**Secondary Analysis:**

1. What immediate improvements can we bring to the product?
2. What should be the ideal price of our product?
3. What kind of marketing campaigns, offers, and discounts we can run?
4. Who can be a brand ambassador, and why?
5. Who should be our target audience, and why?

(1) **What immediate improvements can we bring to the product?**

* ***Flavour Variety****:* Enhance the product's flavour variety to appeal to different tastes and preferences, including seasonal flavours for freshness and engagement.
* ***Energy Duration****:* Improve the formulation for longer-lasting energy boosts to attract active consumers seeking sustained performance, and highlight this in marketing.
* ***Health Options***: Introduce a sugar-free variant with natural ingredients to attract health-conscious consumers.

(2) **What should be the ideal price of our product?**

* ***Age Group****:* Consumers aged **31–65** may prefer a price range greater than or equal to **₹150** while the preferred price range for most consumers lies between **₹50–₹99**.
* ***Gender****:* Both *males* and *females* prefer the price range of ₹50–₹99, while *non-binary* individuals tend to prefer **₹100–₹150**, providing insights for tailored marketing messages.
* ***City***: Consumers in major cities expect a consistent price range between ₹50 and ₹99, suggesting a uniform pricing strategy across urban markets.

(3) **What kind of marketing campaigns, offers, and discounts can we run?**

* ***Festive Promotions***: Roll out **“Buy 1 Get 1 Free”** offers during key festivals like Diwali and New Year to encourage trial purchases with festive promotions.
* ***Fitness Collaborations***: Partner with fitness influencers for exclusive discounts on bulk orders, appealing directly to health-conscious consumers.
* ***Social Media Challenges***: Launch engaging challenges on platforms like Instagram to boost brand visibility. Consider integrating user-generated content to enhance community engagement.
* ***Marketing Campaigns***: Utilize **social media marketing** and **influencer marketing**, as our target audience (age group: 15–30) is highly active online. Social media ads are cost-effective and can significantly increase brand reach.

(4) **Who can be a brand ambassador, and why?**

When selecting influencers, we must consider specific factors:

(a) ***Finances****:* Influential celebrities demand higher fees based on their social media following and impact. Balancing cost with influence is crucial.

(b) ***Relevance****:* Energy drink consumers typically engage in physical activities, so the ideal influencer should be a sportsperson, athlete, or physically active individual to resonate with the target audience.

(c) ***Influence****:* The chosen celebrity should have a significant impact on their followers. It's essential to select someone who can sway purchasing decisions.

**Recommended Brand Ambassador:**

* ***Neeraj Chopra****:* An ideal choice due to his fitness and sports influence.
  + **Credibility**: His association with an active lifestyle aligns well with our product's benefits.
  + **Reach**: Leverage his Olympic gold medal and popularity, not just in India but globally, to increase brand awareness and trust.

(5) **Who should be our target audience, and why?**

* Our primary consumers are clearly between the ages of **15–30**
* Survey results indicate that **70%** of respondents fall within this youth demographic, making them our primary target audience.
* This age group is not only the largest consumer base for energy drinks but is also highly engaged in social and physical activities, making them ideal consumers for our product.