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

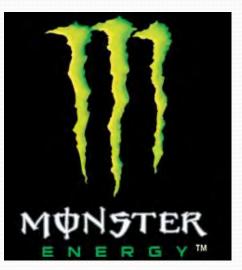
- Five interviews at two apartments in University Club
 - Two 20 and three 21 year-old college students
 - Three females and two males
 - All five interviewees have tried energy drinks
 - Most frequently Rebull
 - Four are non-users of Rockstar Juiced



- 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

- 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







- 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



- 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

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 then males
 - Prefers coffee to energy drinks
 - About once a week
 - Hates Redbull
 - Likes Rock Star or Full Throttle Blue Demon

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

