

Account Planning Course- Energy Drink Consumer Insights from Interviews

The Ko-Walla Wallas



Pei-Hui Chang
(pc06c@fsu.edu)

Natalie Kates
(nck04@fsu.edu)

Kelsey-Lee Legassick
(kl04c@fsu.edu)

Phillip Crowe
(pac04e@fsu.edu)

Shaozhen Zeng
(zengshaozhen@gmail.com)

Product Background

- Rockstar, Inc.
- 16 and 24 fl. Oz.
- **JUICED**- hybrid formula with 50% juice
- **Caffeine Content**
 - 24oz. can contains 240mg of caffeine
 - 16oz. can contains 160mg of caffeine
- **Flavors include:**
 - Original is mango, orange, and passion fruit combination
 - Also comes in pomegranate and guava flavors
- **Celebrity advertising**



Objectives

- **To find out why consumers drink energy drinks**
- **To figure out situational consumption for energy drinks**
- **To find out factors that influence consumers to buy energy drinks**
- **To find out why people prefer or don't prefer Rockstar Juiced as their energy drink of choice**
- **To determine who the target consumers are for Rockstar Juiced in comparison to the competition**

Interview Guide

- **Introduction**

- Introduce yourself
- Confidentiality
- Ask interviewee to introduce themselves to obtain basic demographic information
 - Gender, age, occupation

- **Tour of the kitchen/bar area in...**

- College Townhouse Complex (Home Environment)
- Fraternity House (Greek Life)

- **Begin with interview questions...**

Interview Questions

- **Have you ever consumed energy drinks?**
- **How often do you consume energy drinks?**
- **Why do you drink energy drinks?**
- **In what kind of situation are you mostly likely to buy energy drinks?**
- **Which energy drink brands do you usually drink?**
- **Which are your favorite energy drink brands?**
 - Why are they your favorite?
 - What kind of tastes and flavors would you prefer in an energy drink?

Interview Questions Continued...

- **Name as many energy drinks as you can.**
 - Describe the typical user of each type of energy drink.
 - What's your opinion of each brand?
- **Have you ever heard of Rockstar Juiced?**
 - Do you ever drink Rockstar Juiced?
 - Do you like it or not?
 - Why?
 - What do you think about it compared to other energy drinks?
 - Such as: Redbull, Rockstar, Monster, Full Throttle, TAB

Findings

College Townhouse Complex (Home Environment)

- **Five interviews at two apartments in University Club**
 - **Two 20 and three 21 year-old college students**
 - **Three females and two males**
 - **All five interviewees** have tried energy drinks
 - Most frequently Rebull
 - **Four** are non-users of Rockstar Juiced



Findings

College Townhouse Complex (Home Environment)

- **4 out of 5 interviewees regularly consume energy drinks**
 - Consumption varied between daily and weekly usage
 - 1-2 Redbulls in fridge
 - One male and two of the females purchase less frequently
 - 1-4 times a month

Findings

College Townhouse Complex (Home Environment)

- **The Competition** (Energy Drinks Mentioned)
 - **Monster**- one male said this was his favorite
 - **Full Throttle**- the same male said he doesn't like this kind
 - **Mountain Dew Amp**- another male said this was a favorite
 - **Tab**- for females because of pink can
 - **Joker**
 - **Lost**
 - **Voodoo**
 - **Redline**



Findings

College Townhouse Complex (Home Environment)

- **The Competition Continued...**
 - **Redbull** was most well-known energy drink and named as favorite brand
 - Redbull has a smaller can, and therefore...
 - “Provides same amount of energy but you need to drink less”
 - “Makes you just the right amount of hyper and alert”
 - Whereas, energy drinks in larger cans, like Rockstar are, “Too much energy drink and will make you anxious or erratic”
 - **The crash factor**



Findings

College Townhouse Complex (Home Environment)

- **Perceptions of differences between energy drinks**
 - Redbull has a distinct taste
 - Some taste fruity and sweet
 - Some taste better mixed with alcohol (Ex. Jager Bombs)
 - Some wear off easier or don't work
 - Some help you concentrate more
 - Some are made for when you are exercising

Findings

Fraternity House (Greek Life)

- **Three Interviews at Theta Chi Fraternity House**
 - **Two 20 year old college students**
 - **Two males and one female**
 - **All three interviewees** have consumed energy drinks
 - All are non-users of Rockstar Juiced
 - Female consumes energy drinks less than males
 - Prefers coffee to energy drinks
 - About once a week
 - Hates Redbull
 - Likes Rock Star or Full Throttle Blue Demon

Findings

Fraternity House (Greek Life)

- Both males interviewed are brand loyal energy drinkers
 - **Redbull**
 - **Rockstar**
- **Loyal male Redbull drinker**
 - Typically buys his Redbull at gas stations
 - Trusts Redbull brand and likes how it works
 - “Redbull gives you wiiings”
 - Feels other energy drinks don’t work as well
- 2 out of 3 interviewees first tried energy drinks from dorm vending machines

Conclusion

- **Objective 1: To find out why consumers drink energy drinks**
 - To receive the benefits of gaining energy
 - Keeps you awake in order to accomplish your goals
 - Tastes good and is refreshing
- **Objective 2: To find out factors that influence consumers to buy energy drinks**
 - Taste
 - Price
 - Size of can

Conclusion

- **Objective 3: To figure out situational consumption for energy drinks**

- Social situations
- School or work
- Long road trips
- Gym and exercising
- Coffee replacement



- **Objective 4: To find out why people prefer or don't prefer Rockstar Juiced as their energy drink of choice**

- **Don't:** Too sweet (especially females)
- **Do:** Better tasting alternative (especially males)

Conclusion

- **Objective 5: To determine who the target consumers are for Rockstar Juiced in comparison to the competition**
 - Males ages 18 to 35
 - Always busy and on the go
 - College students
 - Full-time-employees
 - Tendency to live active lifestyles

