

# Market Research on Sting Energy Drink

Aman Kumar

Student of Integrated BBA with MBA School of Business

Galgotias University, Greater Noida, Uttar Pradesh India [Aman.22GSOB1030024@galgotiasuniversity.edu.in](mailto:Aman.22GSOB1030024@galgotiasuniversity.edu.in)

## PROJECT OVERVIEW

The goal of this industrial research project is to carry out a thorough market analysis of Sting Energy Drink, which is part of PepsiCo's lineup. This study will dive into what consumers prefer, the latest market trends, the competitive landscape, and potential growth opportunities for Sting Energy Drink in various regions. The findings will offer valuable insights to shape marketing strategies, guide product development, and support market expansion efforts.

## INTRODUCTION

**Target Market:** Sting mainly appeals to young adults, particularly those in the 15–25 age range, such as college students and teenagers seeking an instant energy boost. People who need more energy for work, sports, or gaming will also find it appealing. Instead of targeting high-end, niche consumers, it focuses on a large, mass market.

**Pricing Strategy:** Sting's aggressive affordability has been a key differentiator. In contrast to high-end energy drinks like Red Bull, Sting was first made available to a much wider audience, particularly in Tier 2 and Tier 3 cities, at a significantly lower price point (originally ₹50, then lowered to ₹20 for a 250ml PET bottle). This "value for money" strategy has been essential to its dominance of the market.

**Distribution and Availability:** To guarantee Sting's broad availability, PepsiCo made use of its vast distribution network. It is available in a wide range of retail locations, including tiny pan shops, highway Dhaba's, college canteens, and small Kirana shops, guaranteeing cold and convenient access. Its strategy is based on this mass accessibility.

**Branding and Positioning:** Sting's unique electric red color and whimsical packaging highlight a "fun + power" vibe.

It aims for a bold, approachable, and vivacious image rather than an elite or healthy one. The local audience responds favorably to its tagline, "Energy Bole Toh Sting."

**Market Performance:** By 2023, Sting's yearly retail sales will have surpassed ₹1,000 crore, making it one of PepsiCo's fastest-growing brands in India. According to reports, it accounts for between 75 and 80 percent of the volume of energy drinks sold in the country. Its expansion has been characterized as "more robust and rapid than any other soft drink brand launched in India over the past three decades." Its disruptive value proposition and capacity to democratize the energy drink market are credited with this success.

**Competition:** Due to its pricing and distribution strategies, Sting has significantly outperformed international brands like Red Bull and Monster Energy in the mass market. Another notable rival is Coca-Cola's "Charged by Thums Up," which also makes use of accessibility and broad distribution.

## LITRATURE REVIEW

Sting energy drink, brought to you by PepsiCo, is making quite a splash in the bustling energy drink scene, especially in India, where it goes head-to-head with Coca-Cola's Charged. The competition is fierce, with both brands employing aggressive pricing tactics and eye-catching advertising campaigns to secure their spot at the top (Singh et al., 2024).

When it comes to market competition and strategies, Sting and Charged are locked in a price war, each trying to grab a bigger slice of the market pie. Charged stands out with its clever innovations and celebrity-driven ads that boost its visibility (Singh et al., 2024).

Another interesting angle to explore is how Sting markets and advertises its products. Research has delved into how effective these strategies are in shaping the consumers behavior and influencing brand perception (Singh et al., 2024).

#### Health Concerns

Studies have examined the effects of energy drinks on physical and mental health, including their impact on heart health, sleep patterns, and cognitive function. Health Concerns Energy drinks, including Sting, contain high levels of caffeine, sugar, and other stimulants, which pose risks to cardiovascular health, such as increased heart rate and blood pressure (Hampton, 2016) (Kaur et al., 2022).

The popularity of energy drinks among college students and young adults is concerning due to the potential for misuse and health risks, including cardiovascular and mental health problems (Piotrowski, 2014) (Kozhabek, 2024).

There is a need for public health initiatives to educate consumers about the risks associated with energy drink consumption and to promote transparency in labelling (Kozhabek, 2024) (Kaur et al., 2022).

#### Market Dynamics

**Competitive Landscape:** Sting faces intense competition from Charged, with both brands engaging in price wars and innovative advertising campaigns to capture market share (Singh et al., 2024).

**Target Demographics:** The primary consumers of energy drinks are young adults and college students, with consumption rates reaching up to 50% in this demographic (Piotrowski, 2014).

**Flavor Descriptors:** Energy drinks like Sting often utilize a variety of flavorings agents to appeal to consumers. Common descriptors include sweet, fruity, and herbal, which can enhance the overall taste experience (Piotrowski, 2014)

**Consumer Preferences:** Sensory evaluations indicate that formulations with natural ingredients tend to receive higher acceptability ratings. For instance, drinks with tree tomato pulp were noted for their pleasant and homemade flavors (Piotrowski, 2014).

**Caffeine and Additives:** Sting Energy Drink likely contains caffeine and other stimulants, which can influence flavor perception. The presence of guarana and taurine may contribute to a unique taste profile, although their effects on flavor are not always well-defined (El-Sabban, 2016).

#### Health Risks

**Cardiovascular Concerns:** Energy drinks, including Sting, are linked to increased heart rate, blood pressure, and potentially fatal outcomes such as arrhythmias and myocardial infarctions (Kaur et al., 2022).

**Mental Health Issues:** Regular consumption is associated with anxiety, stress, and sleep disturbances, particularly among youth (Kozhabek, 2024).

#### Easy-to-Open Packaging

Some packaging designs incorporate features that allow the package to be opened with one hand, such as a finger or thumb loop. This design ensures that the package can be opened easily and quickly, which is particularly beneficial for consumers who are multitasking or on the move (Lau, 2012).

Sting energy drink, a competitor in the energy drink market, engages in various promotional strategies, including discounts and marketing campaigns, to enhance its brand image and attract consumers. The competitive landscape, particularly against Coca-Cola's Charged, has led to price wars and innovative advertising efforts, which may include promotional offers to boost sales and market share (Singh et al., 2024).

#### Reasons for Consumption

**Energy Boost:** Many consumers report using energy drinks to combat fatigue and enhance physical performance during sports (Scuri et al., 2018).

**Cognitive Enhancement:** Students often consume these drinks to improve focus and concentration while studying (Scuri et al., 2018).

**Social Influence:** The marketing strategies of energy drinks, including sponsorship of sports events, appeal to younger demographics, reinforcing their use in social settings (Blankson et al., n.d.).

#### Prediction

The future preference for Sting energy drink may hinge on its marketing strategies and the broader implications of energy drink consumption. Sting has successfully utilized targeted advertising to resonate with its audience, enhancing brand awareness and market penetration in India (Lahoti, 2024). However, the consumption of energy drinks, including Sting, raises concerns regarding health outcomes, particularly among adolescents. Studies indicate a correlation between energy drink consumption and negative academic performance, as well as increased risk factors associated with victimization (Jackson et al., 2018) (Leal et al., 2021).

#### Availability and Marketing

Energy drinks are marketed aggressively, often targeting adolescents and young adults through sports sponsorships and appealing packaging (Blankson et al., n.d.).

They are readily available in grocery stores, gas stations, and vending machines, making them easily accessible to consumers (Fogger & McGuinness, 2011) (El-Sabban, 2016).

The market for energy drinks is substantial, with significant revenue generated annually, indicating their popularity and widespread distribution (Blankson et al., n.d.).

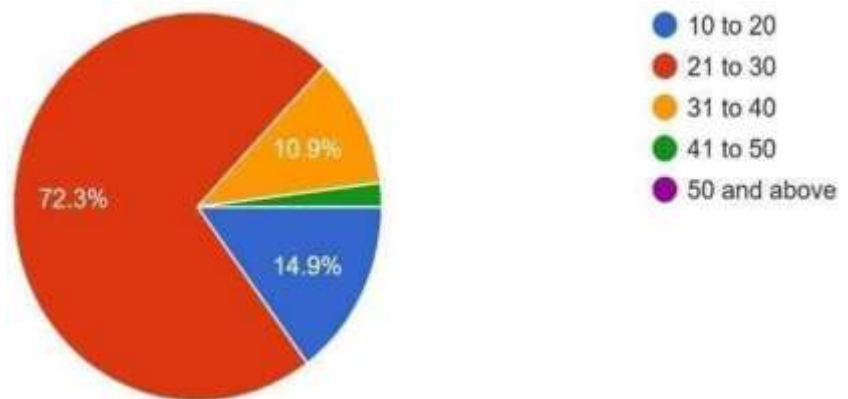
### DATAANALYSIS

After sending out the survey using Google Forms, I received up to 101 respondents from Sting energy drink consumers throughout some certain areas:

There are 101 Sting energy drink consumers responded this questionnaire.

#### 1. Select your age group

- 10 to 20
- 21 to 30
- 31 to 40
- 41 to 50
- 50 and above

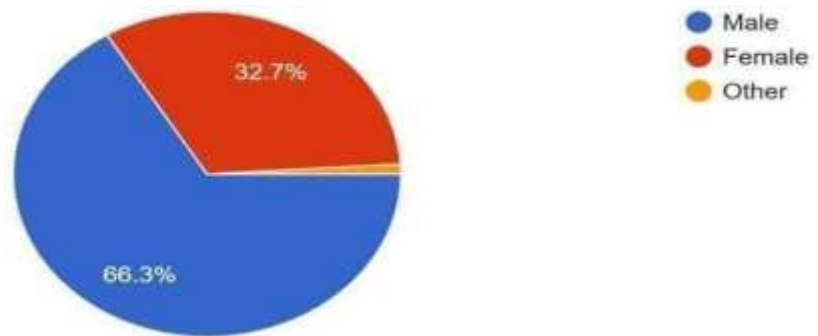


- The survey results reveal some interesting trends in age demographics.
- First off, a whopping 72.3% of respondents are in the 21 to 30 age range, showing that young adults really dominated the responses. Next up, we have the 10 to 20 age group, which makes up 14.9% of the total.
- Then there's the 31 to 40 crowd, contributing 10.9% of the responses.

Unfortunately, the older age groups, specifically those aged 41 to 50 and 50 and above, are barely represented at all. Overall, it's clear that the survey is heavily skewed towards younger individuals, particularly those between 21 and 30, with very few participants from the older demographics.

## 2. Gender

- Male
- Female
- Other

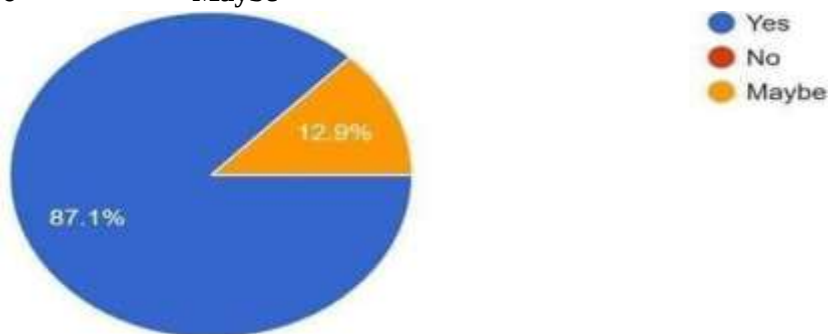


- Male Dominance: Males constitute the largest portion of the respondents at 66.3%, with 67 individuals.
- Female Representation: Females make up 32.7% of the respondents.
- Other Gender: A very small percentage (less than 1%, not explicitly labeled with a number but visible as a tiny sliver) falls under the "Other" gender category.

The survey shows that a much larger percentage of male respondents consume Sting energy drinks compared to their female counterparts. It also highlights the representation of other genders. This indicates that the survey may have been aimed more at a male audience than a female one.

## 3. Have you ever drunk Sting Energy Drink?

- Yes
- No
- Maybe



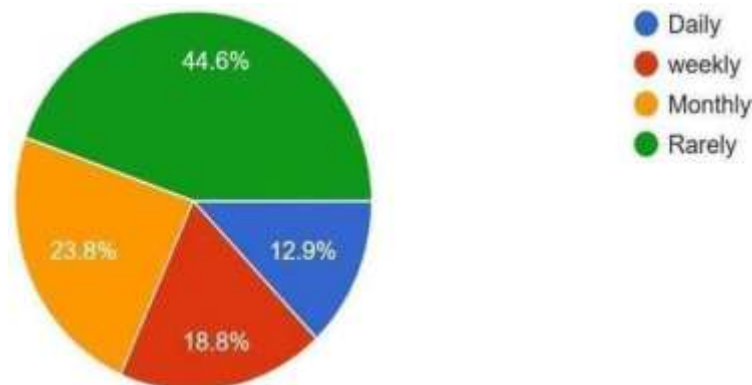
- It turns out that a whopping 87.1% of people surveyed have tried Sting Energy Drink at least once! This shows that the product has made quite an impression and is well-known among the group we asked.
- Another Lesser Percentage, Having Either Tried or Not Is Not Sure: 12.9% of a small percentage answered "Maybe," indicating that these respondents may not have been certain if they have tried the product or else it could have been a very limited exposure that they cannot recall.
- The "No" option was missing from the chart, signifying either 0% representation or that the survey was not targeted because of the subject of the questionnaire.

The data indicated the Sting Energy Drink as being a household name in the areas surveyed. Most respondents acknowledge trying the drink.

## 4. How frequently do you drink Sting Energy Drink?

- Daily

- **Weekly**
- **Monthly**
- **Rarely**



○ Almost half (44.6%) reported "Rarely" drinking Sting Energy Drink, making this response the most frequent one. This indicates that while many have tasted this drink, regular consumption is not common for a large segment.

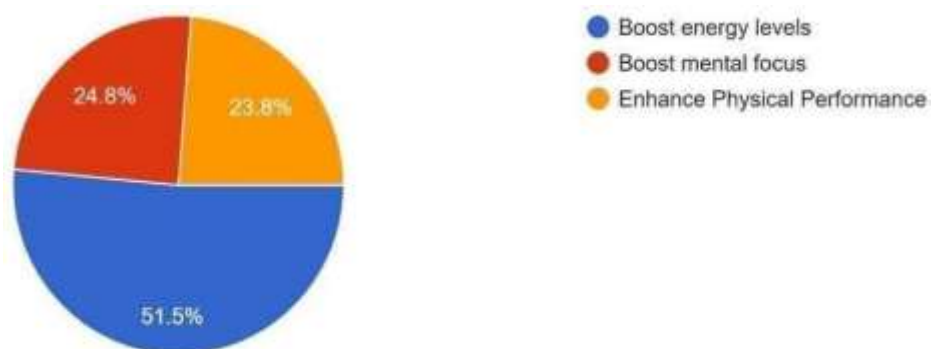
• Monthly consumption is also significant: 23.8% of respondents said they drank Sting "Monthly," making this the second-highest response. This points to a reasonably consistent consumption pattern among a sizeable chunk of respondents, be it daily or weekly.

• Weekly and daily: 18.8% said they drink weekly, whereas 12.9% said daily. These represent a minority of all responded but still attest to regular and frequent consumers.

Although the previous chart showed that a large percentage of respondents had tried Sting Energy Drink, the current data shows that regular consumption (daily or weekly) is not the predominant pattern. The largest group drinks it "Rarely," indicating that many people don't regularly drink it.

#### 5. **Why do you drink Sting Energy Drink in the first place?**

- **Boost energy levels**
- **Boost mental focus**
- **Enhance Physical Performance**



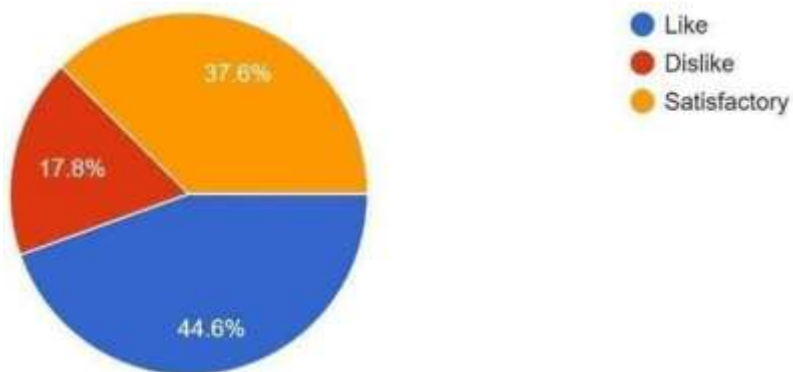
• **Primary Reason: Boost Energy Levels:** More than half of the respondents (51.5%) drink Sting Energy drink primarily to "Boost energy levels." This indicates that the core appeal of the drink aligns with its fundamental purpose as an energy booster.

• **Secondary Reasons: Mental Focus and Physical Performance:** Of the respondents, 24.8% gave the second most common reason, "Boost mental focus." "Enhance Physical Performance" comes in second at 23.8%. Nearly half of the responses were based on these two factors, indicating that customers are also looking for the sting energy drink's physical advantages.

The data unequivocally demonstrates that boosting energy is the main reason people drink Sting Energy Drink. Furthermore, a sizable percentage of users use it to sharpen their mental concentration and boost their physical performance underscoring the product's many alleged advantages beyond merely increasing energy.

#### 6. How would you evaluate the flavour of Sting Energy Drink?

- Like
- Dislike
- Satisfactory

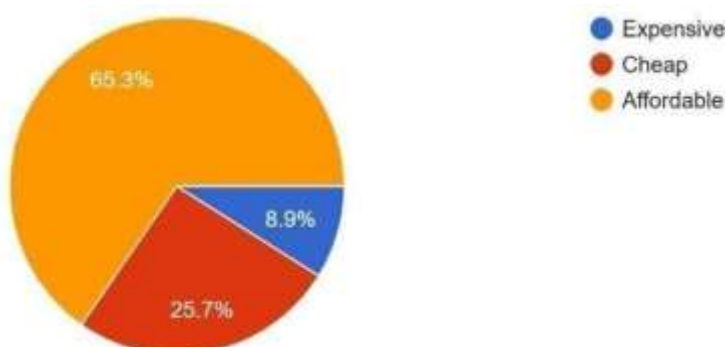


- **Mixed but Positive-Leaning Reception:** The largest group of respondents (44.6%) "Like" the flavour of Sting Energy Drink. This indicates a generally positive perception of the taste.
- **Notable "Satisfactory" Segment:** A sizable 37.6% of respondents think the flavour is "Satisfactory." This implies that although they don't particularly dislike it, they don't particularly like the flavour. It might also imply that it fulfils their expectations without going above and beyond.
- **Minor Dislike:** Just 17.8% of those surveyed said they "Dislike" the taste. The fact that this is the smallest segment suggests that overtly negative responses to the taste are not very common.

The majority of customers find the flavor of Sting Energy Drink to be generally pleasant. A sizable portion of respondents find the flavor to be only adequate, despite the fact that nearly half of them actively enjoy it. The flavor is disliked by a smaller percentage of customers. Although there is potential for improvement to turn "satisfactory" experiences into "like" ones, this indicates that the flavor profile appeals to a wide range of consumers.

#### 7. How would you evaluate the cost of Sting Energy Drink?

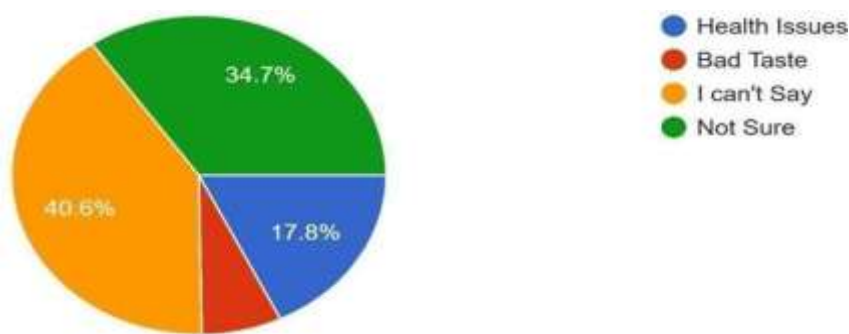
- Expensive
- Cheap
- Affordable



- The majority of responses, or 65.3%, believe that the price of Sting Energy Drink is "Affordable." This is a very good sign for the pricing strategy of the product.
- Notably, 25.7% of respondents thought the drink was "Cheap." When paired with "Affordable," this indicates that more than 90% of respondents have a favourable or extremely favourable opinion of the price.
- Minimal "Expensive" Perception: Just 8.9% of respondents think that Sting Energy Drink is "expensive." The information makes it abundantly evident that the Sting Energy Drink's price is very appealing to the people who were polled. Very few customers consider it to be pricey; the great majority consider it to be inexpensive or affordable.

#### 8. Do you think Sting Energy drink have any Health effects?

- **Health Issues**
- **Bad Taste**
- **can't Say**
- **Not Sure**

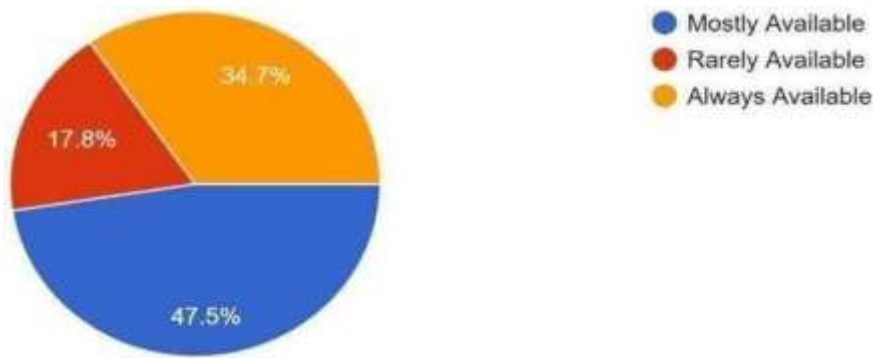


- Uncertainty Predominates: 40.6% of respondents, the largest group, said, "I can't Say," indicating that consumers are significantly unsure or ignorant about the potential health effects of Sting Energy Drink.
- "Not Sure" is Also Important: 34.7% of respondents gave this response, which is closely related. When paired with "I can't Say," this indicates that a significant portion of respondents (more than 75%) are either unable or uncertain to comment on the health effects.
- Minority Perceive Health Issues: 17.8% of those surveyed think Sting Energy Drink has "Health Issues." This is a noteworthy segment, indicating that some customers are aware of the drink's possible health risks or are connected to it.
- Bad Taste: this category accounts for a comparatively small 6.9% of responses. As a result, it indicates that customers are satisfied with the product's taste and that there is room for improvement.

Regarding Sting Energy Drink's potential health effects, a sizable majority of respondents are either unsure or unsure. Although a small percentage of consumers may have "health issues," the main theme is that they are unclear about the effects of sting energy drinks on their health. A poor taste option indicates that the customer dislikes the sting energy drink and wants it to taste better in the future.

#### 9. Is the Product Easily available in the near shops?

- **Mostly Available**
- **Rarely Available**
- **Always Available**



- **High Availability:** According to most respondents, Sting Energy Drink is easily accessible. Of the responses, 47.5% said "Mostly Available" and 34.7% said "Always Available." These two groups together account for 82.2% of respondents who say they are consistently available.

- **Rarity Experienced by Minorities:** Just 17.8% of respondents say that the product is "Rarely Available." Given the small size of this market, it is unlikely that most consumers are particularly concerned about supply issues.

According to the majority of respondents, Sting Energy Drink has a strong market presence and distribution, as evidenced by its high availability in local stores. Customers seem to find the product easily accessible, which boosts sales and expands the brand's reach.

#### 10. Do they offer any discount or promotion?

- Gives Cashback offers like redeem code on bottle rapper
- Original Price (no cashback and no discount)



- **More Than Half Report No Discounts:** The majority of respondents, 55.4% (56 individuals), indicated that the product is sold at its "Original Price (no cashback and no discount)." This suggests that for a significant portion of consumers, promotional offers are not a regular occurrence.

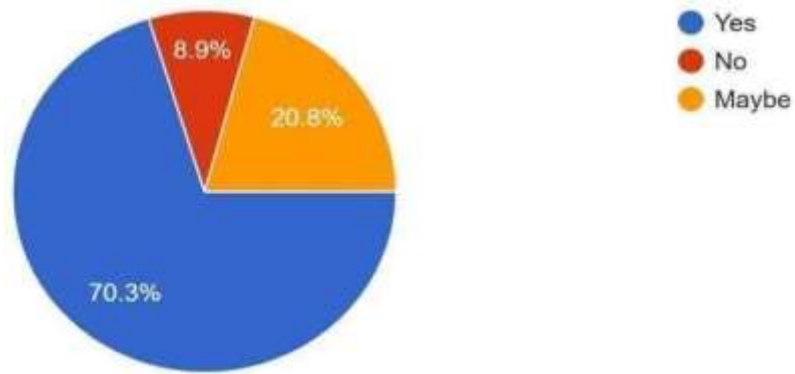
- **A Lot of People Get Offers:** A big 44.6% of people said that the Sting Energy drink "Gives Cashback offers like redeem code on bottle rapper." This shows that promotions are being offered and noticed by a large part of the market, even if they aren't everywhere.

It looks like there are some discounts or deals on Sting Energy Drink, but not all the time. A small majority of customers buy the product at its original price without any offers, but a large number do benefit from cashback or similar deals. This means that the brand either used targeted advertising or that these deals are only available in certain areas or stores.

#### 11. Is the Packaging convenient?

- Yes
- No

• **Maybe**

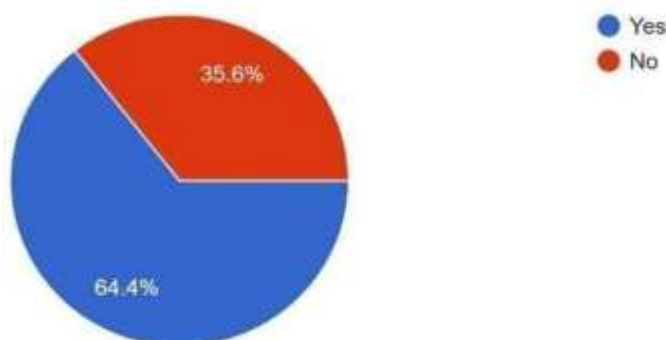


- Yes, 70.3% of people who answered said the packaging was easy to use. Most of the answers are here.
- Maybe: 20.8% of people who answered weren't sure or had mixed feelings about how easy the packaging was to use. The picture shows that this is the same as 21 answers.
- No: 8.9% of people who answered said the packaging wasn't easy to use. As shown in the picture, this is equal to 9 responses (calculated as 101 total responses \* 8.9% approx.).

A large minority (20.8%) are unsure or have some concerns about the packaging of the sting energy drink, while a small percentage (8.9%) think it is inconvenient. This makes it seem like the packaging is People generally like it because it's easy to use, but there may be ways to make it better for people who said "Maybe" or "No" when asked about the energy drink

12. **Will you preferred having sting in future?**

- **Yes**
- **No**



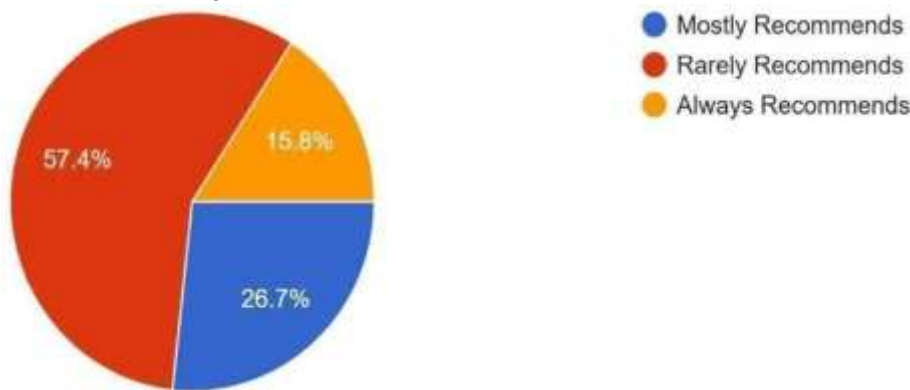
- Yes, 64.4% of people who answered said they would rather have "sting Energy drink" in the future.
- No: 35.6% of people who answered said they would not like to have "sting" in the future.

A clear majority of the people who answered (64.4%) said they would like to have "sting" in the future. This shows that most people have a positive attitude toward its taste, energy boost, and health benefits. However, a large number (35.6%) do not prefer it, which means that some people are still not interested or happy with the taste or health effects.

13. **Do you Recommend to friends and family?**

- **Mostly Recommends**
- **Rarely Recommends**

#### Always Recommends



- Rarely Recommends:** The majority of respondents, 57.4%, said they hardly ever suggest the Sting Energy drink to friends and family. This suggests that a sizable section of the audience is not enthusiastic about making recommendations.
- Mostly Recommends:** According to 26.7% of respondents, it is mostly recommended. The degree of satisfaction and willingness to recommend Sting Energy drink is moderate among this group.
- Always Suggested:** The smallest percentage of respondents (15.8%) said they always suggest it. These are probably the most devoted and contented Sting Energy drink customers.

This indicates that the most common sentiment among consumers of sting energy drinks is one of infrequent recommendation.

## DISCUSSION

**Target Market Fit and Primary Benefit:** While the survey's respondents were overwhelmingly male and aged 21-30 years (which aligns with Sting's identified target market Young Adults and the core proposition of an instant energy boost), the most commonly identified reason for consuming Sting was "Improve energy levels," at 51.5%. This supports the brand's core promise and successful brand positioning.

The next two reason, each report (the same) by just over one third of respondents, were "Improve mental focus" and "Improve Physical Performance."

" This suggests that energy-seekers also see functional benefit in a Sting drink, not just a simple energy kick. **flavour Profile and Acceptance by Consumers:** The flavour evaluation shows a generally favourable assessment, with 44.6% indicating they liked it, and a further 37.6% indicating that "ok". This suggests a flavour profile with a fair degree of broad audience appeal (with no overwhelming negativity).

However, the sizeable "ok" group suggests there's also an opportunity for product development, working towards moving this larger group from passive acceptance, to more active preference, through small changes to the flavour profile or possibly new products.

Sting's remarkable expansion from ₹1,000 crore from retail sales, controlling 75-80% of Indian energy drink volume is an excellent example of a value-for-money brand strategy.

The survey data supports this notion and the greater than 90% rating for the product as "Affordable" or "Cheap" illustrates a compelling value proposition. In Tier 2 and Tier 3 cities particularly, Sting's low price point allowed it to open the energy drink category to the mass consumer market and continue to outcompete premium global energy drink brands like Red Bull and Monster Energy with raw volume.

Sting's wide availability across the country as the result of an extensive distribution system and supported through established PepsiCo channels to small local shops, and canteens is also a strong contributor to the product's high availability - a point validated by an 82.2% mention of its availability in the survey responses.

**Promotional Strategies & Market Perceptions:** The division into discount awareness (55.4% said they didn't receive any discounts or offers, while 44.6% had received offers/discounts) indicates either a fragmented or a focused promotional strategy. These focused strategies might provide efficiencies for specific campaigns, but a more consistent and omnipresent promotional outreach may enhance purchase motivations and the perception of value on the part of the consumers when thinking of a brand associated with affordability.

**Packaging Convenience:** Package aspects were generally rated as convenient, yet the 20.8% of respondents indicating "Maybe" and 8.9% of respondents indicating "No", regarding the issue of packaging, hints at some friction points. Further research into detailed aspects of packaging that did cause inconvenience could lead to an improved design, potentially focussing on the 'easy to open' features noted in the literature.

**Future Preference and Retention:** The 35.6%, who "would not like to have 'sting' in the future", represents quite a big area that this brand is not retaining or appealing to on a long-term basis. Understanding the declining preference; whether health consciousness, fatigue from taste, etc, is important in also developing future retention strategies.

## CONCLUSION

- With 101 responses, mostly from young adult males (ages 21 to 30), this survey offers important information about the market position of Sting Energy Drink, consumer attitudes, and possible areas for development.
- **Principal Advantages:**
- **High Brand Awareness & Trial:** Sting Energy Drink has a strong market penetration among the surveyed demographic, as evidenced by the noteworthy 87.1% of respondents who have tried it.
- **Reasonably priced:** 91% of respondents said the price was "Affordable" (65.3%) or "Cheap" (25.7%), which is a significant plus.
- **Easy Availability:** 82.2% of respondents rated Sting Energy drink as "Mostly Available" (47.5%) or "Always Available" (34.7%), indicating a strong distribution.
- **Primary Benefit Alignment:** More than half (51.5%) of consumers drink it to "Boost energy levels," which is in line with the main purpose of energy drinks.
- **Convenient Packaging:** Most people (70.3%) think the packaging is convenient.
- **Future Preference:** There appears to be a generally optimistic outlook as 64.4% of respondents clearly stated that they would prefer to have "Sting" in the future.

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