Xcode Survey Analysis

As a German beverage company, CodeX faces the challenge of establishing its energy drink brand in the highly competitive and culturally diverse Indian market. Despite launching in 10 major cities, CodeX needs to increase brand awareness, market share, and effectively tailor its product to meet the unique preferences and needs of the Indian consumer base. The challenge is compounded by the necessity to navigate varying consumer behavior across different cities, age groups, and genders, and to strategize marketing efforts that resonate with a market that is rapidly evolving and increasingly health-conscious. This requires a deep understanding of local consumer preferences, effective marketing channels, and the right product positioning to ensure successful market penetration and sustainable growth in the Indian energy drink sector. In response, the company's visionary leadership wanted us to guide them take data-driven decision.

This report presents a detailed analysis of the Xcode survey data, focusing on consumer preferences, demographics, marketing effectiveness, and purchase behavior in the energy drink market. The insights provide actionable recommendations for targeted marketing, product development, and distribution strategies.

Demographic Analysis:-

Bangalore, Mumbai, Pune, Delhi and Chenna Dominates the market with above 50% of the respondents who consume energy drinks either '2-3 times a week' or 'Daily'. This suggests a strong market presence and potential for growth in Bangalore, Mumbai, Pune, Delhi and Chennai.

Other Cities: Jaipur (45%) and Lucknow (36%) show varying degrees of market engagement. While these cities have lower percentages, they still represent important regional markets.

These insights indicate that cities like Bangalore, Mumbai, Pune, and Delhi are critical markets for energy drinks, with high consumption rates. Targeted marketing and distribution strategies in these cities could be highly effective. Additionally, exploring growth opportunities in cities with lower current engagement could also be beneficial.

City	2-3 times a month	2-3 times a week	Daily	Once a week	Rarely
Ahmedabad	8%	20%	6%	29%	38%
Bangalore	20%	51%	11%	10%	9%
Chennai	23%	10%	40%	9%	18%
Delhi	20%	14%	38%	10%	18%
Hyderabad	5%	21%	5%	29%	40%
Jaipur	18%	20%	25%	25%	12%
Kolkata	6%	18%	6%	31%	40%
Lucknow	22%	17%	19%	29%	12%
Mumbai	21%	51%	9%	9%	10%
Pune	21%	50%	9%	10%	10%
Total	**16%**	**35%**	**13%**	**16%**	**19%**

The most common consumption frequency among female respondents is "2-3 times a week" (35.22%)."Rarely" and "Once a week" follow with 19.16% and 16.24%, respectively. Similarly, for male respondents, "2-3 times a week" is the most common frequency (34.68%). This is followed by "Rarely" (19.64%) and "Once a week" (16.11%). Among non-binary respondents, the highest percentage is also for "2-3 times a week" (35.50%)."2-3 times a month" and "Rarely" are next, with 18.93% and 18.34%, respectively.

In summary, across all gender categories, the most common consumption frequency is "2-3 times a week." While there are slight variations in the percentages, this trend is consistent across male, female, and non-binary respondents, indicating a general preference for moderate consumption frequency among all groups.

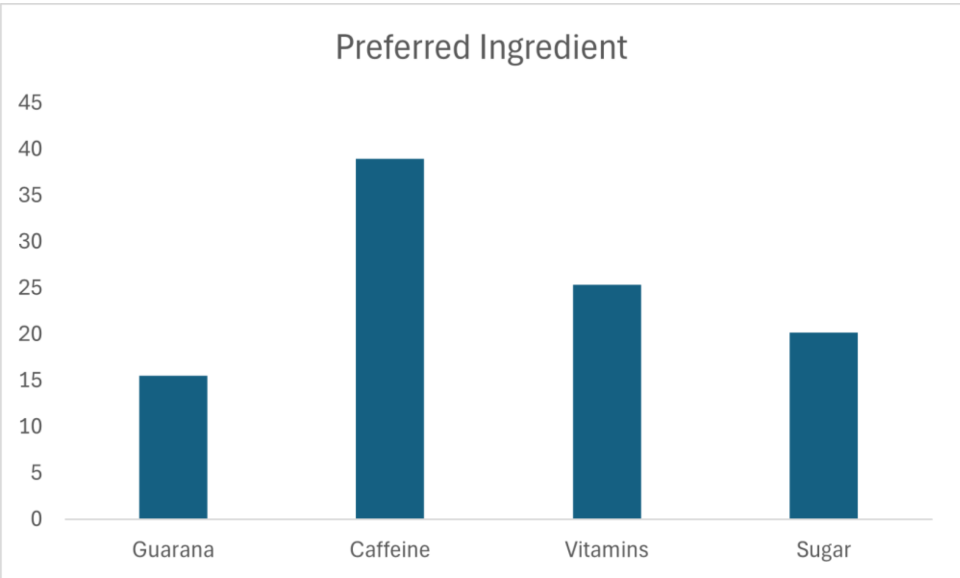
Gender	2-3 times a month	2-3 times a week	Daily	Once a week	Rarely
Female	16%	35%	13%	16%	19%
Male	16%	35%	14%	16%	20%
Non-binary	19%	36%	12%	15%	18%
Total	**16%**	**35%**	**13%**	**16%**	**19%**

Across all age groups, the most common consumption frequency is "2-3 times a week," with the percentage generally ranging from 34% to 37%. The 15-18 and 65+ age groups show a slightly higher tendency towards this frequency. This indicates a widespread preference for moderate consumption frequency among all age groups, with the younger (15-18) and older (65+) demographics slightly leading in this preference. Only 46-65 age group have lower percentage of daily consumption, in rest all age group around 13% have daily consumption frequency of energy drink.

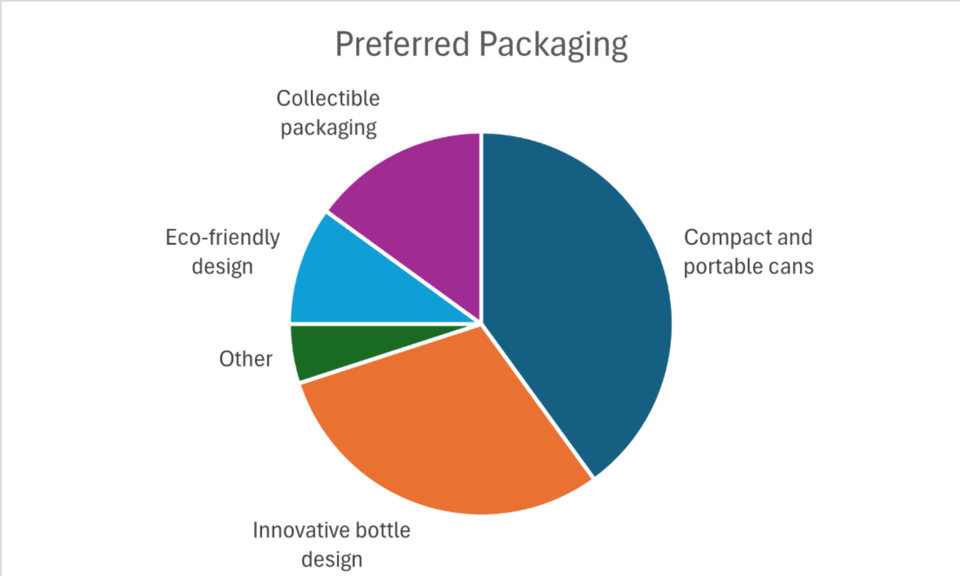
Age	2-3 times a month	2-3 times a week	Daily	Once a week	Rarely
15-18	16%	36%	13%	16%	19%
19-30	16%	35%	13%	16%	20%
31-45	17%	34%	15%	15%	19%
46-65	15%	36%	10%	20%	18%
65+	14%	37%	13%	16%	21%
Total	**16%**	**35%**	**13%**	**16%**	**19%**

Product Preferences:-

The most preferred ingredient in energy drinks is Caffeine, with a significant 38.96% of respondents favouring it. there is a consumer interest in health-oriented ingredients like vitamins and natural stimulants like guarana.



Compact and Portable Cans is the most preferred packaging type is compact and portable cans, chosen by 39.84% of respondents. The second most preferred option is innovative bottle design, selected by 30.47% of respondents. 15.01% of respondents prefer collectible packaging, indicating an interest in aesthetic or novelty aspects, which could be leveraged for marketing or limited-edition products.

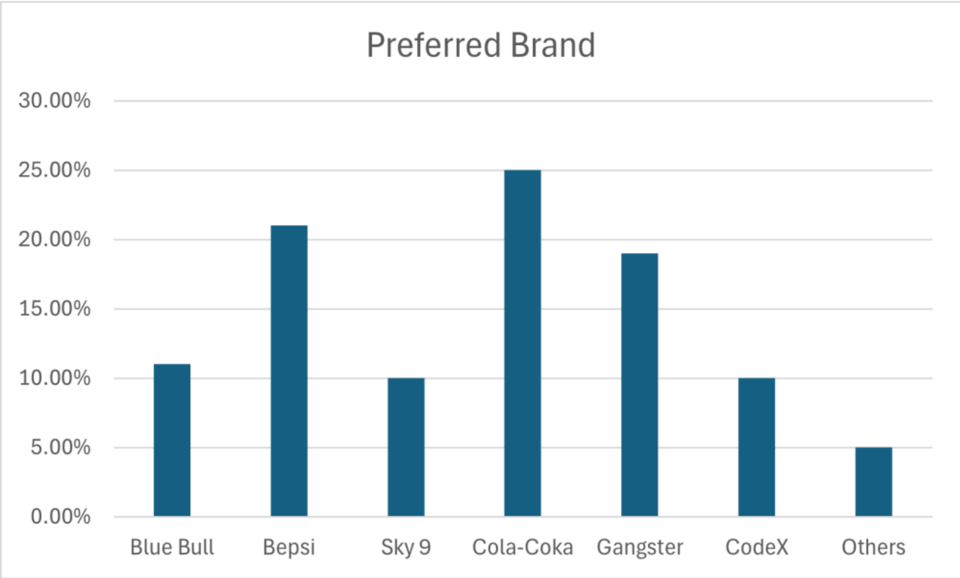


Around 60% people showed concern about health impacts of energy drinks.

50% of respondent are interested in organic drink.

Competition Analysis:-

- **Cola-Coka**: Holds the largest market share among the energy drink brands, preferred by 25.38% of respondents.
- **Bepsi**: Comes in second with a 21.12% preference rate. This indicates a competitive position in the market, likely due to effective branding and product quality.
- **Gangster**: Another significant player, chosen by 18.54% of respondents, suggesting a solid market presence.
- **Blue Bull**: Preferred by 10.58% of respondents, indicating a notable but smaller segment of the market.
- **CodeX** and **Sky 9**: Close in preference at 9.80% and 9.79% respectively, suggesting these brands have a comparable foothold in the market.



Brand Reputation is the most cited reason for preferring specific brands is their reputation, accounting for 26.52% of the responses. 20.11% of respondents choose brands based on taste or flavour preference. 19.10% of respondents base their preference on the availability of the brand. The perceived effectiveness of the product influences 17.48% of the respondents in their brand choice, indicating that the functional benefits of energy drinks are a significant consideration for consumers.

These insights suggest that a combination of factors like brand reputation, taste, availability, and perceived effectiveness drive consumer preferences in the energy drink market. Addressing these key areas could be crucial.

Marketing Effectiveness:-

- **Effective Channels**: Online ads are the most effective across most demographics, especially among the younger audience. TV commercials also hold significant sway, particularly in certain cities and older age groups.
- **City-Specific Strategies**: In Bangalore, digital marketing is crucial, whereas in Mumbai, a combination of digital and TV advertising is recommended.

Overall rating:-

Moderate Rating (3): The most common rating for the brand's taste experience is moderate (rating 3), chosen by 29.57% of respondents. This suggests an average perception of the brand's taste quality among a significant portion of consumers.

Positive Ratings (4 and 5): Positive ratings (4 and 5) collectively account for 44.65% (24.79% for rating 4 and 19.86% for rating 5). This indicates a strong favourable perception of the brand's taste among nearly half of the respondents.

Lower Ratings (1 and 2): Lower ratings (1 and 2) are given by 25.78% of respondents (15.24% for rating 2 and 10.54% for rating 1). This portion of the market may represent dissatisfied customers or those who prefer competing brands.

These insights reveal a varied consumer perception of the brand's taste. While there is a substantial positive perception, there's also a notable segment of the market that rates the brand's taste as average or below. Focusing on product taste improvement and understanding the drivers behind lower ratings could be beneficial for enhancing overall brand perception.

Purchase Behavior:

Supermarkets: The most preferred location for purchasing energy drinks is supermarkets, chosen by 44.94% of respondents. This indicates the importance of having products available in mainstream retail outlets.

Online Retailers: Online retailers are the second most popular choice with 25.50% preference. The significant presence in this channel highlights the growing trend of online shopping and the need for a strong digital sales strategy.

Gyms and Fitness Centers: 14.64% of respondents prefer purchasing at gyms and fitness canters, suggesting that these locations are key points of sale, especially considering the association of energy drinks with sports and fitness activities.

Local Stores: Local stores account for 8.13% of preferences, indicating a role for smaller, community-based retailers in the energy drink market.

Other Locations: 6.79% of respondents have other preferred purchase locations, which could include vending machines, events, or specialty stores.

consumption situations:-

Sports/Exercise: The most common situation for consuming energy drinks is during sports or exercise activities, accounting for 44.94% of responses. This underscores the association of energy drinks with physical activity and the need for energy boosts during workouts.

Studying/Working Late: Another major consumption context is studying or working late, chosen by 32.31% of respondents. This suggests a significant use of energy drinks for mental alertness and endurance during extended periods of cognitive activity.

Social Outings/Parties: 14.87% of respondents consume energy drinks during social outings or parties, indicating a role for these beverages in social and leisure activities.

Other Situations: 4.91% of respondents mention other situations for consumption, which could include a variety of less common or unique circumstances.

Driving/Commuting: A smaller percentage (2.97%) consume energy drinks while driving or commuting, possibly for alertness on the road.

Factors influence purchase decisions:-

Limited Edition Packaging: Respondents are almost evenly split in their preference for limited edition packaging 40.23% say "No", 39.46% say "Yes", and 20.31% are "Not Sure".

Price Range: The most preferred price range is "50-99" units, chosen by 42.88% of respondents. This indicates a preference for moderately priced options, balancing affordability and perceived value. The "100-150" price range follows with 31.42%, suggesting a substantial market segment willing to pay a premium for perceived higher quality or brand value. "Above 150" and "Below 50" price ranges are less preferred, with 15.61% and 10.09% respectively. These segments might represent premium and budget-conscious consumers.

price is a critical factor, with a preference for mid-range pricing, there is also interest in special editions and premium-priced products. A balanced approach, catering to both mainstream and niche markets, could be effective in addressing these diverse consumer preferences.

These insights indicate that a multifaceted approach to product development, focusing on brand reputation, taste/flavour, availability, and effectiveness, along with catering to other specific consumer needs, can help in addressing the varied preferences of the energy drink market.

Conclusion:-

The 19-30 age group is the primary consumer base, showing the highest frequency of consumption. Male consumers lead in consumption frequency, but female and nonbinary groups also represent significant market segments. Bangalore, Mumbai, Pune, and Delhi emerge as key urban markets with high consumption rates. A consumption frequency of '2-3 times a week' is most common across all demographics. Energy drinks are primarily consumed during sports/exercise and while studying/working late. Caffeine and vitamins are the most preferred ingredients, indicating a balance between desired stimulation and health benefits. Compact and portable cans are favoured, highlighting the importance of convenience. Taste and Brand Reputation are critical factors in brand choice, emphasizing the need for taste innovation and strong brand building. The '50-99' price range is most preferred, suggesting a market leaning towards affordability without compromising quality.

Supermarkets and online retailers are the primary purchase points, underscoring the need for strong retail and digital presence. Online ads are the most effective across most demographics, especially among the younger audience. TV commercials also hold significant sway, particularly in certain cities and older age groups. In Bangalore, digital marketing is crucial, whereas in Mumbai, a combination of digital and TV advertising is recommended.

Recommendations:-

Develop a dual-channel marketing strategy focusing on both online and traditional media, tailored to specific cities and age groups.

Leverage social media and digital platforms to engage the younger demographic while maintaining TV advertising for broader reach.

Focus on enhancing the taste and health aspects of the products.

Explore new packaging innovations and limited edition releases to attract diverse consumer segments.

Strengthen presence in supermarkets and online retail platforms.

Expand reach in key urban centers while exploring growth opportunities in emerging markets.