984 he joined up with the people who made Krating Daeng in order to market the brand to a larger audience.

Krating Daeng changed its brand to Red Bull and quickly expanded across Europe. Because it contains caffeine, taurine, and carbonation, Red Bull became an overnight phenomenon almost immediately after it was released. The product was first distributed commercially in the United States by Mateschiz in 1997, marking the beginning of the modern energy drink market as we know it.

Caffeine and the several other compounds that are included in energy drinks provide a number of health advantages to the young people who use them. Energy drinks are marketed specifically to



this demographic. According to the opinions of health professionals, the attention provided by caffeine-containing energy beverages is increased. Mixing alcoholic beverages with energy drinks is common practise on the campuses of numerous secondary schools and postsecondary educational institutions. Recent events have resulted in criticism being levelled at the alcohol industry for their promotion of alcohol and energy drinks as a single product. The combination of the two has been connected to alcohol-related effects as well as a number of other health concerns among college students.

### **1.2 Energy Drinks Benefits:**

**Additional Vitality:** The first benefit is, without a doubt, the one that stands out the most. You'll feel more alert, more awake, and more productive after drinking an energy drink. Energy drinks offer you a sensation of wakefulness as well.

**Refreshing:** Because most energy drinks are served cold and are carbonated, the customer will feel as if they have had a refreshing experience after drinking one of these beverages. Because of this, many individuals find them more appealing than other caffeinated drinks, which are often consumed piping hot and accompanied by some kind of dairy dish.

Because they do not need to be brewed or heated, energy drinks are a practical alternative to traditional methods of caffeine administration that use RTDs.

Caffeine may be absorbed far more quickly via the consumption of energy drinks as opposed to coffee, which is often only eaten in little sips owing to its high temperature. When eaten in smaller doses more rapidly, the body is exposed to caffeine sooner.

Because not everyone likes the taste of coffee or tea, energy drinks are a suitable option for individuals who want a caffeine boost but don't enjoy the taste of coffee or tea. Additionally, energy drinks come in a number of flavours. There is a wide selection of flavours and options available when it comes to energy drinks.

### **1.3 Distribution and Advertising:**

Marketing methods focused towards teens. According to estimates, sales of energy drinks in both the United States and other countries across the globe have surged by more than 240 percent. The business is worth \$21 billion, and it specifically targets adolescents in its advertising and places its goods in locations where they may be readily obtained by such individuals. You may see commercials for energy drinks in a variety of places, including websites geared toward youngsters, video games, television, grocery stores, and sports events. According to study, adolescents who lack maturity in critical sections of the brain are more prone to engage in unsafe activity. This leaves them open to reckless activities represented in the marketing of energy drinks, which might put them in harm's way. Energy drinks are popular among young people because of effective marketing, social pressure, and a lack of knowledge on the possibly harmful effects of using these beverages.

Recent research indicates that the energy drink industry in India is now worth 154.5 million dollars and is expected to expand at a combined compound annual growth rate (CAGR) of 25-30 percent over the course of the next several years.

### **1.4 Adverse Health Consequences**

The use of energy drinks has been linked to a number of adverse health consequences in young people. These consequences include risky behaviors, poor mental health, adverse effects on the cardiovascular system, and metabolic, renal, or dental diseases.

In sensitive people, consuming an excessive amount of caffeine from any source, especially multiple times in the span of a single day, can lead to feelings of anxiety and insomnia, as well as a variety of heart problems including an irregular pulse and high blood pressure, and in the most extreme cases, seizures or even cardiac arrest. One can of some energy drinks may contain as much as 500 milligrams of caffeine (the amount in 14 cans of cola).

Due to the significant amount of sugar that is included in energy drinks, consumers face the same risks to their health as are associated with consuming other types of sugar-sweetened beverages.

When energy drinks are coupled with alcohol, which is a tendency that is most common among young drinkers and is associated to binge drinking, a greater danger is posed. This trend is most common among binge drinkers. Studies have shown that drinking a cocktail of this kind resulted in a greater amount of alcohol being consumed than merely drinking alcohol on its own. This may be due to the fact that energy drinks increase attention, which conceals symptoms of inebriation and leads individuals to believe they can drink more than they really can. According to case studies, a high consumption of energy drinks, particularly when combined with alcohol, has been linked to adverse cardiovascular, psychological, and neurologic events, including fatal occurrences. This is particularly true when the energy drinks are consumed in combination with alcohol.

The attitudes of Indian consumers regarding energy drinks are the topic of this study, which was conducted in India. It assisted in mapping the customer behavior according to the preferences of the consumers about price, taste, age, and income, among other factors. The goal of doing research on customer behavior is to find ways to increase the consumers' overall utility. "Consumers are constantly focused toward utility maximization, which leads in increase inside the demand of an honest," as the old saying goes, is a well-known and indisputable statement that can't be disputed. There will be an increase in demand for a particular product if the utility that can be gained by a consumer from a particular good is high, and the demand for that good will also grow if the opposite is true.

As a result, it is vital to figure out the elements that impact the behavior of customers about their utility providers. The buyer behavior analysis aims to investigate the elements, such as tastes, preferences, and varied moods of customers, which impact their utility behavior. These factors include purchasing decisions.

## 2. LITERATURE REVIEW

**Kozirok and Witold, 2017** studied consumer behaviours and attitudes towards “energy drinks” (ED). The study participants' frequency of consumption varied greatly, and the distribution of the data acquired revealed that this group of beverages was only consumed on rare occasions. The motives for drinking these beverages vary depending on the person's age. Younger respondents mentioned flavour attributes and a need to quench their thirst more frequently, whereas older respondents mentioned the need to be stimulated and overcome fatigue. Tiger, Red Bull, Be Power, Black, Rock Star, and Monster were the most popular brands. The flavour attributes, a source of energy potential, confidence in the brand and the producer, pricing, and functional properties were the most important factors in deciding on an ED. The respondents' sentiments regarding EDs were indifferent to unfavourable, and their frequency and levels of intake were related. The variety of ED customer behaviours indicates that product offerings must cater for these disparities. Furthermore, initiatives targeted at enhancing consumer confidence in such a product offering should be considered.

The study conducted by Kaur et al., 2019 focuses on many aspects of ED consumption, such as its content, the current state of the market, consumption patterns, the impact on one's health, the repercussions, and the policies. As a result of the worldwide attraction of ED, several other brands of the product have been introduced to the market, each with its own own collection of characteristics designed to attract customers of varying ages. Active components that are often found in EDs include things like caffeine, taurine, guarana, L-carnitine, glucoronolactone, ginseng, and sweeteners. EDs are notorious for their delicious flavour, capacity to increase energy levels, physical alertness, and performance, but they also pose a threat of caffeine overdose because of the amount of caffeine that they contain. As a direct consequence of this, a great number of regulatory agencies in a variety of countries have adopted laws regarding the substance of EDs as well as their labelling, distribution, and retail sale.

Ghozayel et al., 2020 says Beverages that are advertised for their energy-boosting and performance-enhancing effects are known as energy drinks (ED). These beverages include caffeine and sugar, in addition to other components, and are known as energy drinks. The use of these beverages, both with and without alcohol, is quickly rising across the globe. This is despite the fact that detrimental effects have been recorded and that consumers may be exposed to possible

hazards. Few studies have been conducted up to this point that investigate the perceptions and experiences of young people in relation to these drinks. The individual, interpersonal/social, and environmental variables that impact ED use among college students were broken down into three key topics throughout the research process.

According to Rambe et al. (2017), The ability of social networking sites to impact student choices for energy drink brands is still understudied in the academia, spite of the increasing utilization of social networking sites by advertisers for the communication advertising and promotion of brands. This is true regardless of the fact that advertisers have been increasingly appropriating social media in recent years. To learn more about energy drinks and to make informed judgments, students use a variety of social media platforms. The results show that although students occasionally used social networking sites to access different energy drink companies, their choices and brand choices were more influenced by their own lifestyle preferences than by social networking sites as a whole. The sales of various brands of energy drinks are affected by the variables discussed above.

According to Armendariz et al., 2022, the use of energy drinks has significantly increased over the last several decades and now accounts for 2% of the consumption of soft drinks worldwide. Taurine, L-carnitine, glucuronolactone, guarana, ginseng, and B vitamins are just some of the numerous ingredients that may be found in energy beverages. Other ingredients include ginseng. In addition, they may include up to 11 grammes of sugar per 100 millilitres, although there are other variations that are "sugar-free" available to choose from. It also suggests working with the drinks sector to improve consumer information on energy drink labelling. This would emphasise not only the enumeration of all active substances in the ingredient list, but also the content of those substances. This would be done in collaboration with the drinks sector. Consuming energy drinks with low caffeine levels is more suggested in order to avoid and lessen the risk of sleep disturbances, lactation problems, and other negative health impacts, depending on the population group. This is because energy drinks with low caffeine levels contain less caffeine than drinks with higher caffeine levels.

According to Ruiz et al., 2019, energy drinks are defined as beverages that are intended to rapidly boost the consumer's alertness and performance and that often include relatively large

concentrations of caffeine, simple carbs, and a blend of other substances. The sources of carbohydrate included in the drinks, which are often glucose and sucrose, give the substrates required for physiological energy, while the high caffeine level supplies the perceived energy by improving sensations of alertness during states of weariness. In spite of the fact that the average amount of caffeine consumed by young people has declined over the course of the last two decades, the consumption of energy drinks among adolescents has dramatically grown over the course of the last ten years. Studies have revealed that teenagers who drink energy drinks are more likely to experiment with other risky behaviours such as using nicotine, alcohol, or illegal substances. There is strong evidence to show that the risks energy drinks bring to health are very dangerous, and that children and adolescents should not use energy drinks.

According to Scuri et al 2018's research, young people are facing a new and developing health concern due to the use of energy drinks. Energy drinks are a kind of beverage that often include carbohydrates along with a variety of different combinations of bioactive compounds such as caffeine, taurine, and other similar substances. A significant number of young people partake in a practise that combines alcoholic beverages with energy drinks, which has the potential to have negative consequences. Young men, particularly those who participate in athletic activities, are the most common consumers of energy drinks. Additionally, the use of these drinks in order to improve one's focus when learning and to be more intelligent in one's spare time has been shown to be effective. Energy drinks are seen by young people to include stimulating and useful chemicals that assist them in tasks such as driving, studying, and participating in sports. This idea represents an unhealthy lifestyle that is dangerous to oneself and others. It is caused in part by the superficiality of some young people, but it is caused most by the image that producers of energy drinks publicise through mass media by associating successful competitive performances with their consumption. This notion is dangerous to both oneself and others.

According to Malinauskas et al study's from 2007, college students often engage in the habit of consuming energy drinks for a number of purposes. Although users used one energy drink with a reported frequency of one to four days per month for the bulk of the settings that were evaluated, many users consumed three or more energy drinks when they combined their use of alcohol and energy drinks while partying. In addition, the use of energy drinks is associated with a good

number of unpleasant side effects, and a strong dosage effect was discovered in relation to jolt and crash events. In subsequent studies, it should be determined whether or not college students are aware of the amounts of caffeine that are present in the numerous caffeine-containing products that they consume, the amounts of caffeine that they consume in different settings, and the physical side effects that are associated with caffeine consumption.

This is Matthew Moore. 2009 draws the conclusion that the image of a brand does in fact have an impact on consumers' choices, and that observers' evaluations of product performance change when the image of the brand is included in the equation. On the other hand, members of Generation Y are often characterised as being sceptical of advertising since they have spent their whole lives being inundated with various forms of media. The findings demonstrated that members of Generation Y are susceptible to marketing. According to the results of the poll, Red Bull was hands down the most popular brand, with 47 percent of respondents choosing it as their favourite option. During the blind taste testing, the beverage known as Monster emerged as the winner, with 28 percent of participants selecting it as their first pick.

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The research that was conducted by Khanthong et al., 2020 had two main objectives: to investigate the factors that contributed to the commercial success of energy drinks in Bangkok, Thailand, and to evaluate the degree to which these factors varied according to the demographics profile of the sample population. Research and development methodology by quantitative methodology and data were collected from men's customers who used to purchase energy drinks in Bangkok, Thailand, via accidental sampling of 385 respondents of unknown exactly population. This research and development methodology was based on quantitative methodology. The study was conducted using questionnaires as the tool. After that, the information was analysed by computer software packages, and the statistical methods used included frequency, percentage, means, standard deviation, CV and ranking, as well as one way anova at a statistical significance level of .05. According to the findings of the study, each individual of the critical success factors of energy drinks had a high importance level overall. The critical success factors, ranked by CV (covariant), in that order, were products, brand, price, promotion, and distribution. The researchers found that there was no significant difference in the critical success factors of energy drinks in Bangkok, Thailand, when the data were categorised according to age, marital status, occupation, and monthly income.

According to Reissing et al research 's from 2009, ever since Red Bull was first distributed in Austria in 1987 and in the United States in 1997, the market for energy drinks has expanded at an astonishing rate. There are now hundreds of different brands on the market, and the amount of caffeine in each can or bottle may range from an inconsequential 50 milligrammes to a frightening 505 milligrammes. Regulation of energy drinks, including content labelling and health warnings, varies from country to country, with the United States having some of the least stringent regulatory standards in the world. Because there is no governmental monitoring, there has been an increase in the aggressive marketing of energy drinks, with the primary demographic being young males. These beverages are marketed as having psychoactive, performance-enhancing, and stimulant pharmacological effects. There have been an increasing number of reports of people becoming intoxicated from energy drinks that include caffeine, and it is probable that there will also be an increase in issues relating to dependency on caffeine and withdrawal from caffeine. Because children and adolescents who do not regularly use caffeine are less likely to have developed



pharmacological tolerance to the effects of caffeine, their susceptibility to caffeine overdose may be significantly enhanced. A person's susceptibility to caffeine-associated illnesses, such as caffeine intoxication, dependency, and withdrawal, may also be influenced by genetic variables. These conditions are all connected to caffeine. The combination of caffeine and alcohol use is on the rise, and studies show that this trend may lead to an increase in the number of injuries caused by alcohol. [Caffeine and alcohol consumption together] According to the findings of a number of research, energy drinks have the potential to lead to addiction to other types of drugs. The therapeutic implications for children and adolescents, as well as the regulatory issues for labelling and advertising, are highlighted.

According to Kaur et al., 2022, the use of energy drinks (EDs) has been a major cause for worry over the state of the public's health during the last several decades. EDs have been linked to a variety of catastrophic cardiovascular events, even sudden cardiac death. This is despite the fact that it has been claimed that they are safe and beneficial. Caffeine, taurine, carbs, and B-vitamins, when consumed in significant quantities, may contribute to the stated outcomes by elevating heart rate levels, BP and/or the capability or quality of contracting of the heart. Further research is required to gather more information about the EDs, and there is an urgent need for age limitations, ingredient transparency, clear labelling of adverse effects, and, most importantly, consumer education.

According to Towhid Hasan's research from 2020, the usage of energy drinks has developed into a widespread pattern, particularly among younger people. As a result, the goal of this research was to explore the independent determinants of university students' preference for energy drinks and to determine the consumption pattern of EDs among those students who are enrolled in higher education. According to the findings of their research, around 57 percent of students were male, and the majority of them were between the ages of 21 and 23. Only around a third of the students had ever tried ED, while the remaining 69 percent admitted to have done it at least once in their lives. Only 31.4 percent of ever consumers were aware of the product's components, and 14.3 percent of ever consumers were unaware of the undesirable impacts of the product. A bivariate analysis was performed to determine which factors were substantially connected with the amount of ED consumed by the students. When the significant factors were entered into a multivariate

model, the risks of ED consumption were found to be male gender (odds ratio = 3.82; 95 percent confidence interval = 2.24 6.52), longer study duration in university (odds ratio = 1.02; 95 percent confidence interval = 1.00 1.03), and doing regular physical activity (odds ratio = 1.69; 95 percent confidence interval = 1.04 2.75).

According to Buchanan et al 2017's research, the effects of "digital native" young individuals being targeted by online food marketing are unknown. The impacts of internet marketing on the consumption patterns of young people were investigated in this research, with the consumption of energy drinks serving as an example. The elaboration probability model of persuasion served as the conceptual underpinning for this study's methodology. A pre-test and post-test experimental research design using mixed methodologies was used for this study. The participants, who ranged in age from 18 to 2, were split evenly into two groups (N = 30 for each) and given a random assignment. After being exposed to the websites and social media sites of two popular energy drink brands, participants in the experimental group were asked to fill out surveys and participate in semi-structured interviews to discuss their attitudes toward energy drinks as well as their planned purchases and consumption of these beverages (exposure time 8 minutes). The experimental group participants' views regarding energy drinks, as well as their desire to acquire and use energy drinks, were significantly enhanced after they were exposed to the digital marketing materials of energy drinks. The findings of this research point to the significant impact that hazardous internet marketing might have on cognitively developed young people. This study focuses attention to young individuals, who have been less of a focus for researchers to this point; yet, they are impacted by internet food promotion.

Thakur et al., 2020 have addressed the current research, which analyses the influence of social media advertising on the customer brand preferences of consumers. The use of social networking as an immersive business environment in which marketers and brand managers may more effectively connect with, communicate with, and influence the purchasing decisions of consumers about goods, such as high-energy beverages. This is of the utmost significance. The latest obstacle that faces marketers is coming to terms with the fact that customer-driven marketing is an

important aspect of marketing. if everyone looks for a way to improve their health in light of this new circumstance. Everyone tries to retain their footing. This presents an opportunity for the industry that produces energy drinks to potentially grow. The market for energy drinks in India is anticipated to rise at a compound annual growth rate of 9.22 percent during the period spanning the years 2020-2025. Red Bull, Gatorade, Sting, and Mountain Dew are examples of well-known and widely used energy drinks. Every kind of company has a different set of strategies to bring in clients, such as offering discounts, publicising well-known people, and providing financial support to a variety of sports. These companies have continued to have an effect on consumers inside the expanding market for energy drinks. The impact of social media cannot be understated. Advertisements on social networking sites are the up-and-coming medium that both companies may use to attempt to establish a presence in. Red Bull and Mountain Dew, both of which have been quite successful in their marketing efforts and continue to be active on social media.

According to Alabbad et al research .s from 2019, beverages sold as "energy drinks" include stimulants, the most common of which is caffeine. These drinks are sold with the promise that they are both mental and physical stimulants. The earliest marketing of "Pepsi" as an energy booster in the early part of the 20th century may be traced back to the beginning of the history of energy drinks. In spite of the purported physiological and behavioural advantages of drinking energy drinks, there are certain risks associated with their intake that should be taken into consideration.

The age range of 18–35 is the demographic that energy drinks are mostly marketed at.

According to Emond et al., 2015, energy drinks are beverages, shots, and drops that are ready to drink that include caffeine and often a mixture of additional stimulants and substances that are believed to improve energy (eg, guarana, herbal supplements, B vitamins, taurine). The amount of caffeine that is included in energy drinks might vary. Many well-known brands have concentrations that vary anywhere from 70 mg per 8 ounce drink to 200 mg per 16 ounce serving.

According to Badaam et al 2013 .s study, the purpose of the research was to determine the frequency of use of energy drinks among football players in the Aurangabad district of the state of Maharashtra in India. The research investigated the reasons why athletes take energy drinks, including their consumption habits, the sorts of energy drinks that are most often consumed, the frequency with which they consume them, and how often they do so. It was stated that over thirty percent of football players use at least one serving of an energy drink per week. Approximately 37.77 percent of respondents who used energy drinks indicated that the beverages helped them restore energy after participating in a workout or competition. Other reasons cited for taking energy drinks include the desire to reduce weariness (22.22 percent), boost performance (22.33 percent), and to replenish bodily water (33.33 percent) (6.66 percent ). A further conclusion is that there was a relatively low level of understanding among the football players who were tested about the composition of energy drinks, the advantages of consuming them, and the appropriate ways to do so. Campaigns and educational initiatives are required to educate football players about the reasoning behind the use of energy drinks.

Goodhew et al., 2020 conducted study with the objective of quantifying the use of energy drinks and the factors that impact consumption among those who engage in or watch extreme sports. The individuals who filled out the questionnaire had a mean age of 26.2 years (standard deviation of 8.2 years), 40.5 percent were female, 57.9 percent used energy drinks, and 25.5 percent consumed more than one each week. The total number of participants was 247. The likelihood of using energy drinks decreased by 3.1 percentage points ( $p = 0.04$ ) with each passing year of age. There was a significant correlation ( $p = 0.009$ ) between increased watching of extreme sports on a weekly basis and increased intake of energy drinks; on the other hand, there was no association between reported viewing of advertising and increased consumption of energy drinks. Conclusions. A significant fraction of people who participate in extreme sports take energy drinks on a consistent basis, particularly younger folks. The watching of extreme sports, where it is usual to see sponsorship from energy drinks, seems to enhance their usage, even if the viewers themselves do not believe the sponsorship to be advertising.

Since the emergence of alcoholic concoctions that may be blended with energy drinks, the use of energy drinks has skyrocketed. Energy drinks are nonalcoholic beverages that make up less than 5 percent of the market for soft drinks at the moment. Caffeine is the primary stimulant found in energy drinks. These beverages also include glucose, B vitamins, taurine, and glucuronolactone, among other useful substances. A number of experts and health groups have voiced their concerns about the possible dangers to one's health that might result from combining alcoholic beverages with energy drinks (Verster et al., 2018).

At the tail end of 2011, the European Food Safety Authority (EFSA) commissioned a research to be carried out by the Consortium Nomisma-Areté with the intention of obtaining consumption statistics for "energy" drinks (ED) in certain consumer categories (adults, adolescents, and children) throughout the EU. Additionally, the purpose of this research is to evaluate the relative contribution of ED to total caffeine exposure for each consumer group, in addition to the exposure to particular active components (such as caffeine, taurine, and D-glucurono-y-lactone) that result from the usage of ED. In addition to this, particular drinking behaviours of both adolescents and adults, such as co-drinking with alcohol and drinking in conjunction with strenuous physical activity, were investigated. Between February and November of 2012, the research team carried out a questionnaire-based survey across the entirety of the European Union (EU), with more than 52,000 individuals participating from a variety of EU Member States. The participants included children (32.000), adolescents (32.000), and adults (14.500). (5.500). The greatest prevalence of consumption was seen in the group of adolescents who were consumers (68 percent). The prevalence of consumption was found to be 30 percent among adults, whereas only 18 percent was found among young people. There were no significant differences found between the target demographics with regard to the proportion of high chronic (12 percent in adults and adolescents, 16 percent in children) and high acute consumers (11 percent for adults and 12 percent for adolescents). In terms of co-consumption with alcohol, a prevalence that was observed to be comparable for both the adults (56 percent) and the adolescents was observed (53 percent ). The proportion of adults who consumed alcohol in connection with sporting activities was 52%, while the proportion of adolescents who did so was 41%. The estimated average ED exposures to caffeine, taurine, and D-glucurono-y-lactone were higher in children (1,01, 12,83, and 5,13 mg/kg

b.w./day, respectively) than in adolescents (0,38, 4,6, and 1,65 mg/kg b.w./day, respectively) and adults (0,32, 3,82, and 1,78 mg/kg b.w./day, respectively). The calculated percentage of ED consumption to total caffeine exposure varied greatly depending on the age group: 8% for adults, 13% for adolescents, and 43% for youngsters. The contribution increased to 13 percent for adults, 16 percent for teens, and 48 percent for children in the case of high chronic users.

It is essential for food makers, retailers, and regulatory bodies to understand the perspectives of their customers on food. The regulation of the food industry should thus prioritise the expansion of consumers' food options while simultaneously guaranteeing their safety. Concerns have been raised over the quantity of caffeine that is included in beverages that are marketed as "energy drinks." Focus groups were used to gauge participants' attitudes and understandings of caffeinated energy drinks across three demographic age groups, ranging from 16 to 21 years old, 22 to 28 years old, and 29 to 35 years old. This short age range offered the opportunity for a focused analysis of the demographic group that was directly targeted by industry. The results of the thematic analysis revealed that participants' perceptions of energy drinks varied significantly depending on their age in relation to gender, brand image, advertisements, location of the respondent, taste, price, sugar content, caffeine content, peer pressure, safety, etc. which are just a few of the many distinct variables. The most important findings were that taste was the component that greatly stimulates teenage consumers to buy energy drinks, and that younger adolescents reported considerably more frequent purchases of energy drinks.

### **3. METHODOLOGY:**

The research methodology used for this project has been discussed in this chapter.

#### **3.1 Aim**

The aim of the paper is to identify consumer behavior, perception and attitude towards energy drinks (ED). The research also aims to identify how various parameters influence consumer behavior and the suitable strategies for enhancing customer acceptance for energy drinks in India.

#### **3.2 Objective:**

1. Identify status of energy drinks in India
2. To analyze the factors affecting energy drinks consumption in india
3. To suggest suitable strategies for enhancing customer acceptance for energy drinks in India.

#### **3.3 Sample space and Area of study**

The study area chosen for data collection are tier 1, tier 2 and tier 3 cities

Methodology & Questionnaire structure

#### **3.4 Research Method:**

This research was carried out through an online survey via Google forms. The Questions are simple and general which are aimed at understanding the behavior of consumers in the market. There are many advantages of this method as it is not time consuming, easier for data interpretation & data is collected in a structured manner.

The electronic survey method was also chosen since the majority of the focused group was urban population and had access to mobile phones/laptops etc.

#### **3.5 Data Collection:**

The sample population was asked to respond to the survey voluntarily.

The survey was carried out during the first week of April, 2022 (7-8 days). A total of 330 responses were collected during the survey which have been utilized for interpretation.

The responses were compiled in Microsoft Excel and further analysis was done based on the requirements.

### **3.6 Data Analysis:**

A mix method analytic strategy has been used to analyse the survey data. This was accomplished in accordance with the demands of a certain collection of data. Each piece of information that was gathered has been provided, along with the survey's many findings that have been thoroughly documented, compared, and analysed. For an efficient comparison and analysis, IBM's SPSS program was used.

### **3.7 Questionnaire Structure:**

In total, 9 questions were designed for the survey in order to obtain the desired information. The 9 questions included, single options & yes/no choices. Apart from this, a question with linear scale which is a type of rating system that uses numbers to quantify feelings, levels of satisfaction, and attitudes which allows users to provide a numeric response to a statement or a question. The end points of the linear scales can be named to provide a reference for the users.

### **3.8 Sample Size**

Our initial target was to cover at least 300 people. A final sample size of 330 was chosen for the analysis & interpretation.

### **3.9 Content Validation**

Before the questionnaire was released, it had been proofread by Dr. Anupama Panghal (Department Of FBMED) for any improvement in content & required changes.

### **3.10 Expected Outcomes**

The results and outcomes of this study can be utilized by the various companies to expand and improve and other startups trying to enter the energy drink business by focusing on consumer behavior and improving on the existing services.

### **3.11 FACTOR ANALYSIS**

Factor analysis is an interdependence technique because it examines all of the relationships that are interdependent on each other.



In that each variable is represented like a linear combination of factors involved. Factor analysis mathematically is somewhat similar to multiple regression analysis.

The amount variance a variable share with all other variables included in the analysis is referred to as communality. The co- variation among the variables is described in terms of a small number of common factors plus a unique factor for each variable. If the variables are standardized, the factor model may be represented as:

$$X_i = A_{i1}F_1 + A_{i2}F_2 + A_{i3}F_3 + \dots + A_{im}F_m + V_iU_i$$

Where

$X_i$  = ith standardized variable

$A_{ij}$  = standardized multiple regression coefficient of variable I on common factor j

F = common factor

$V_i$  = standardized regression coefficient of variable I on unique factor I

$U_i$  = the unique factor for variable i

m = number of common factors

The unique factors are uncorrelated with each other and with the common factors. The common factors themselves can be expressed as linear combinations of the observed variables.

$$F_i = W_{i1}X_1 + W_{i2}X_2 + W_{i3}X_3 + \dots + W_{ik}X_k$$

Where

$F_i$  = estimate of i th factor

$W_i$  = weight or factor score coefficient

k = number of variables

### **Steps in Conducting Factor Analysis**

It is a eight-step process:

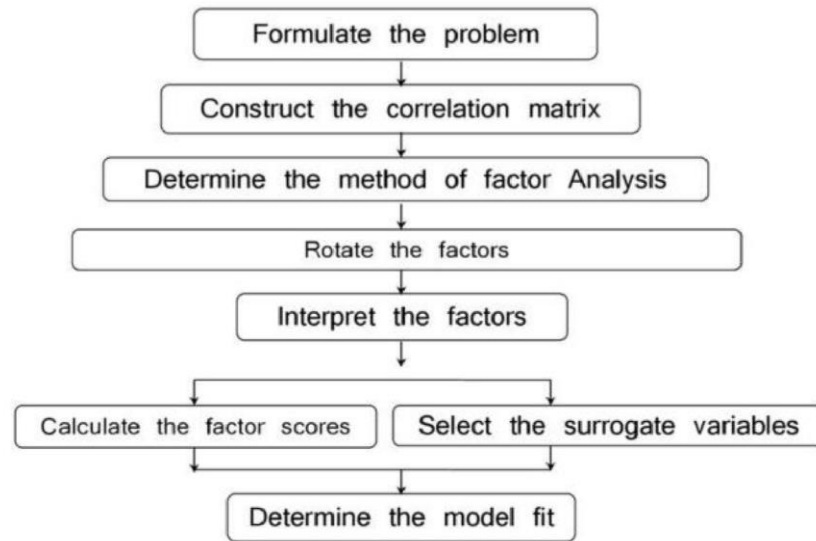


Fig 3.1 Flow chart for conducting factor analysis

### 3.12 SWOT ANALYSIS

In a few words: If you are aware of the opportunities and dangers that you face, as well as your own strengths and shortcomings, then you will be able to take action to address these issues.

A SWOT analysis, which may be thought of as an analysis of these components in its most basic form, evaluates an organization's strengths and weaknesses and also its surroundings, opportunities, and threats. It is a flexible tool that may be applied in a number of contexts and situations throughout the early stages of decision-making and as a step before the implementation of organizational strategies and planning. When attempting to construct a vision of the future, it is helpful to have both a grasp of all of the external elements (threats and opportunities) as well as an analysis of one's own internal strengths and shortcomings.

What is the point?

to devise a strategy or come up with a solution that takes into account a wide variety of internal and external circumstances, and that both maximizes the potential of the strengths and opportunities, while simultaneously limiting the effect of the weaknesses and threats.

How should it be used?

After doing an assessment of the external environment as part of the process of formulating a strategic plan or a plan for a solution to a problem of any nature.

The S.W.O.T. analysis may be carried out by managers, designers, or even the full project team. Group tactics are especially useful for giving structure, objectivity, and clarity, as well as tending to concentrate conversations concerning strategy, which could otherwise tend to meander off topic.

How to put it to use:

- Conducting an Internal Analysis involves investigating the potential of your company. Think carefully about all of your positive and negative qualities. Take inspiration from initiatives that you have finished in the past, whether they were a success or a failure.
- Study of the Outside World Look at the most important aspects of the environmental analysis, and determine which aspects of those major points provide chances for your company, as well as which aspects present dangers or hurdles to its operation. Examine the market you wish to introduce the product to with great care and do an in-depth analysis of the current state of the competition.
- Create a worksheet by dividing it into four quadrants, one for each of the following categories: opportunities, threats, opportunities, and strengths. The next thing that needs to be done is to locate the proper heading on the worksheet and then make a list of particular things that are connected to the issue at hand. It is in everyone's best interest to keep the list to ten items or less under each area and to avoid making too broad statements (Johnson et al., 1989). In the event that more things come to mind, attempt to arrange them in order of importance so that you may mention just the top 10 things for each category.

## The Possible Downsides of Using SWOT Analysis

When employed improperly, SWOT analyses may be used to support a course of action that has already been decided upon rather than as a tool to open up new alternatives. This is because SWOT analyses often reflect an individual's current position and worldview. It is essential to keep in mind that opportunities may sometimes be seen as dangers and vice versa, depending on the individuals or organizations that are involved. "One definition of an optimist is someone who can see a silver lining in every cloud. A pessimist is someone who looks for problems whenever there is an opportunity. - The Right Honorable Winston Churchill - Companies that utilize SWOT analysis may be tempted to take the easy way out by searching for a "fit" rather than a "stretch." That is, they search for strengths that are compatible with opportunities, but they disregard possibilities that they do not believe they can exploit to their advantage. One way to take a more proactive approach would be to first determine which chances have the most appeal and then devise a strategy for how the organization may grow to take advantage of these prospects. Because of this, the organization's strategy would become more of a challenge for them rather than a match between their current capabilities and the prospects they chose to explore.

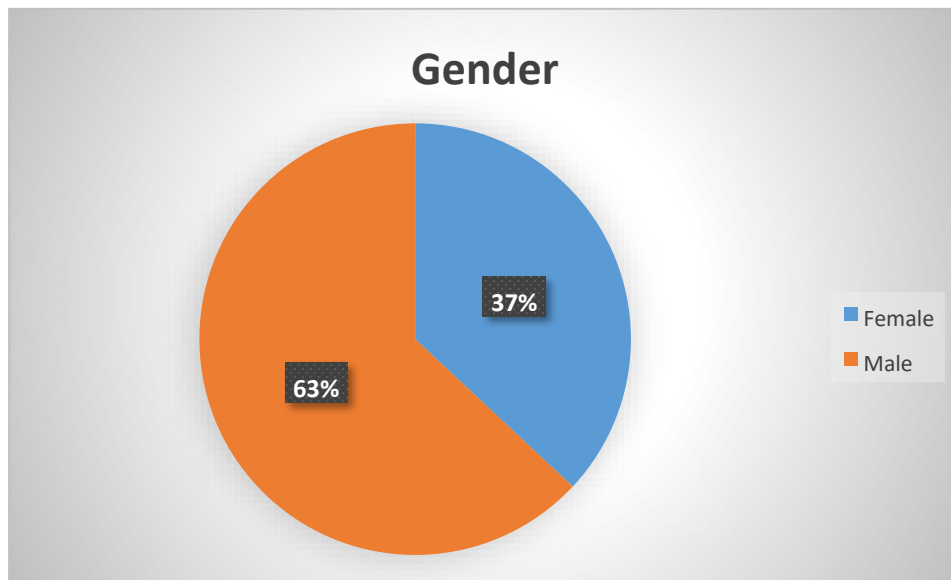
#### **4. RESULT AND DISCUSSION**

A questionnaire was floated via Google Form among people who are from different tier cities. We received responses from around 330 people and analyzed the data through factor analysis and cross tabulation. The questionnaire had 21 questions and covered various demographic factors like age, gender, annual income etc. and a number of factors impacting consumer perception about energy drink like caffeine content, price, taste etc.

## 4.1 Demographic Factors

Through this study various demographic factors of the participants were studied. Below are the demographic factors of the respondents who gave responses for our questionnaire.

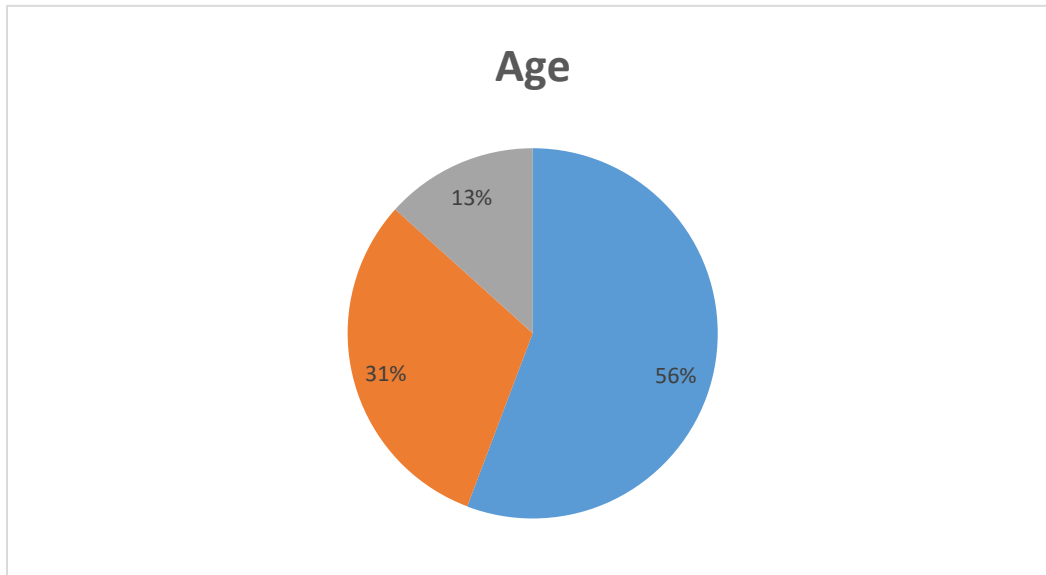
### 4.1.1 Gender



**Fig 4.1.1: The Gender diversification of the sample population.**

Inference: - A conscious effort was made to make sure that one gender doesn't dominate the survey which might have impacted the findings to a certain extent. From Fig it is visible that our questionnaire was filled by 37% females and 63% males.

#### 4.1.2 Age



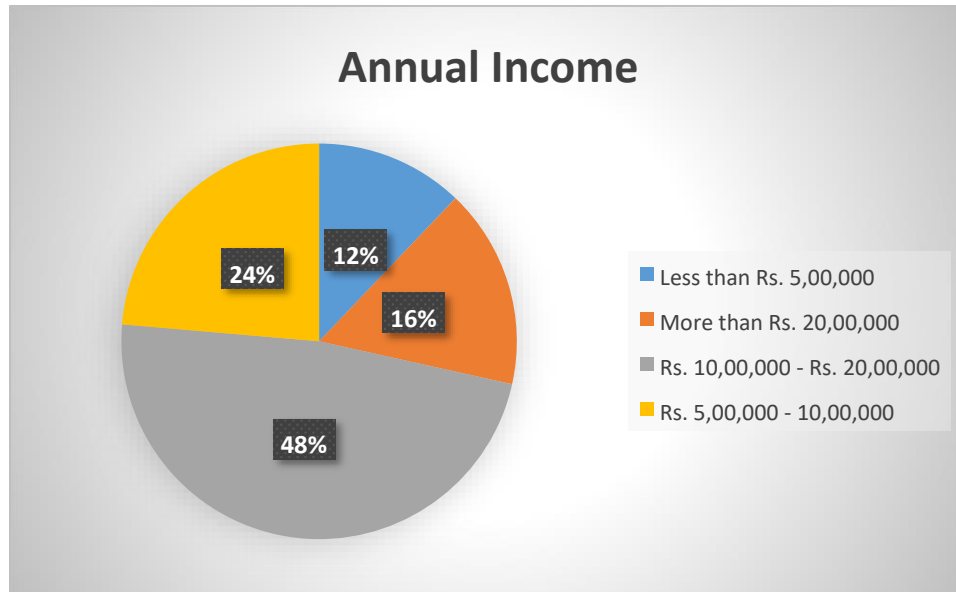
**Fig 4.1.2: The age bifurcation of all the respondents.**

Inference: - We collected responses from the respondents under 3 categories:

1. 18 - 25
2. 26-30
3. Above 30

The main reason behind choosing these age groups was that 18-25 are mostly graduation students and are more open to try out new things, whereas 26-30 are either doing their masters and busy with the new corporate world and above 30 are people who are settled in life. From Fig , it is evident that 184 out of the total population (330) who took the survey are from age group '18-25', 102 out of total population belonged to the Age group of '26-30' whereas rest of the population 44 people belonged to age group 'above 30'.

#### 4.1.3 Annual Income



**Fig 4.1.3: The Income bifurcation of all the respondents.**

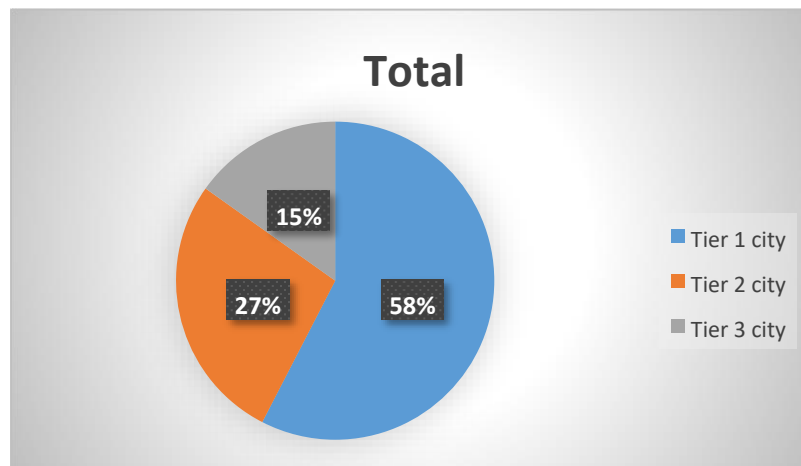
Inference: - We collected responses from the respondents under 4 categories:

1. Less than Rs 5,00,000
2. Rs 5,00,000 – Rs 10,00,000
3. Rs 10,00,000 – Rs 20,00,000
4. More than Rs 20,00,000

From Fig , it is evident that population sample is 12% from less than Rs 5,00,000 , 24% from Rs 5,00,000 – Rs 10,00,000 , 48% from Rs 10,00,000 – Rs 20,00,000 and 16% from more than Rs 20,00,000



#### 4.1.4 City Tier



**Fig 4.1.4: Residence Setting of the respondents.**

Inference: - The responses were collected under the following categories:

1. Tier 1 city
2. Tier 2 city
3. Tier 3 City

From Fig 4.4, majority of the respondents are from the Tier 1 city around 58%, in Tier 2 city 27% whereas the rest of the respondents belong to Tier 3 city 15%.

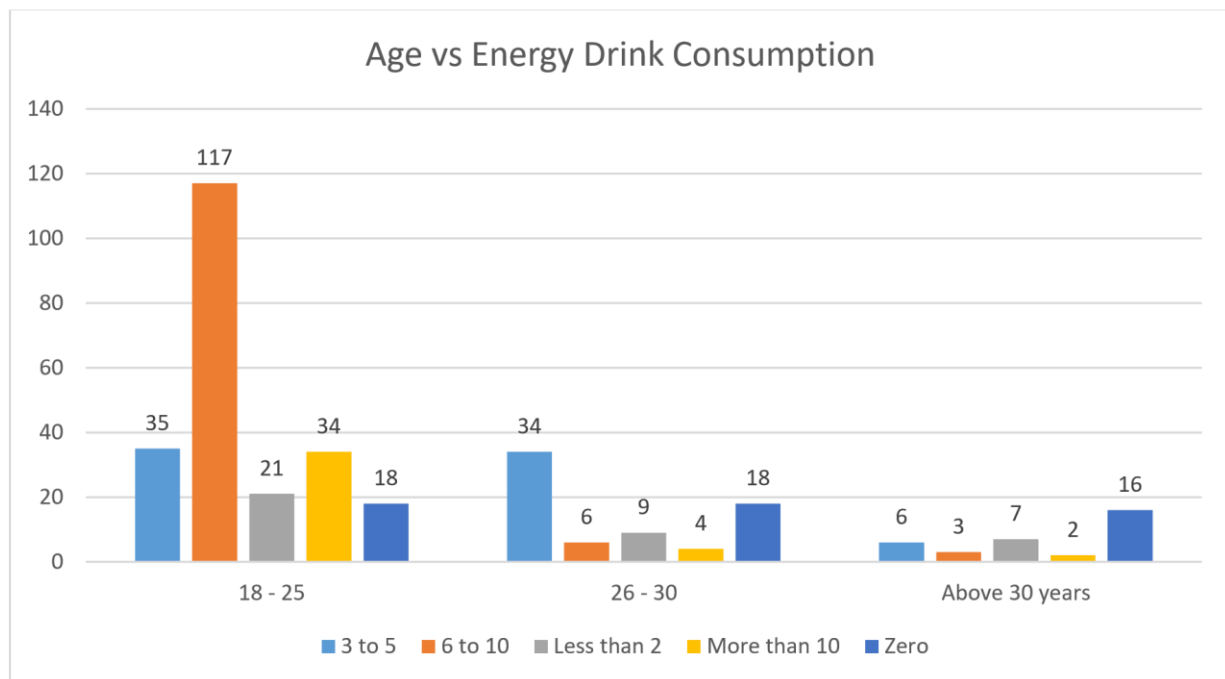
## 4.2 Cross Tabulation

4.2.1 Age vs. How many Energy drinks do you consume in an average month?

**Age \* Number of energy-drinks that you consume in an average month?**

## Cross tabulation

		Number of energy-drinks that you consume in an average month?					Total
		3 to 5	6 to 10	Less than 2	More than 10	Zero	
Age	18 - 25	35	117	21	34	18	225
	26 - 30	34	6	9	4	18	71
	Above 30 years	6	3	7	2	16	34
Total		75	126	37	40	52	330



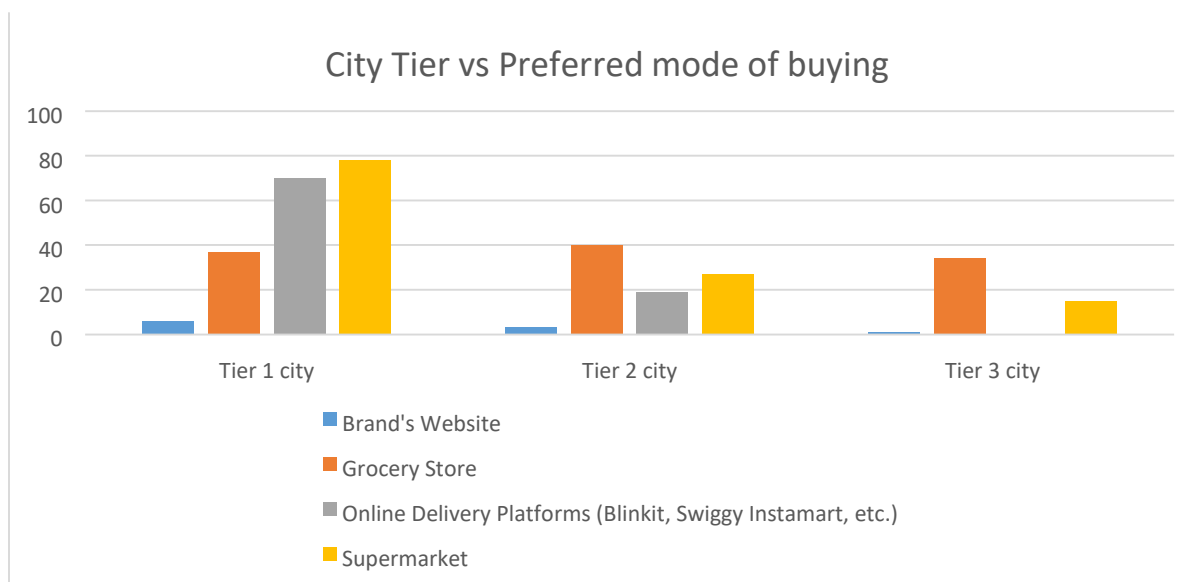
From the above graph it is clearly visible that maximum consumption is done by the youth (18-25 age group) of about 6-10 energy drinks in a month on average and least by people falling under the age group of above 30 years, with about 50% of respondents not consuming energy drinks at all. About 48% of respondents falling under the age group of 26-30 have shown tendency of consuming 3 to 5 energy drinks averagely in a month whereas 25% of respondents does not consume energy drink at all.

It is clearly visible that energy drinks companies have targeted and captured the youth through their advertisement and promotions. As the 18-25 age group people tend to consume more on average than 26-30 years and above 30 years bracket.

#### 4.2.2 Location vs. what is your preferred mode of purchasing energy drinks?

### Your Location \* What is your preferred mode of purchasing energy drinks? Cross tabulation

		What is your preferred mode of purchasing energy drinks?				
		Brand's Website	Grocery Store	Online Delivery Platforms (Blinkit, Swiggy Instamart, etc.)	Supermarket	Total
Your Location	Tier 1 city	6	37	70	78	191
	Tier 2 city	3	40	19	27	89
	Tier 3 city	1	34	0	15	50
Total		10	111	89	120	330



Surprisingly, it is clearly visible from the above graph that people prefer not to buy energy drink from its brand website this could be due to mainly higher loading time of website, some customers don't prefer stocking up products across all tiers and some customers want their energy drinks

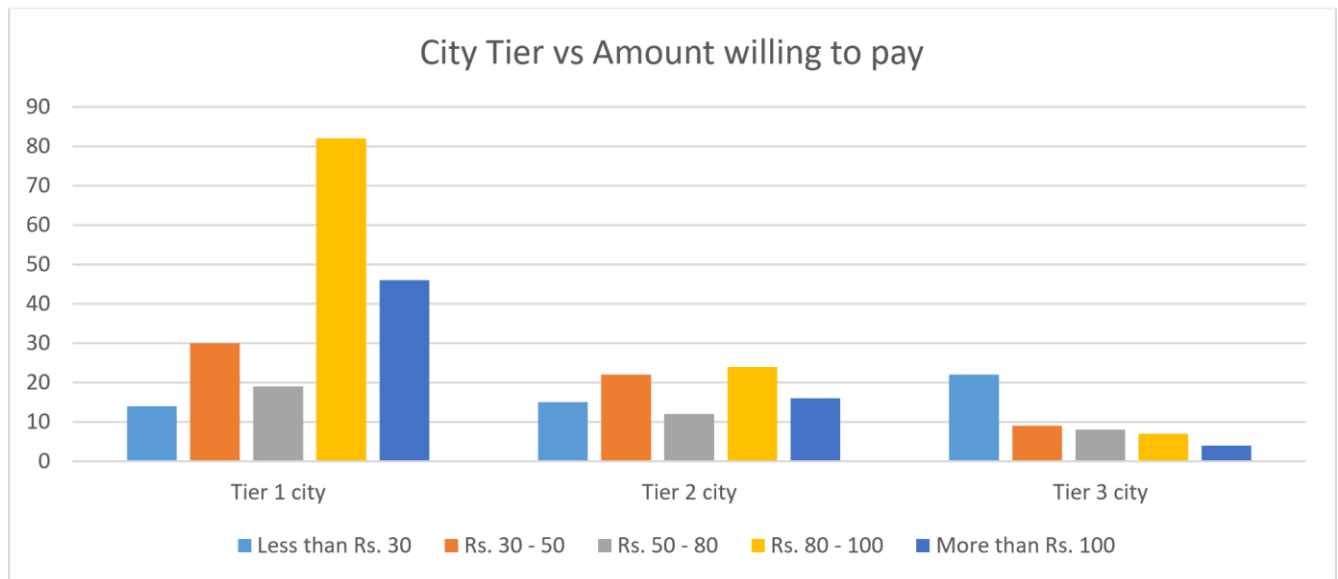
instantly which could not be fulfilled by the brand website due to their longer delivery time usually these type of customers tend to buy from supermarkets.

In tier 1 city about 77% of customers buys energy drinks from supermarkets and online delivery platforms like blinkit, swiggy, instamart and etc. this could be due to promotions, offers (like buy 5 at the price of 3) provided by these platforms and better accessibility in high tier cities as preferred mode of buying energy drinks through online platforms in tier 1 cities is 138% More than tier 2 cities and the gap between grocery stores, supermarkets and online delivery platforms are lesser in tier 1 cities, as compared to other cities (tier 2 and tier 3).

#### 4.2.3 Location vs. How much are you willing to pay for a 250ml bottle or can of an energy drink?

##### **Your Location \* How much are you willing to pay for a 250ml bottle or can of an energy drink? Cross tabulation**

		How much are you willing to pay for a 250ml bottle or can of an energy drink?					Total
		Less than Rs. 30	Rs. 30 - 50	Rs. 50 - 80	Rs. 80 - 100	More than Rs. 100	
Your Location	Tier 1 city	14	30	19	82	46	191
	Tier 2 city	15	22	12	24	16	89
	Tier 3 city	22	9	8	7	4	50
Total		51	61	39	113	66	330

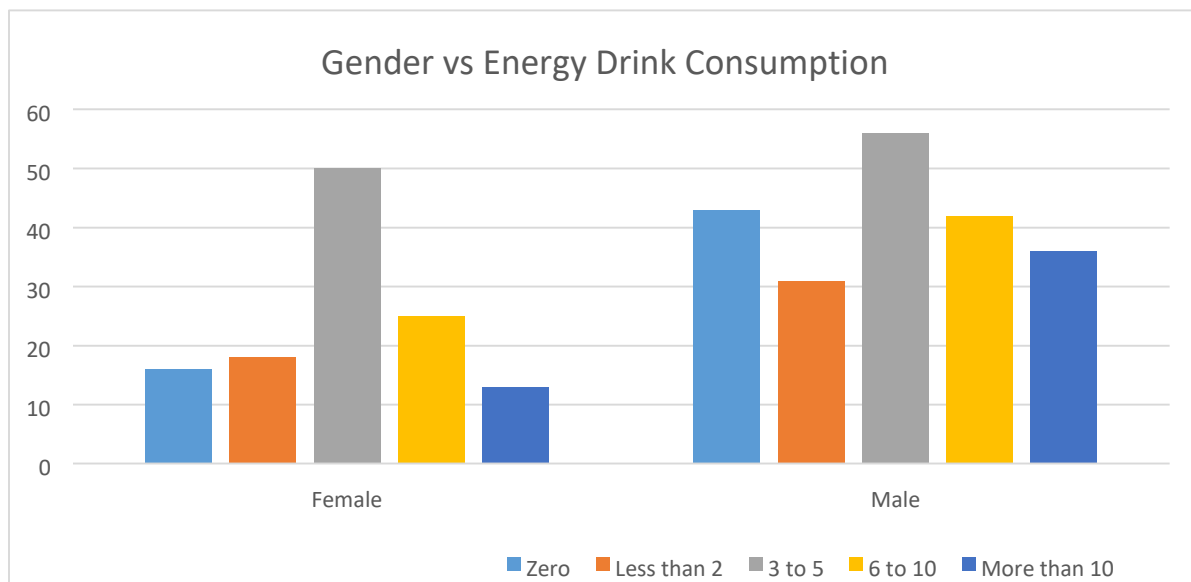


From the above graph it is visible that 38% of respondents from tier 1 and tier 2 cities are willing to pay between Rs 80-100 for 250 ml of energy drink whereas only about 13% from tier 3 cities are willing, 43 % of respondent from tier 3 cities are only willing to pay less than 30Rs. This could be due to difference in family income and lack of knowledge about energy drinks in tier 3 cities.

#### 4.2.4 Gender vs. Number of energy-drinks that you consume in an average month?

### Gender \* Number of energy-drinks that you consume in an average month? Cross tabulation

		Number of energy-drinks that you consume in an average month?					Total
		Zero	Less than 2	3 to 5	6 to 10	More than 10	
Gender	Female	16	18	50	25	13	122
	Male	43	31	56	42	36	208
Total		59	49	106	67	49	330

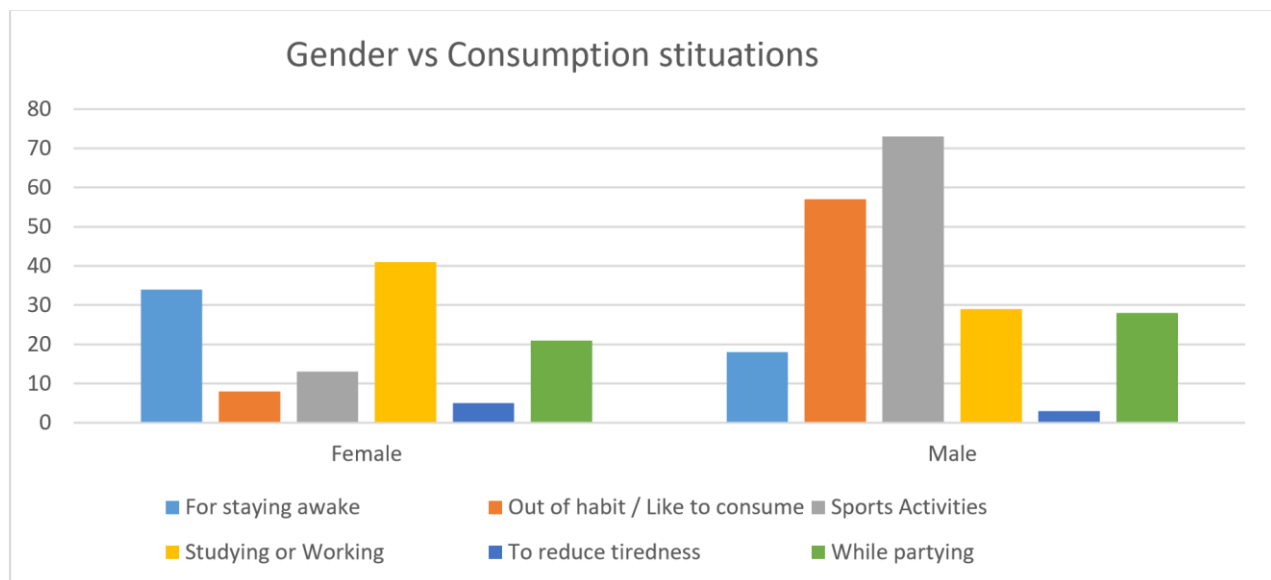


In case of female about 41% respondents consume energy drink in range of 3-5 averagely in a month this is mainly due to the reasons like for staying awake, studying/working while In case of males consumption or energy drinks were seen in all the categories but maximum in category of 3-5 drinks in a month on average due to the reason of sports activities or out of habit.

#### 4.2.5 Gender vs. In what situations are you most likely to consume energy drinks?

##### **Gender \* In what situations are you most likely to consume energy drinks?** **Cross tabulation**

		In what situations are you most likely to consume energy drinks?						Total
		For staying awake	Out of habit / Like to consume	Sports Activities	Studying or Working	To reduce tiredness	While partying	
Gender	Female	34	8	13	41	5	21	122
	Male	18	57	73	29	3	28	208
Total		52	65	86	70	8	49	330

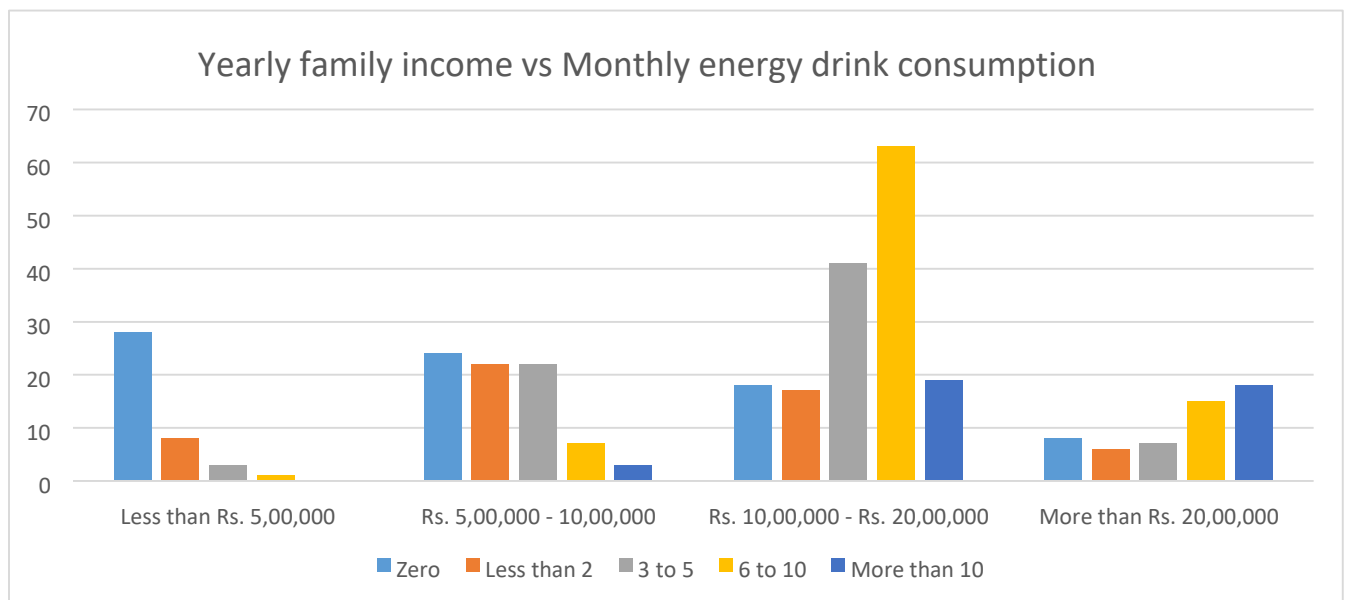


On studying the above graph it is visible that 62% of female respondents consume energy drinks for staying awake and studying/working whereas in case of males 63% of respondents consume due to the reason of sports activities and out of habit, like to consume.



#### 4.2.6 Yearly Family Income vs. Number of energy-drinks that you consume in an average month?

##### **Yearly Family Income \* Number of energy-drinks that you consume in an average month? Cross tabulation**



		Number of energy-drinks that you consume in an average month?					Total
		Zero	Less than 2	3 to 5	6 to 10	More than 10	
Yearly Family Income	Less than Rs. 5,00,000	28	8	3	1	0	40
	Rs. 5,00,000 - 10,00,000	24	22	22	7	3	78
	Rs. 10,00,000 - Rs. 20,00,000	18	17	41	63	19	158
	More than Rs. 20,00,000	8	6	7	15	18	54
Total		78	53	73	86	40	330

In the income bracket of less than Rs 5 lac the consumption of energy drink by majority of respondents were zero this could be due the reason of earning less.

In the income bracket of Rs 5 lac-10 lac 31% of respondents does not consume energy drink but about 28% of respondents consumes energy drinks which shows us that both kind of people present in this group, energy drinks companies can grab more target audience with people having Rs 5-10 lac of family income.

In the income bracket of Rs 10 lac-20 lac the majority of respondents consume 6-10 energy drinks averagely in a month and 26% of respondents consume 3-5 energy drinks in a month.

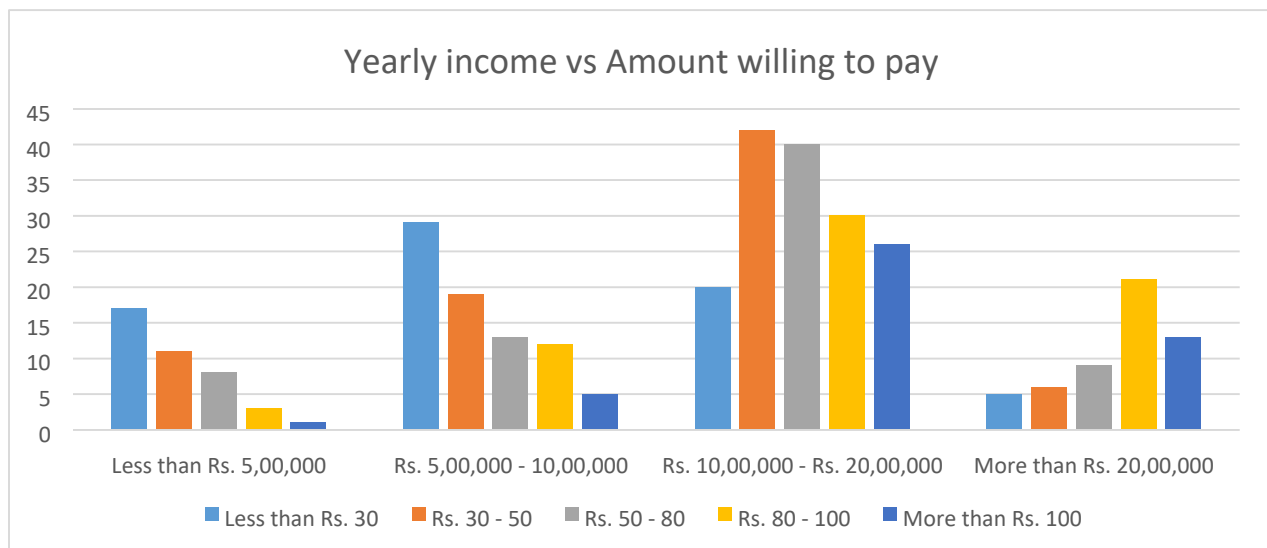
In income bracket of Rs 20 lac+ the 61% of respondents tend to consume 6-10 or more than 10 energy drinks in a month, as the average family income increases the average consumption on energy drink also increases.

#### 4.2.7 Yearly Family Income vs. How much are you willing to pay for a 250ml bottle or can of an energy drink?

#### Yearly Family Income \* How much are you willing to pay for a 250ml bottle or can of an energy drink? Crosstabulation

Count

		How much are you willing to pay for a 250ml bottle or can of an energy drink?					Total
		Less than Rs. 30	Rs. 30 - 50	Rs. 50 - 80	Rs. 80 - 100	More than Rs. 100	
Yearly Family Income	Less than Rs. 5,00,000	17	11	8	3	1	40
	Rs. 5,00,000 - 10,00,000	29	19	13	12	5	78
	Rs. 10,00,000 - Rs. 20,00,000	20	42	40	30	26	158
	More than Rs. 20,00,000	5	6	9	21	13	54
Total		71	78	70	66	45	330



In the income bracket of less than Rs 5 lac the most of the respondents were not willing to pay more than Rs 30 for 250ml of energy drink.

In the income bracket of Rs 5 lac-10 lac 38% of respondents are interested to pay less than Rs 30 but 25% of respondents were willing to pay between Rs 30-50.

In the income bracket of Rs 10 lac-20 lac the majority of respondents were willing to pay between Rs50-100 for 250ml of energy drink.

In income bracket of Rs 20 lac+ the 40% of respondents are willing to pay between Rs80-100 and 25% are willing to pay more than Rs 100 for 250ml of energy drink. Premium energy drinks brands mostly sell to people in this income bracket.

## **4.3 SWOT ANALYSIS**

### **4.3.1 Strengths**

Caffeinated drink which meant to give shoppers the high energy kick. It contains caffeine, taurine, b nutrients has become famous energy drink inside the world, particularly in numerous youthful, and dynamic individuals' lives.

Different physiological and mental impacts have been ascribed to energy drinks and their fixings. Usually caffeine is added with energy drink which is an energizer that is tracked down on espresso and tea. It is demonstrated to speed up execution; in the mean time, it likewise fosters one's fixation and the speed of response. As it is a legitimate energizer which works more productive than typical drinks, many individuals will pick it when they need an additional energy for invigorating digestion or foster close to home status. Likewise friendly need assumes a significant part in energy drink. Energy drinks made a picture that partner with experience, outrageous games and youthful culture. Subsequently, Consumers who have a place with this gathering like to relate themselves to youthful culture.

### **4.3.2 Weaknesses**

The health-conscious community doesn't want energy drinks anywhere near their bodies. Even health official organizations are unsure about ingredients and stimulants like caffeine.

Organizations can change their strategy to move the discussion. In spite of the fact that they keep up with energizers, most organizations have strengthening nutrients (like vitamin b) into their recipes. For example, Monster drinks have integrated both vitamin B and B12 into various of their well-known contributions. It's reasonable, with the new advancement of flavors, they'll carry on to do as such. Yet, mature brands, similar to Red Bull, advance their normal, worn out products again and again. Albeit notable in this industry, without development. Other huge name organizations, as PepsiCo, are attempting to go into this industry with their own variety of caffeinated drinks.

### **4.3.3 Opportunities**

Numerous energy-drink organizations are veering into offering liquor items. Change like this allows these organizations to connect with additional individuals. Individuals inspired by their caffeinated beverages might be more disposed to attempt a liquor same as well as the other way around.

Moreover, companies should use customer feedback or complaints as an advantage to introduce energy drinks line extension for health-focused consumers. Zero sugar alternatives which has zero sugar and low calories. These alternatives will still give energy boost but also fulfill health conscious audience.

#### **4.3.4 Threats**

Numerous Medias or experimental tests show that energy drink has undesirable effects to health for high consumption of caffeine. Some of the leading energy drinks holds up to 80 milligrams of caffeine or a similar stimulant which can result in injury in heart and blood pressure. The extraordinary caffeine and other various ingredients receive the blame. Due to this reason, children and pregnant women are often told to not consume energy drinks as it could be harmful to their bodies. Moreover, target market of companies like Red Bull are getting deep-rooted, they may not have use of these drinks anymore. People are more to be expected to reach for bottled water, healthy smoothies, and low-calorie drinks now days. There are also cheaper options these days if all they want is more energy. Energy drinks are a niche drink with many possible threats and weaknesses that can weaken financial success. (Kiesha Frue, 2018).

#### 4.4 FACTOR ANALYSIS

13 Factors that were found from the literature which helps consumers to decide its preference and purchase are following:

- Caffeine content
- Sugar content
- Nutritional value
- Taste
- Variety in flavors
- Brand
- Advertisement
- Offers and Promotional
- Celebrity Endorsements
- Price
- Availability
- Appeal
- Packaging
- Recommendation from friends/family And are grouped into following:

**Product Differentiation:** This factor includes variables Caffeine Content, Sugar Content, Nutritional Value, Taste and Variety in Flavors. Changing these factors would result in change of product which help in differentiating the product in market.

**Brand Outlook:** This factor includes variables Brand Value, Advertisement, Offers & Promotions and Celebrity Endorsements. These factors come under same factor as changing them results in changing the image of product in consumer mind.

**Market/Competitor Dependent:** This factor includes variables Price and Availability. These two variables are dependent on larger market and plays a vital role in survival of product in market against the competitors.

**Appeal:** This factor includes variables Packaging & Recommendation from Friends/Family that are related in the terms that they both helps in appeasing the new customers and acts as a variable in purchases.

#### **4.5 STRATEGIES FOR ENHANCING CUSTOMER ACCEPTANCE FOR ENERGY DRINKS IN INDIA**

1. From analyzed data, company should provide promotion and offer. Try quick delivery of energy drinks to attract more customers and save more per item, which in return could be used to lower the price.
2. Can offer less quantity in less price like introducing small pack to attract new customers to in tier 3 cities.
3. Should attract more female audience by changing advertisement/ marketing patterns.
4. Can introduce Sugar-free variant for health-conscious market.
5. As we studied, the main target audience of energy drink is youth and should be made available in or near gyms.
6. Should promote more on social media for targeting youth.
7. Can practice intangible repositioning by focusing above 30 plus audience.
8. Should introduce new flavors according to market needs/trend.



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