A Study on customer Satisfactions and Market Effectives on Red bulls Energy Drink.

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Abstract

Background: The objective of this study is to estimate the prevalence of energy drink consumption and examine the associations of socio-demographic factors and health behavior with energy drink consumption among young adults in Denmark. Methods: The study is based on a public health survey from 2010 (n = 3923). Multiple logistic regression analyses were used to analyses the association between weekly consumption of energy drink and the potential explanatory factors of interest. Results: In total, 15.8 % of the young adults drink energy drinks on a weekly basis. Men have higher odds of weekly energy drink consumption than women. The study also shows that young age, being employed and having a low educational level are associated with weekly energy drink consumption. According to health behavior, daily smoking, high amounts of alcohol consumption, alcoholic binge drinking and being overweight are associated with weekly energy drink consumption. Conclusion: Compared with other European countries the prevalence of energy drink consumption is relatively low in Denmark. In Denmark energy drink consumption is typically a male phenomenon and there is a clear social gradient in the prevalence of energy drink consumption where the intake is far more common among people with low levels of education than among people with higher levels of education. This study also shows that there is some kind of ‘add on’ effect of energy drinks, meaning that people who also use other stimulants—such as alcohol and cigarettes—are more inclined to consume energy drinks.

Keywords

Effective drinking, health benefits, customer Satisfactions.

INTRODUCTION:-

The diffusion of energy drinks in Europe started in 1987 with the Austrian launch of the Red Bull, which quickly gained popularity in many European countries. The commercial success of Red Bull sparked the proliferation of similar products in the market. In Denmark, energy drinks constitute a relatively new product category in the wider soft drinks market. Red Bull was banned in Denmark until 2009 due to the unknown effect of taurine and the high amount of caffeine. In 2009, the Danish Veterinary and Food Administration approved an increase of the caffeine level in energy
drinks and legalized taurine as a supplement in beverages. Since then the popularity of energy drinks has grown exponentially with sales that have doubled between 2010 and 2012.4 the rapid expansion of energy drink consumption has been one of the most notable trends in the soft drinks market of many countries3 and health authorities have expressed concern regarding the potential health effects of energy drink consumption. Owing to this concern, the Ministry of Food, Agriculture and Fisheries in Denmark ultimo 2011, implemented a national regulation on stronger caffeine warnings on food and beverages containing caffeine.

Some studies have suggested that people drink energy drinks for a variety of reasons: to compensate for insufficient sleep, to boost energy, to concentrate while studying, while driving for long periods, drinking with alcohol while partying to improve taste of alcoholic drinks or to treat hangovers.5 Unfortunately, soft drinks such as energy drinks are associated with adverse health consequences, such as obesity,6,7 type 2 diabetes,8 increased risk for cardiovascular diseases9 and dental erosion or caries.

**RESEARCH OBJECTIVES:-**

1. The average age of girls above 25 years from Cora pate sectors drink more red bull’s product.
2. The average income of sportsmen above 20,000 consume more red bulls product.
3. More than 50% of women do not drink red bull due to side effects.
4. More than 40% of men - think red bulls give more energy than green tea.
5. Consumption of red bull of age group are not dependent on marital status.
6. Consumption of red bull of gender are not dependent on their income.

**LITERATURE REVIEW:-**

The use of energy drinks in today’s society is becoming very popular. Many people are consuming these energy drinks because they want a boost in energy. These drinks work to improve one’s energy as well as physical and mental performance. Energy drinks have especially been popular among adolescents and young adults. Energy drinks have many perceived benefits, which add to their popularity. Energy drinks claim to increase one’s mental alertness, memory performance,
decrease fatigue and enhance metabolism. Studies have shown many of these benefits to be true, but only when consumed in appropriate amounts. “In small amounts, energy drinks are thought to improve reaction times, increase aerobic and anaerobic endurance, decrease driver sleepiness, heighten arousal, and improve mood and cognition” (Roth, Mandy). The use of energy drinks is becoming more of a serious issue. It has been more and more common for these beverages to be abused when consumed. Many people are facing serious adverse health effects from misusing or over consuming. Many health professionals have performed various studies to determine the factors of these health effects. They have been working to educate others about the risks from these beverages, so these people can exercise precaution when consuming these beverages.

The popularity of energy drinks has greatly increased over the past several years and is continuing to grow. According to the article Energy Drinks: What is all the Hype? The Dangers of Energy Drink Consumption by Mandy Roth, energy drinks have become the fastest growing beverage product in the United States with estimates of $744 million being spent by consumers from June 2006 to June 2007 (Roth, Mandy). These drinks have become especially popular among adolescent and young adults. Mandy Roth also stated in her article, “approximately 30% of adolescents in 2006 reported consuming energy drinks, reflecting an increase of more than 3 million teens over the course of 3 years” (Roth, Mandy). There is also a very large selection of energy drinks out on the market right now, which makes availability of these beverages very easy for consumers. “

When consuming energy drinks there are many negative effects they can have on one’s body and health. Many people are unaware of these effects and are not cautious when consuming these beverages. One of the main risks is toxicity of certain ingredients such as caffeine. This has become a growing issue in today’s society and many professionals are doing all they can to educate others on the safety of consuming these beverages. “In 2005, more than 4600 calls were made to the American Association of Poison Control Centers (Washington, DC) for questions regarding caffeine” (Babe, Savita M.; Church, Richard James; Leander, William). Caffeine and many of the other ingredients can also cause other undesirable effects. Some of these effects are nausea, headaches, fatigue, irritability and insomnia. According to the article Energy Drinks: The New Eye-Opener for Adolescents, even in low doses (N3 mg/kg per day), caffeine can have undesirable adverse effects, including headaches.

**RESEARCH METHODOLOGY:**

The Research study was conducted through secondary data Sources. Literature reviews has based on Google Scholar .Primary data are collected by Electronic Forms and Reviews has based on the analysis on random Sampling. The Sample size was 375.The Segmentation has based on Gender, Age, Annually Income, and Qualification. The hypothesis testing performed such as T-test, p-Test, Chi-Square Test. Data are collected and analyzed using help of Excel.
DEMOGRAPHICS:

INCOME GROUPS

Income Groups of Respondents

- 10,000
- 15,000
- 16,000
- 17,000
- 18,000
- 19,000
- 20,000
- 21,000
- 25,000
- 28,000
- 30,000

AGE GROUPS
Gender:
FEMALE GROUP OF RESPONDENTS

- AVAILABILITY: 50%
- ENERGY: 32%
- HEALTHY INGREDIENTS: 10%
- Side effects: 2%

Side-effect:
Health- benefits
Hypothesis testing:

<table>
<thead>
<tr>
<th>Health Benefits of Group of Respondents</th>
<th>Female</th>
<th>Male</th>
<th>Grand Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>10, 22%</td>
<td>13, 28%</td>
<td>23, 50%</td>
</tr>
</tbody>
</table>

**Female**

- 10, 22%
- 23, 50%
- Grand Total: 23, 50%

**Male**

- 13, 28%
- Grand Total: 23, 50%

**Grand Total**

- 23, 50%
the average age of girls above 25 years from Cora pate sectors does not drink more red bulls product

**Ho:**
the average age of girls above 25 years from Cora pate sectors drink more red bulls product

**Ha**

the average income of sportsmen below 20,000 consume more red bulls product

**Ho:**
the average income of sportsmen above 20,000 consume more red bulls product

**Ha**

Less than 50% of women do not drink red bull due to side effects

**Ho**
More than 50% of women do not drink red bull due to side effects

**Ha**

More than 60% of men does not think red bulls give more energy than green tea

**Ho**

Consumption of red bull of age group are dependent on marital status

**Ha**
Consumption of red bull of age group are not dependent on marital status

**Ho**

Consumption of red bull of gender are dependent on their income

**Ha**

Consumption of red bull of gender are not dependent on their income

**Hypothesis 1**
the average age of girls above 25 years from Cora pate sectors does not drink more red bulls product

the average age of girls above 25 years from Cora pate sectors drink more red bulls product

Ho: the average age of girls above 25 years from Cora pate sectors does not drink more red bulls product

Ha: the average age of girls above 25 years from Cora pate sectors drink more red bulls product

Observations:
1. We have observe that the average age of girls above 25 years from Cora pate sectors drink more red bull’s product.

Insights:
1. We have seen that Cora pate level employee usually drink tea, coffee etc.
2. We have seen that rebills has a side effects in working hours.

Hypothesis 2
the average income of sportsmen below 20,000 consume more red bulls product

Ha
the average income of sportsmen above 20,000 consume more red bulls product

Observations:
1. We have seen the average income of sportsmen below 20,000 consume more red bulls product.

Insights:
1. We have seen that sportsmen drink sports-drink rather than redbuds.
2. We have seen that income above 20,000 only drink red bull’s product.
### Hypothesis 4

**Null Hypothesis (Ho)**: less than 50% of women do not drink red bull due to side effects

**Alternate Hypothesis (Ha)**: More than 50% of women do not drink red bull due to side effects

<table>
<thead>
<tr>
<th>Null Hypothesis</th>
<th>Ho: p &lt; 50%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alternate Hypothesis</td>
<td>Ha: p &gt; 50%</td>
</tr>
<tr>
<td>Test</td>
<td>p-test</td>
</tr>
<tr>
<td>Tails</td>
<td>Right tail test</td>
</tr>
<tr>
<td>Alpha</td>
<td>10%</td>
</tr>
<tr>
<td>Probability</td>
<td>90%</td>
</tr>
<tr>
<td>Z-Critical</td>
<td>1.28</td>
</tr>
<tr>
<td>Z-Observed</td>
<td></td>
</tr>
<tr>
<td>x</td>
<td>60</td>
</tr>
<tr>
<td>n</td>
<td>25</td>
</tr>
<tr>
<td>p'</td>
<td>2.40</td>
</tr>
<tr>
<td>p</td>
<td>0.50</td>
</tr>
<tr>
<td>q</td>
<td>0.50</td>
</tr>
<tr>
<td>p'q</td>
<td>0.25</td>
</tr>
<tr>
<td>SQRT(P*Q)/N</td>
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</tr>
<tr>
<td>Z-Observed</td>
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</tr>
<tr>
<td>P-value</td>
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<tr>
<td>Alpha</td>
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<tr>
<td>Decision</td>
<td>fail to reject the null</td>
</tr>
<tr>
<td>Conclusion</td>
<td>More than 50% of women do not drink red bull due to side effects</td>
</tr>
</tbody>
</table>

#### Observations:

1. We have observed that More than 50% of women do not drink red bull due to side effects.

#### Insights:

1. We have seen that less than 50% women drink red bull product because they are not concerned about their health.
2. We have seen that young generation prefer to drink red bull due taste, packaging, style.
More than 60% of men does not think red bulls give more energy than green tea

\[ \text{Ho} \quad \text{More than 40\% of men think red bulls give more energy than green tea} \]

\[ \text{Ha} \quad \text{More than 40\% of men think red bulls give more energy than green tea} \]

<table>
<thead>
<tr>
<th>Null Hypothesis</th>
<th>Ho: ( p &gt; 50% )</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alternate Hypothesis</td>
<td>Ha: ( p &gt; 50% )</td>
</tr>
<tr>
<td>Test</td>
<td>( p )-test</td>
</tr>
<tr>
<td>Tails</td>
<td>Right tail test</td>
</tr>
<tr>
<td>Alpha</td>
<td>10%</td>
</tr>
<tr>
<td>Probability</td>
<td>90%</td>
</tr>
<tr>
<td>Z-Critical</td>
<td>1.28</td>
</tr>
<tr>
<td>Z-Observed</td>
<td>0.15</td>
</tr>
<tr>
<td>( x )</td>
<td>60</td>
</tr>
<tr>
<td>( n )</td>
<td>25</td>
</tr>
<tr>
<td>( p' )</td>
<td>2.40</td>
</tr>
<tr>
<td>( p )</td>
<td>0.50</td>
</tr>
<tr>
<td>( q )</td>
<td>0.50</td>
</tr>
<tr>
<td>( p'q )</td>
<td>0.25</td>
</tr>
<tr>
<td>( \sqrt{pq/N} )</td>
<td>0.10</td>
</tr>
<tr>
<td>( \alpha )</td>
<td>0.01</td>
</tr>
<tr>
<td>( \alpha )</td>
<td>0.01</td>
</tr>
<tr>
<td>Decision</td>
<td>fail to reject the null</td>
</tr>
</tbody>
</table>

Conclusion

More than 50\% of women do not drink red bull due to side effects

<table>
<thead>
<tr>
<th>Side effects</th>
<th>Female</th>
<th>Male</th>
<th>Grand Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>AVAILABILITY</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>ENERGY</td>
<td>16</td>
<td>24</td>
<td>40</td>
</tr>
<tr>
<td>HEALTHY INGREDIENTS</td>
<td>3</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>Side effects</td>
<td>5</td>
<td>7</td>
<td>12</td>
</tr>
<tr>
<td>Grand Total</td>
<td>25</td>
<td>35</td>
<td>60</td>
</tr>
</tbody>
</table>

Observations:-

1. We have observed that More than 40\% of men think red bulls give more energy than green tea

Insights:-

1. We have seen that more than 70\% of men drink green tea because they beliefs green tea make them fit.
2. We have seen that less 70\% of teenagers like red bull products.

Hypothesis 5
Ho  Consumption of red bull of age group are dependent on marital status
Ha  Consumption of red bull of age group are not dependent on marital status

Observations:-

1. We have observed that Consumption of red bull of age group are dependent on marital status.

Insights:-

1. We have seen that age group between 21-25 drink more red bulls compared with other age groups.
2. We have seen that above 50 year of age person drink herbal products.

Hypothesis 6
Ho
Consumption of red bull of gender are dependent on their income

Ha
Consumption of red bull of gender are not dependent on their income

Observations:
1. We have observed that Consumption of red bull of gender are not dependent on their income

Insights:
1. We have seen that most age groups are dependent on income.
2. We have seen that most age groups are not dependent on taste.
Conclusion:-

The Main Purpose to do hypothesis test about the red bulls health benefits, side effects, cost. We have done hypothesis testing like p-test, t-test, and chi Square test.

For the P-test we have found women drink the red bulls are suitable for her rather it have high profit margin. Developing.

Women Drinks red bull have to develop patience, and control their emotions. They have to remember that such things bottoms are for a very short duration of time.

The company investors should realize that there is some point of risk in with every investment. It is necessarily spend time and effort to identify the risk and assess it before taking investment decisions. The study has found that company have some financial knowledge weakness a critical issue in the analysis of the red bulls financial literacy is the definitional constraints.

LIMITATIONS:-

1. Limitation are based on personal reviews of the respondents.
2. Research have limits through Mumbai only
3. Research are done by e-forms.
4. Research are not done by interview.

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