

**CONSUMER**



**DEMOGRAPHIC**



**MARKETING**



**CodeX Analysis**





## Consumer Preferences

Brands

All

City

All

City Tire

All

Age

All

Gender

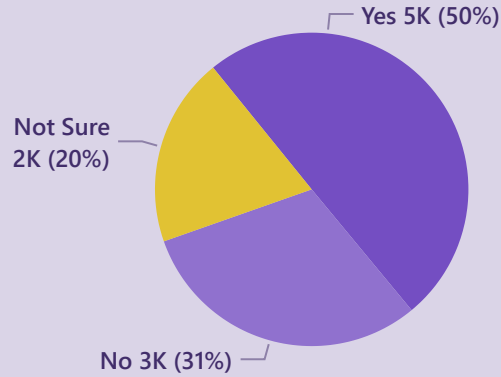
All



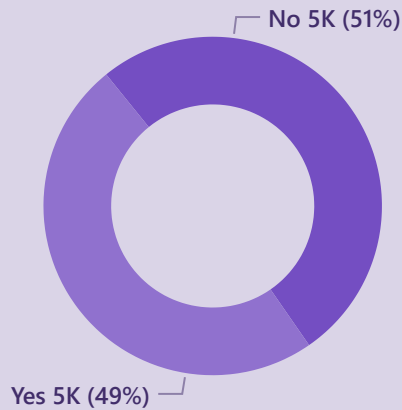
Total Respondents  
**10K**

CodeX Respondents  
**980**

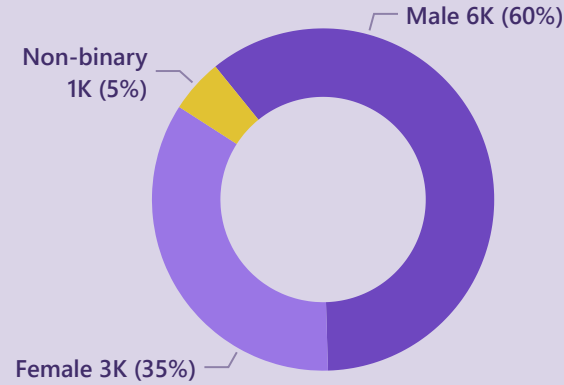
### Interest in Natural or Organic



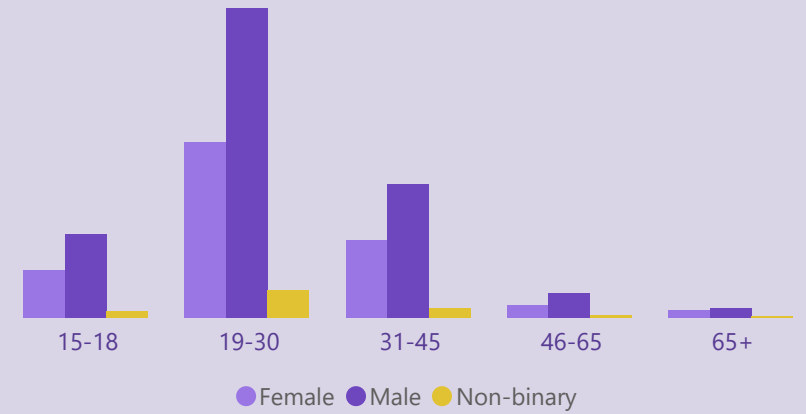
### Total Respondent by Tried\_before



### Total Respondent by Gender



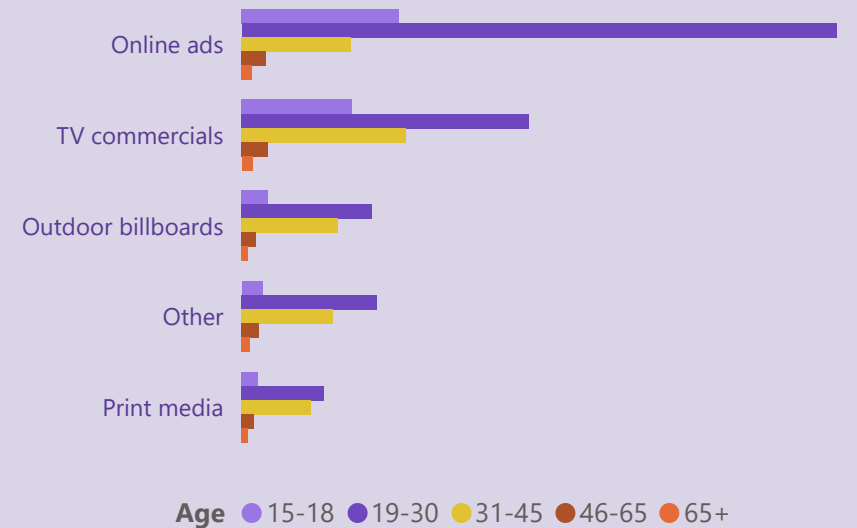
### Total Respondent by Age and Gender



### City wise Respondent

City	Total Respondent	codex responces
Pune	906	92
Mumbai	1510	156
Lucknow	175	5
Kolkata	566	48
Jaipur	360	28
Hyderabad	1833	182
Delhi	429	40
Chennai	937	92
Bangalore	2828	292
Ahmedabad	456	45

### Total Respondent and Avg Rating by Marketing\_channels and Age





Demographic Preferences

Brands

All



City

All



City Tire

All



Age

All



Gender

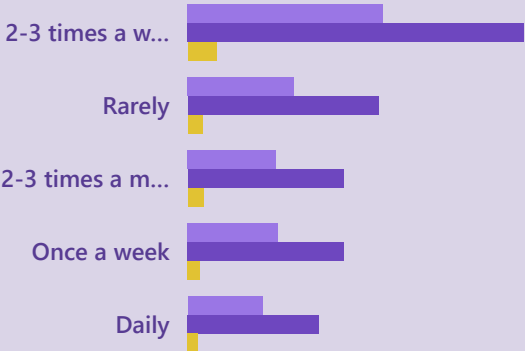
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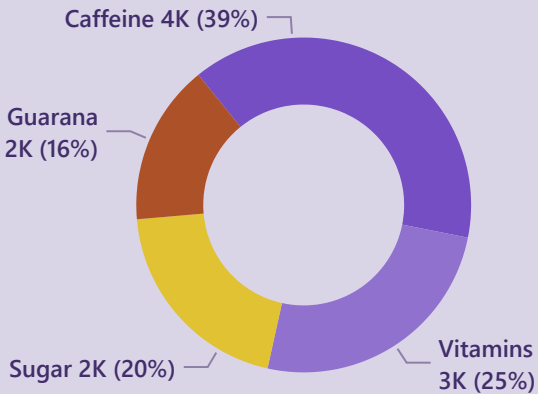
Total Respondents  
10K

Avg Rating  
3.28

Consumption frequency and Gender



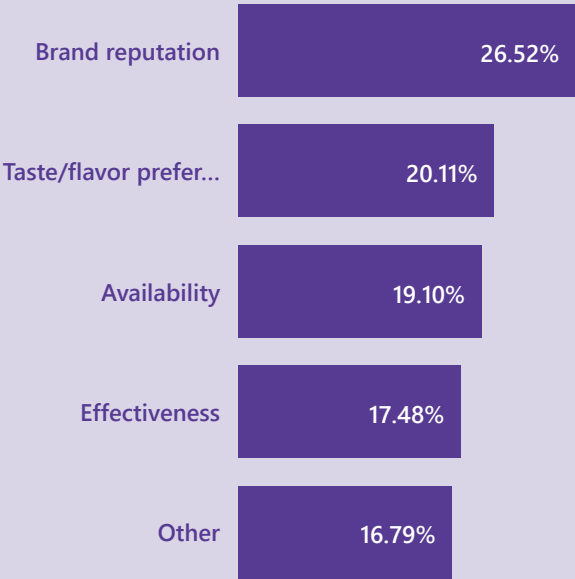
Ingredients expected



Total Respondends by city and brands

Current_brands	Ahmedabad	Bangalore	Chennai	Delhi	Hyderabad	Jaipur	Kolkata	Lucknow	Mumbai	Pune	Total
Cola-Coka	118	667	218	128	474	91	142	50	402	248	2538
Bepsi	99	594	201	73	419	76	113	42	292	203	2112
Gangster	73	552	193	76	301	73	101	31	304	150	1854
Blue Bull	48	311	99	42	180	49	67	20	142	100	1058
CodeX	45	292	92	40	182	28	48	5	156	92	980
Sky 9	50	258	90	45	196	28	67	22	141	82	979
Others	23	154	44	25	81	15	28	5	73	31	479

General perception



Consume Time

Consume_time	15-18	19-30	31-45	46-65	65+	Total
To stay awake during work/study	552	1891	776	118	72	3409
Throughout the day	237	865	250	66	30	1448
For mental alertness	270	875	676	136	38	1995
Before exercise	429	1889	674	106	50	3148

Consumption reason





# Marketing Preferences

Brands

All

City

All

City Tire

All

Age

All

Gender

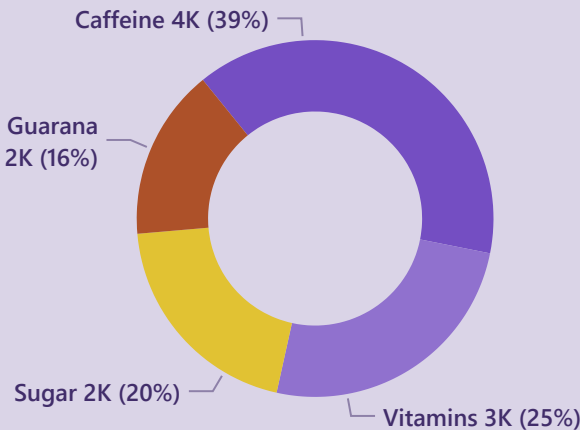
All



Total Respondents  
**10K**

Avg Rating  
**3.28**

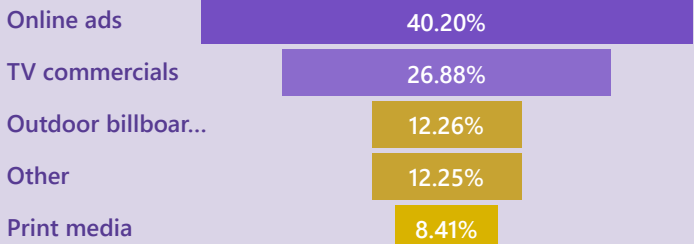
## Ingredients expected



## Brand Perception

Current_brands	Dangerous	Effective	Healthy	Not sure	Total
Cola-Coka	5.54%	7.52%	5.67%	6.65%	25.38%
Bepsi	5.04%	6.15%	4.68%	5.25%	21.12%
Gangster	4.15%	5.12%	4.54%	4.73%	18.54%
Blue Bull	2.39%	3.09%	2.13%	2.97%	10.58%
CodeX	2.14%	2.86%	2.20%	2.60%	9.80%
Sky 9	2.05%	2.97%	2.05%	2.72%	9.79%
Others	1.07%	1.38%	1.16%	1.18%	4.79%

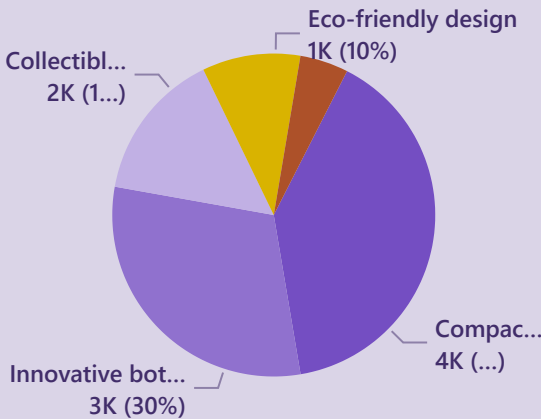
## Marketing Channel



## Brand Perception

Reasons_for_choosing_brands	15-18	19-30	31-45	46-65	65+
Availability	272	1046	466	91	35
Brand reputation	472	1468	578	91	43
Effectiveness	232	929	469	74	44
Other	147	953	448	96	35
Taste/flavor preference	365	1124	415	74	33

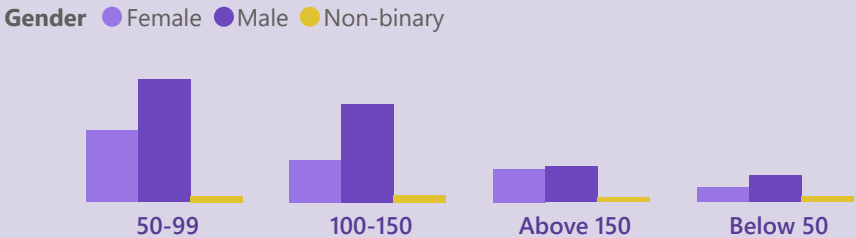
## Packaging Preference



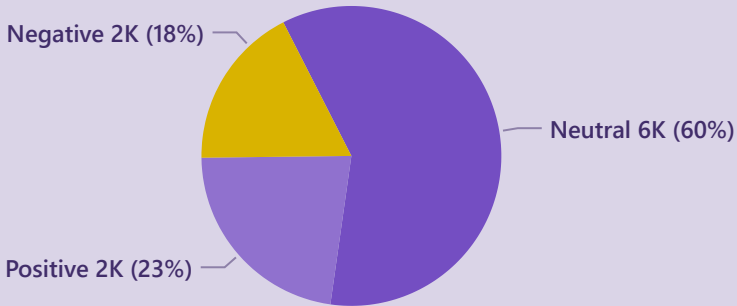
## Purchase Location

Purchase_location	15-18	19-30	31-45	46-65	65+
Gyms and fitness centers	204	846	325	59	30
Local stores	134	414	208	40	17
Online retailers	405	1384	614	96	51
Other	108	370	154	34	13
Supermarkets	637	2506	1075	197	79

## Price Range



## Brand Perception





CodeX Analysis

Heard Before

All

City

All

City Tire

All

Age

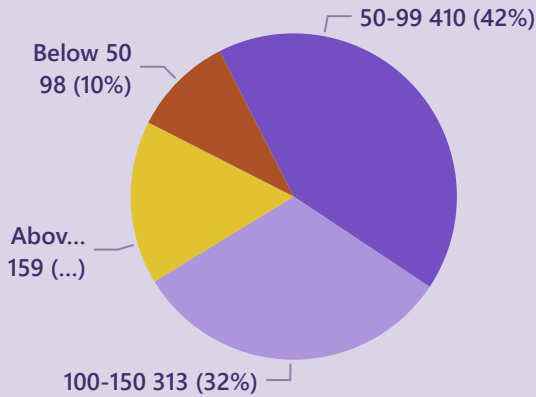
All

Gender

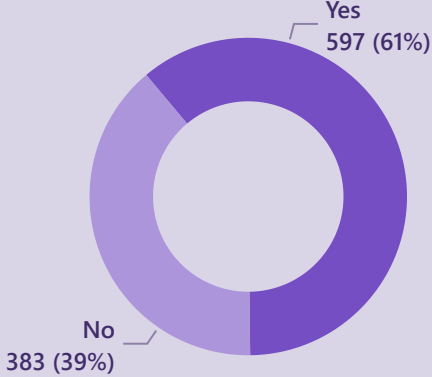
All



Price Preference for CodeX



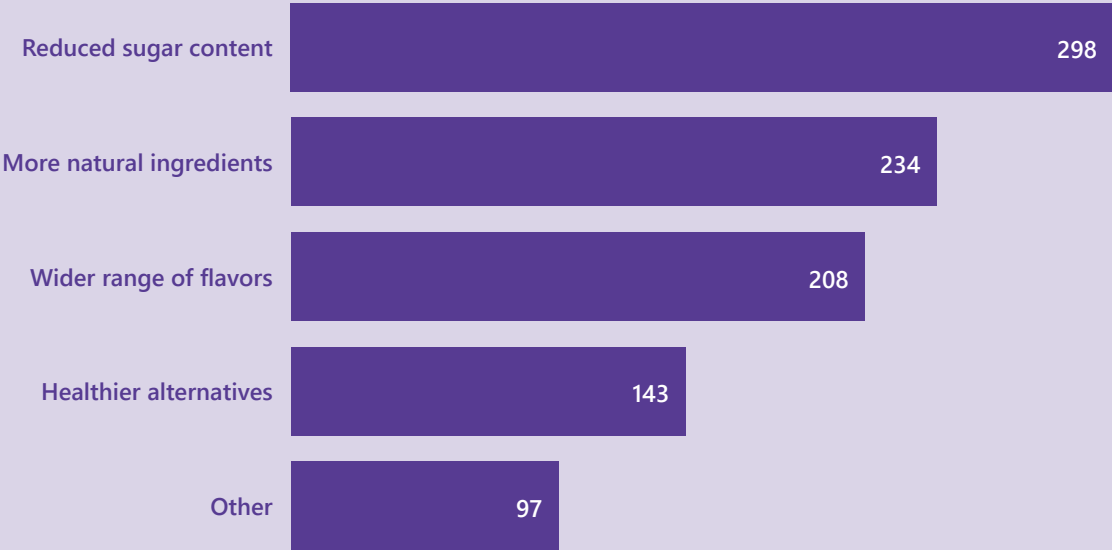
Health Concerns for CodeX



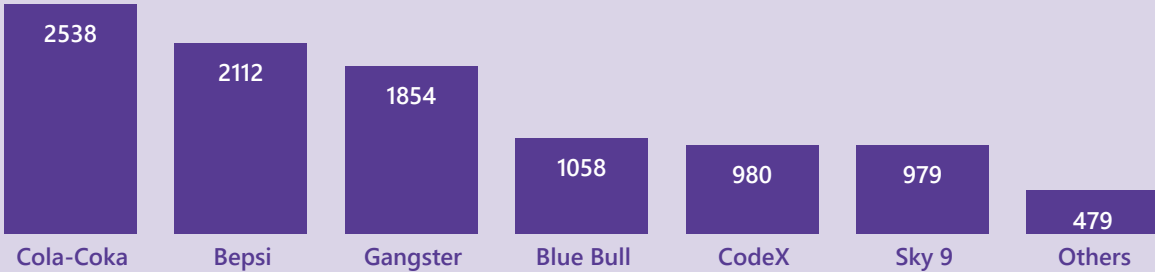
Reason for choosing brand

Current_brands	Availability	Brand reputation	Effectiveness	Other	Taste/flavor preference
Bepsi	19.79%	27.32%	16.05%	16.81%	20.03%
Blue Bull	17.01%	27.32%	17.67%	15.60%	22.40%
CodeX	19.90%	26.43%	17.96%	17.14%	18.57%
Cola-Coka	20.09%	24.27%	17.06%	17.65%	20.92%
Gangster	18.28%	27.56%	18.23%	16.67%	19.26%
Others	17.95%	29.23%	18.16%	16.49%	18.16%
Sky 9	18.59%	26.56%	19.20%	15.83%	19.82%

Improvements desired for CodeX



Brands in Market



Avg Rating of Brands

