

**An Analysis into the Marketing Strategy in the  
Beverage Industry - Case Study: Energy Drink  
Market of Azerbaijan.**

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## ABSTRACT

The target of this exploration concentrate to decide Energy Drink Market of Azerbaijan by leading diverse sorts of Marketing Strategies. The reason for this examination contemplate was to distinguish the best and suitable marketing strategies as far as factors and mediums. This exploration think about additionally brought up the functional perspectives involved in the marketing strategies of energy drinks in Azerbaijan. This research utilized social, consumer behavior and market data related with energy drinks in Azerbaijan.

The usage of the qualitative research technique was embraced. The examination technique delineated some cultural, social convictions, qualities and desires related to making brand awareness, loyalty and adequacy to advertising and communication factors. To achieve the point of this exploration think about polls were passed out to 300 respondents. Meetings with 8 respondent in the energy drink industry in Azerbaijan was additionally led.

Discoveries from questionnaires and meetings were examined with the qualitative information examination. The discoveries demonstrated that promoting, with the TV and radio mediums, isn't the most vital factor when the consumer purchase in comparison with different factors, for example, pricing, taste.

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# 1. INTRODUCTION

The initial piece of this exploration material will comprise of the foundation of the investigation, why this specific theme was picked, and its hugeness with underscores on the examination objective. This initial part will likewise clarify quickly the points of the examination distinguish the restrictions and a general structure of the proposition subject

## 1.2 Information Background

Estes (2000) pointed out that marketing strategy is a tool which centers on the exercises which will prompt an expansion in sales and strength in its target market. This paper is fixated on the idea of making brand awareness, with the assistance of promotion and some other tactics in beverage industry. According to Shimp (1996), marketing strategy consists of the plans, money allocation and controls expected to coordinate a firm's creation, advertisement, and distribution and pricing exercises. Nevertheless, different types of marketing strategies will be analyzed in this research.

Furthermore, marketing strategy is an approach where goods and services are conveyed to a target of audience and distributed there, which considered as a one of the steps in marketing plan. The main aim of marketing research is to eliminate some risks from decision making process (ibid.).

Recently marketing strategies are increasingly popular business activities, but marketing strategy is important enough, but researchers do agree that this topic has been received a wide range of attention. On the other hand, current organizations are interested in entering new target markets and they have to know more info about the markets. According to Hein (2001), all conditions and regulations of the markets have to be analyzed. Moreover, in my opinion the significance of this examination is an intriguing and testing open door for me.

This investigation, after its culmination, will contribute to beverage industry in assessing proper marketing strategies for increasing the sales and getting success in this field.

### **1.3 Research Aims and Objectives**

The exploration goals will be separated into two primary sections:

First and foremost, to identify a constructive method to marketing strategies is likely to be beneficial for beverage industry and also determine the relevant challenges and suggested arrangement.

Second one, a small scale highlight of the other factors a market overview of energy drinks, the cultural and social factors and values associated with events and energy drinks, current related companies and their previous promotional and communication techniques.

To comprehend the point of this examination subject the underlying procedure will be to clearly distinguish the exploration issue, which is the productive approach utilized in discovering the privilege and fitting advancement and communication techniques in potential market

With an end goal to recognize these advancement and correspondence procedures, an efficient procedure, will be done at first with the hypothetical system of this exploration examine, to facilitate on clarifying the examination compose, trailed by the investigation of the exploration discoveries lastly the conclusions and suggestions.

### **1.4 Implications for the Research Study**

This research is conducted with the aim of discovering the appropriate marketing strategy in beverage industry. I suppose this paper has a profound point:

1. Staying away from any promoting calamities or business disasters, when passage into the new outside region.

2. Avoid being tricked in the new market territory.
3. Work as a suggestion for choosing a promoting system, for the potential market

### **1.5 Restrictions on study**

In my dissertation topic as a case study I will analyze Azerbaijan Energy Drink Industry; meanwhile, by taking various types of surveys and interviews, this industry will be carefully examined. It is crystal clear that since there are limited academic materials about marketing strategies such as, entry to market and promotion, it creates several difficulties for this research paper. In addition, the lack of academic material related to the market entry and promotion is also a challenge to identify certain statistics in energy drink industry. In order to find special information about energy drink market, it is very crucial to find official personnel because those people are reliable and have accurate statistics. Even though, there is plenty of information on internet, it is very likely not to find accurate ones about energy drink industry. Yet this restriction exists, it can be settled by finding the correct wellspring of data and tapping data straightforwardly from the source, consequently managing specifically with the approved people in control. Generally, obstacles might have been faced in this research paper:

1. Lack of information on promotion and entry to and exit from the energy drink market
2. Only a little statistical data in this industry

### **1.6 Methodology**

This area contains the apparatuses and strategies that will be utilized in this market study. Investigation devices and methods for the most part vary from discipline to discipline (Yin, 2003; Saunders et al., 2007). With the end goal of this investigation the subjective research technique will be utilized with it's

precisely chose information gathering strategies, this will empower the examination procedure to be handled efficiently keeping in mind the end goal to reach the correct inference

## **1.7 Study Structure**

This examination will fill in as a cautious way to deal with the different sections and lead for the whole proposal point. In the previous parts, the foundation of this research paper was clarified, the reasons why this theme was picked, the inspirations driving it and in addition its impediments. The following part will have a reasonable clarification of the theoretical system of this research paper, and any theory expressed realities that will back the exploration consider. Having clarified the theoretical system, the examination techniques that will be utilized in this specific research study will be clarified. An intensive clarification of the examination strategy will be mentioned in the following parts.

Next one is the empirical piece of this research paper. This case analysis will be investigated and alternate components said before on outline of energy drink and soft drink market, existing rivals, social and societal meanings related with energy beverage and past advancement and correspondence procedures, adjusted by existing energy beverage brands in Azerbaijan will be clarified. I will likewise experience my discoveries, as to which showcasing technique and medium will be most appropriate for the research and ultimately give examination in view of the exploration discoveries. Lastly, the last section will be a summation to this examination consider took after by suggestions. Also, allegorical clarification will be mentioned in this paper

## ***2.8 Research Questions***

Below given research questions have been formulated to analyze Energy Drink Sector in Azerbaijan.



- 1. Which Marketing Strategies are used to gain deeper information about this research?**
- 2. Is there Demand for the Energy Drink in Azerbaijan Market?**
- 3. Is there existing competition in Azerbaijan Market?**

# Literature Review

## 2.1 Marketing Strategy

As prior on expressed in the research paper, showcasing procedure, when envisioned as the greater container, comprising of components identifying with, distribution, promotion and pricing, will direct comprehend the significance of this research paper. The showcasing idea, whereby an organization chooses to manufacture its emphasis on the gainful fulfillment of its objective clients, has helped numerous organizations, both little and medium size organizations, to expand their business development and upper hand. Bittar (2001) says that there are a few advertising techniques an association utilizes with a specific end goal to enter a business opportunity out of the blue and to hold its customer base. An advertising technique can likewise fill in as a showcasing plan for the association. They both go as an inseparable unit and help yield powerful outcomes. A case of showcasing methodology running as an inseparable unit with the advertising design is when Energy drink was first propelled, the making of customer connections was set up (ibid).

According to Mason (2000), advertising procedure includes strategies and activities which the association may regard fundamental in the wake of sketching out its principle objectives. In this situation, the case company primary objectives will be to pick up a buyer base and make brand mindfulness in the new market and in the end an expansion in its piece of the overall industry.

There are various models, hypotheses and writing audits identified with promoting techniques, there are numerous models and speculations, which may

look to some extent like what will be examined later in this exploration think about. Some of these incorporate the showcasing blend - product, price, place and promotion, in other writing audits, they are alluded to as the 4Cs-product, cost, channel and correspondence (ibid.).

Another model or hypothesis which likewise looks to some extent like the following dialog, however from an alternate point of view, is the 3Cs: Customer Azerbaijani market and the opposition existing energy drink brands. Others incorporate the SWOT examination, the STP-segmentation, targeting on and positioning. It ought to be noticed that every one of these hypotheses, models and expository methodologies ought to be contemplated, if an association is entering a market zone paying little heed to advertise gainfulness or the purchaser base (Chevron, 2000).



### **International Marketing Environment**

Researchers and promoting specialists have built up a few papers, hypotheses and models that clarify the major environmental variables involved in global advertising (Court, 1999). There is the PEST/Step, which comprises of political elements, prudent variables, socio-social components and the innovative elements. A few speculations have been separated into the inside

condition, small scale condition and the full scale condition which involves the political, economic and socio-cultural components.

Howard (2000) states that these components straightforwardly influence data relating to the availability, advertising strategies and modes, distribution channels, item and estimating choices, and strategy for installment, promotion and pricing, coordination and authoritative structures and are all of huge importance to this exploration consider. Different segments influencing the natural structure of worldwide promoting incorporate land areas, foundation and innovation.

## **2.2 PESTEL Analysis in Energy Drink Industry**

### **Political Factors in Energy Drink Industry**

Choices taken by business firms in global promoting are to some degree influenced, either straightforwardly or in a roundabout way, by administrative activities at different stages. Ward (2002) stated that the degree to which a legislature ends up engaged with worldwide marketing and the particular idea of its contribution relies upon the kind of economic framework relating in the nation (for instance free enterprise, communism or socialism), the type of government association (for instance government, republic or autocracy) lastly the sort of lawful framework (for instance code law or custom-based law). Baron (1993) says that the inclusion of the administration impacts the universal promoting process. Governments have controls and limitations concerning the sort of items or administrations that are either transported in or traded. For instance, in 1998 the administration of Myanmar (Burma) restricted the import of a scope of items that could be created locally: sodas, lager, liquor, cigarettes, crisp natural products, rolls, canned nourishment and flavoring powder

Politically energy drinks industry is under investigation because of episodes where Red Bull or other energy drink utilization has prompted death ordinarily in conjunction with alcohol utilization (Stiglitz, 2002). While these deaths are few and far between, they have still gotten huge media consideration. By expansion, the stun of uncommon cases, for example, these have made numerous lawmakers respond who are presently starting to take a gander at confining its deal. As a large portion of the political issues that influence Red Bull depend on prohibitive enactment (ibid.).

### **Economic Factors in Energy Drink Industry**

A noteworthy normal for a global marketer's world is to know the assorted variety of showcasing conditions in which business can be directed. Economic factors in a nation are affected emphatically by the framework that exists including the correspondence, energy and transportation offices (Hutton and Giddens, 2000). Qualities of a populace frame likewise a key angle, for example, considering the objective nation the aggregate populace and the level of urbanization. Another perspective can be the wage and wealth distribution of the general population in Azerbaijan, this extraordinarily decides the acquiring influence of the objective gathering (ibid.).

According to Hutton and Giddens (2000), economically the energy drinks industry has kept extending at a twofold figure rate for the most recent decade, this development has to a great extent been unaffected by the downturn and has outflanked other similar ventures. This is a significant demonstration of the developing ubiquity of energy drinks particularly as they have a tendency to be much more costly than substitutes, for example, soft drinks such as Cola, Fanta etc.

### **Social Factors in Energy Drink Industry**

Culture extensively characterized from numerous points of view can be just comprehended as the way a gathering of individuals live and share information, their lifestyle, their practices, their way of life, convictions, qualities, images etc., go along by correspondence starting with one age then onto the next.

Energy drinks organizations are extremely dynamic via social media destinations, for example, Twitter and Facebook, energy drink brands specifically as it is said in about portion of all energy drink related tweets. Socially the energy drinks brands are viewed as cool because of the extreme games picture and group sponsorships (Wheelen and Hunger, 1990). This cool picture has helped organizations, for example, Red Bull turn out to be very well known with clubbers, understudies and drivers. Energy drinks however get a considerable measure of feedback through new advanced media, for example, web journals, particularly in connection to passing's that were caused by inordinate energy drink blend with spirits (ibid.). Usage of alcohol together with energy drinks is very mainstream among the young and clubbers because of the jolt of energy, subsequently this has a twofold edged sword for energy drink organizations in Azerbaijan. Energy drinks organizations are additionally being cleared up in the general wellbeing pattern which has existed for as far back as couple of years, and has brought about the arrival of low carb and sugar free alternatives (Klein, 2000).

### **Technological Factors in Energy Drink Industry**

As far as technological powers affecting the condition these are mostly constrained to enhance assembling and transport capacity (Bauman, 1998). Advancement in this industry tends to originate from item division. The most vital Technological factor in the Energy Drinks Industry is the Internet. This innovation has permitted individuals over the world cooperate with the brands from the solace of their home, regardless of whether it is viral promotions to

make buzz, for example, the Red Bull Stratus occasion which had the biggest live gathering of people on YouTube ever or only connecting with their social media page (Giddens, 1999).

### **Environmental Factors in Energy Drink Industry**

While this could have gone under the social segment, I chose to keep this different to feature its significance to the advanced buyer (Hill and Jones, 1989). While there is sure pollutions cause by the assembling of energy drinks the Industry is extremely centered around bundle reusing. The most widely recognized type of bundling is the aluminum would which be able to is 100% recyclable. A portion of the least expensive brands do utilize plastic bundling for their bigger items, for example, 1 liter jugs however these again are recyclable and are a generally little level of offers (ibid.).

### **Legal Factors in Energy Drink Industry**

Legitimately we are seeing expanding measures being taken against every single undesirable item, for example, sodas, particularly in connection to advertising at youngsters. Energy drinks specifically are taking a great deal of fire from political foundations which are hoping to constrain their purpose of offer. This is down to two reasons rising corpulence among youngsters and grown-ups, and likewise the prominent passings connected with energy drink utilization. While not unlawful controllers are taking a gander at thought's, for example, sugar duties to help diminish utilization of these items. There is additionally limitations being put on advertising at youngsters, who are a prime focus for organizations hoping to end up perceived by shoppers before ways of managing money are set (McCloughry, 2000).

## **2.3 Market Analysis**

There are different models, hypotheses and methodologies of breaking down a market, talked about under alternate points of view, however with a similar target. This specific area may look to some extent like the 3Cs approach or the 4Ps. The choice to take while breaking down foreign markets will naturally come about because of the company's marketing designs (Daniels and Radebaugh, 1998). It is of huge significance that any organization entering or trying to work together overseas should investigate the examination of the market. This is because of the way that the organization should outline a special improvement strategy, relating to its hierarchical objectives and all the more imperatively, its assets, and its current limit. To make it less demanding and to have all the more importance to this research think about, I have derived a straightforward however yet broad way to deal with help comprehend the means associated with examining a foreign market.

### **Step 1. Estimation of Foreign Market**

At the point when an organization chooses to work together overseas, they need to break down the rundown of potential foreign markets they have close by. They measure the upsides and downsides of the every potential market before they go to an official choice (Bartlett and Ghoshal, 1989). The inquiry at that point is, what are the pointers or factors that assistance organizations and multinational firms figure out which potential foreign market they should fare to. There is different writing concerning the means or process engaged with assessing the potential target showcase. Now I will write these steps.

#### **1. Country Determination**

This is the point at which an organization chooses which part of the world to consider a potential business advertise. The reasons why Azerbaijan is being considered as a potential target showcase is that the nation is advancing bit by bit to the highest point of the universal market world and an open door for



worldwide development. Azerbaijan is being viewed as a potential market because of the likenesses it imparts to the European market

## **2. Preliminary Screening**

This second stage is the point at which an intense and more watchful approach is taken to measure the last chose potential nation against the other residual nations. For example full scale economic variables like cash dependability, exchange rates, level of household utilization are considered.

## **3. In – Depth Screening**

This stage is additionally alluded to as the mid-purpose of the procedure. This is the point at which the nation or nations that make it as yet are viewed as suitable for advertise section. Each indispensable snippet of data on the objective market is required at this phase keeping in mind the end goal to accomplish an accurate choice. It ought to be noticed that not just the full scale and micro-economics factors must be considered (Burgess, 1991).

## **4. Final Choosing**

Finally, the choice to pick a potential target advertise is made. This stage includes the impression of the organizations strategic viewpoint and how the last choice identifies with past exchange associations with different nations. Henceforth, taking in circumstances can be cited from the past business relationship. The contenders effectively existing in the chose nation or nations ought to likewise be weighed. Knowing and having a decent learning of your rivals will fills in as upper hand (Silverman, 1993). Subsequently, one ought not escape with wiping out the contenders. Yet rather watch out for your client, without them there is no market condition.

## **5. Direct Experiences**

An individual experience with the chose target advertise is an imperative factor. It gives one an understanding on what really goes ahead there. The determination procedure can't be finished without completely affirming whether the data, the association procured is accurate or not. On account of this research contemplate, the part of this stage is completely experienced (Scholte, 2000).

## **Step 2. Product**

Subsequent to assessing and breaking down the foreign market, the following stage is to investigate what you bring to the table to the market and what should be possible better

There are clearly sure inquiries relating to the item or administration being referred to, however the three inquiries sketched out underneath are of importance to this research examine (Yip, 1995).

### **Question 1**

#### **Is there Demand for the Energy Drink in Azerbaijan Market?**

There are numerous energy drink brands in the Azerbaijani market yet this specific target showcase is one that is promptly open to any new item that fulfills the objective markets' needs. In any case, we ought not overestimate that on the grounds that there is as of now existing energy drinks, purchasers might need to attempt new items. Thus, there is the requirement for showcase researches and customer conduct research. Another factor to consider is the thing that we have in our item that is not quite the same as the effectively existing energy drinks marks on the Azerbaijan market. The assortment of flavors the Energy drink has may fill in as pro over other energy drink brands available

### **Question 2**

### **Is there existing competition in Azerbaijan Market?**

There is an effectively existing rivalry in this market. The energy drink advertise Azerbaijan is led by the Austrian brand Red Bull, taken after by Monster and Jaguar energy drink. What would we be able to improve the situation than they can? Understanding our customers is an exceptionally significant part in achieving their hearts. Securing learning from the disappointments of other energy drink brands can fill in as an upper hand. The customers and organizations seldom acknowledge rehashed marketing calamities. Making the item which is more engaging the eye than that of the competitors“ will help put us on top of things. Marketing designs and promotional strategies should be acclimated to suit the objective customers: if plan A comes up short, B is presented

### **Question 3**

#### **Are companies provide customer retention with products?**

The inquiry that is a center segment of each market assessment process: Will there be that proceeded with administration and client relationship after the item has penetrated the market? Client retention is an essential perspective, on the off chance that one needs to remain in the amusement. Changes in promotional and correspondence strategies, marketing strategies and plans must be set up to take care of with the expanding demand and as of now existing interest.

### **Step 3. Export Entry Strategies**

Jansson (2007) says that in the wake of assessing and investigating the foreign market and choosing which nation is the new potential market, the choice of the item or administration esteem is considered. The subsequent stage is to choose what passage modes will be reasonable in this procedure. In this research ponder, the directing modes that will be straightforward and less

demanding to address the issues of the foreign market are clearing through exporting. There are distinctive worldwide marketing channels utilized when going into another foreign market. There are different elective section channels between countries as including exporting, licensing, contract producing, administration contracting, assembling and joint ventures and numerous others (Timlon, 2005, 41).

#### **Step 4.**

### **2.4 Pricing Strategies**

Pricing strategy is a way of finding a competitive price of a service or product. This strategy is combined with the other marketing pricing strategies that are the 4P strategy economic patterns, competition, market demand and finally product characteristic. This strategy makes up one of the most vital component of the mix of the marketing as it is concentrated on generating and increasing the revenue for an organization, which extremely becomes benefit for the company. Understanding the market conditions and the unmet desires of the consumers along with the price that consumer is willing to pay to fulfill his unmet desires is the ultimate way of gaining success in the pricing strategy of a product or a service. Now I will discuss some types of Pricing Strategies which can be use Beverage Industry especially Energy Drink Market.

#### **Penetration Pricing Strategy**

A couple of organizations receive these methodologies so as to enter the market and to acquire market share. A few organizations either give a couple of services to free or they keep a low price for their products for a restricted period that is for a couple of months. This approach is used by the organizations just so as to set up their client base in a specific market (Bolton, 1989).

#### **Economy Pricing Strategy**

Used by an extensive variety of businesses including providers and retailers, economy pricing plans to draw in the most price-aware of customers. With this strategy, businesses limit the costs related with marketing and production so as to hold product prices down. Subsequently, clients can buy the products they require without ornaments (Tabachnik, 1989).

### **Market Skimming Strategy**

Intended to enable businesses to expand sales on new products and services, price skimming includes setting rates high amid the early on stage. The organization at that point lowers prices slowly as competitor products show up on the market (Greenacre, 1993).

One of the advantages of price skimming is that it allows businesses to amplify benefits on early adopters previously dropping prices to draw in more price-delicate customers. Not exclusively does price skimming enable a private company to recover its improvement costs, yet it additionally makes an illusion of quality and restrictiveness when your thing is first acquainted with the marketplace.

### **Competition Pricing Strategy**

To determine a price according to competitor's prices. In other words, organizations have 3 choices. They can identify the price lower than competitors, price the same or price higher (Benzerci, 1994).

### **Psychology Pricing Strategy**

With the economy as yet limping back to full health, price remains a primary concern for consumers. Psychology pricing alludes to procedures that marketers use to stimulate customers to react on passionate levels as opposed to legitimate ones. For instance an organization will price its item at 0.99 cent rather than 1 Euro. The objective of psychology pricing is to expand request by making a dream of upgraded an incentive for the consumer (Deville and Saporta, 1983).

## **Product Line Pricing Strategy**

According to (Bolton (1989), pricing distinctive items inside a similar item extend at various price focuses. This procedure reflects a key cost of making an item mainstream and devoured by the purchaser with a fair addition over the scope of the item or the service.

## **Promotion Pricing Strategy**

Promoting price for any product is extremely valuable and accommodating system. These promotion offers including , discount offers, presents, coupons, vouchers, get one and get one free, and so on to advance new and existing products organizations do embrace such systems where they reveal these offers to advance their products. An old system yet it is a standout amongst the best pricing techniques till date. Reason of its prosperity is that the clients considers purchasing the product and administration for the offer that the buyer gets (Benzerci, 1994).

## **Value Based Pricing Strategy**

This pricing approach take into considerate the estimation of the product to consumers as opposed to the amount it cost to deliver it. Value depends on the advantages it gives to the purchaser e.g. comfort, reputation or euphoria (Timlon (2005).

## **Cost Based Pricing Strategy**

This is like cost in addition to pricing in that it considers however it will consider different factors, for example, economic situations when setting prices. Cost based pricing can be valuable for firms that work in an industry where prices change consistently yet at the same time need to construct their price with respect to costs (Greenacre, 1993).

## **Seasonal Pricing Strategy**

This is likely the most widely recognized type of yield administration there is out there, where administrators have three distinctive price classifications for their journey: High season, mid time period and low season (ibid).

### **Premium Pricing Strategy**

The price is set high to demonstrate that the product is "elite". Cases of products using this method include Business class airline services, Ferrari and others (Blattberg and Neslin, 1990),

### **Step 5.**

## **2.5 Distribution Strategies**

A distribution strategy is an arrangement to achieve customers with products and services. Distribution incorporates the two deals and conveyance of everything that encompasses a product including customer service and customer encounter. It is normal for firms to receive numerous distribution directs to achieve customers in helpful ways. It is likewise basic for distribution strategy to fluctuate by region as a firm may look for organizations or light capital structures to achieve global markets. There are some types of distribution strategies which I will discuss (Ensign, 2006).

### **Zero Level Channel**

Ensign (2006) further explains that at the point when the distribution of the product is immediate from the maker to the customer or the client. This strategy is additionally alluded to as producer to consumer channel. Under this channel, the producer of products endeavors to reach a definitive client of merchandise by a few strategies for offering including door to door deals people. Generally, heavy equipment are used in this distribution channel.

### **One Level Channel**

At the point when the product isn't sent specifically from the producer to the clients however the maker sells the product to the retailer who, thusly, sells to the buyer. This channel maintains a strategic distance from wholesalers. It is reasonable when products are perishable and speed in distributions is greatly fundamental. The merchandise that are regularly sold in this channel are form stock, products requiring establishment, high value products, and etc (Loomba, 1996).

### **Two Level Channel**

At the point when there are two levels of various types of intermediaries between the producer and the customer. In this time, under this channel, the producer sells the product to the retailer and who at long last sells to the customer. In this framework, the distributor is conceded a specific segment of the aggregate benefit, thus for which he or she purchases stores, sells, conveys and broadens credits. This channel is constantly utilized as a part of regard of basic products such as groceries and etc (Kotler and Keller, 2008).

### **Intensive distribution**

Intensive distribution intends to give immersion scope of the market by utilizing every single accessible outlet. For some, products, add up to deals are specifically connected to the quantity of outlets used (e.g., cigarettes). Intensive distribution is generally required where customers have a scope of adequate brands to browse. As it were, whether one brand isn't accessible, a customer will just pick another (Wren, 2007).

### **Selective distribution**

Selective distribution includes a producer utilizing a set number of outlets in a geographical zone to sell products. Merit of this approach is that the producer can pick the most proper or best-performing outlets and center exertion (e.g preparing) on them (ibid.).



## **Exclusive distribution**

At the point when the firm conveys its image through only maybe a couple significant outlets in the market, who solely bargain in it and not all competing brands, it is said that the firm is utilizing a select distribution strategy. This is a typical type of distribution in products and brands that look for a high prestigious photo (Burt, 2000).

## **Step 6. Communication and Promotion**

This part is the crown gem of each market examination process. It is additionally a critical angle in the market assessment process. The promotion and communication arrange is crucial to the organizations marketing strategy. There are different writing surveys identifying with marketing strategy, regarding promotion and communication. An issue, the Ansoff-Matrix will be talked about.

### **2.6 Promotion and Communication**

Marketing communication creates brand awareness, which implies that customers make an interpretation of item information into discernments about the item's properties and its situation inside the bigger market. Organizations likewise utilize marketing communication to hold the item's present client base, and to concrete associations with customers and suppliers.

Shimp in his "Customer and Idea" article says that marketing communication and promotion employee in each organization are looked with the requesting issues of how to impart and advance the organization's brand name to its customers or purchasers. It is a key factor for any organization to try to make brand awareness or revive the buyer brand loyalty, to relegate time and assets in its marketing strategy, as far as promotion and communication (Philip, 1998).

Communication is the procedure whereby considerations are passed on and significance is shared between people or amongst organizations and people.

Marketing communication speaks to the gathering of the considerable number of components in a brand's marketing mix that encourages trade by building up imparted importance to brand purchasers. According to Shimp's definition, the communication viewpoint is a blend of both the marketing mix factors and the promotional factors, expected to impart to the customers.

The initial step for the advertiser is to build up a marketing communications strategy. The strategy will characterize the buyer, the most ideal approach to contact them, and what the message ought to be. This procedure is known as the marketing mix. The procedure experiences the accompanying advances:

### **Segmentation**

By isolating shoppers into segments, the advertiser is better ready to address customer issues, and increment positive reaction. Amid the promotion procedure, the marketing group will choose which segments to target, and why. Statistical surveying will have the capacity to learn the greater part of this information for the group

### **Targeting**

Targeting is the most ideal approach to speak with the picked segments. The advertiser will need to guarantee the most ideal client reaction. The marketing design must detail how to focus on the target group, and characterize any marketing goals.

### **Positioning**

Positioning is the way toward characterizing a picture for the organization, or building up the "brand." Positioning is vital to this procedure, yet all parts of the marketing blend help characterize the brand. To position a business effectively, the organization must meet or surpass all desires and look at great without flinching of the purchaser (.

## **Building up the Message**

The advertiser has the segments, the objective, and the position; what is next? He needs the message. What does he need to state to impact his potential customers? The advertiser's targets ought to be lined up with the marketing strategy, and will fit into one of the accompanying classifications:

1. Inform – Increase awareness of the item and brand, and endeavor to pick up favorable position.
2. Persuade – Attempt to pick up a prompt reaction to drive deals.
3. Remind – To keep up an enthusiasm for the item or brand.

There are a few apparatuses involved in the marketing strategy of communication and promotion, as per the organization and its marketing design, beneath is a rundown of the essential instruments which are of pertinence to this examination think about.

### **2.7 Advertising Strategy**

**Advertising:** A type of marketing communication including the utilization of mass media, for instance magazines, daily papers, boards, radios, TV and different types of media (Hein, 2001).

**Personal selling:** A type of communication including a one-on-one enticing selling system. Up close and personal connection now incorporates phone sales and different types of electronic communication (ibid.).

**Sales promotion:** Consists of different marketing exercises outlined at achieving quick client activities and prompt sales. It is normally done to supplement both advertising and personal selling. It targets wholesalers, retailers and the end customer. Sales promotion systems incorporate free examples, bonanzas, souvenirs, coupons and free samples.

**Point-of-purchase:** This is focused at impacting purchasing choices at the point of purchase, with the guide of publications, signs and other promotional materials.

**Sponsorship marketing:** This is the point at which the organization relates the promotion of its brand with a particular occasion, for example, volleyball, competitions, celebrations, excitement capacities or charitable causes

### **Cross-Selling**

According to Jeong, Kyuman (2010), cross-selling for the most part happens when the sales delegate has in excess of one sort of item to offer buyers that may be useful to them. A few fields in which cross-selling is most apparent incorporate those of the saving money and monetary administrations businesses. Keeping money customers may go into the bank and agree to accept a financial records and later be sold different venture vehicles, for example, securities or CDs as a component of a retirement design. Investment firms do a great part of the same, beginning off customers inside a particular speculation item that they need and after that later distinguishing extra needs that their organization can meet in the interest of the customer (obid.).

### **Up-Selling**

Up-selling contrasts to some degree from cross-selling in that the salesperson isn't such a great amount of worried about selling an extra item to create extra commissions, yet rather with selling a higher-end form of the item the client initially came to purchase. The vehicle salesman often participates in up-selling by demonstrating the client numerous adaptations of a similar item. Every variant may contrast in quality, beginning with a base model and advancing through more lavish models with extra highlights (Lee, Jong-Chan., 2007).

An advertising strategy is an arrangement to reach and persuade a client to purchase an item or an administration. The essential components of the arrangement are 1) the item itself and its points of interest, 2) the client and his or her qualities, 3) the relative preferences of elective courses whereby the client can be informed of the item, and 4) the enhancement of coming about decisions given budgetary imperatives. As a result this implies points must be clear, the environment must be comprehended, the methods must be positioned, and decisions must be made in light of accessible assets (ibid.).

Tellis (2004) gives an exceptionally legitimate clarification behind why firms promote. Essentially firms promote to persuade customers about the benefits of their items or administrations, at whatever point supply surpasses demand, information about the item is low, trust in the supplier or item is low or when demand surpasses supply. He additionally clarifies why some advertising plans may now and then demonstrate inadequate. He characterizes customers into four particular conditions of mindfulness to advertisements look, dynamic handling, uninvolved preparing and avoidance. Normally most customers are in the condition of avoidance. Customers' absence of intrigue and dynamic condition of avoidance are generally the contributive elements to why most advertising has a tendency to be incapable.

Advertising strategy includes four noteworthy exercises: the media strategy, which is the choice of media classes and particular vehicles to convey the advertising message, the goal setting, planning and the message to impart to its customers or shoppers. According to Shimp (1996 ) the strategy execution underlines on choices concerning the selection of media over other media, and the circumstances used to air the business finally surveying the viability of the advertising strategy actualized will include assessing the outcomes and deciding if the destinations have be expert.

The following segment will investigate the impacts of persuasion in communication and promotion, and how it influences advertising. Some of these examined models and hypotheses expound how purchasers can be persuaded through advertising, identifying with the circumstances they are presented to the promotion and how fringe signs, for instance famous people, music and view, may likewise fill in as determinants of persuasion.

Marketing exercises today are likely to be divided into three segments – Above the Line (ATL), Below the Line (BTL), and Through the Line (TTL) Marketing. The line was initially used to isolate marketing exercises which had mass penetration (above the line) to those which had particular penetration (below the line). However, at that point, on account of the expanded rivalry and advancement in innovation, developed through the line marketing exercises which obscures the line and incorporate the utilization of both ATL and BTL advertising exercises.

**Above the Line advertising** (often alluded as Above the Line promotion/Above the Line marketing/ATL marketing/ATL advertising) make up of promotion exercises that are to a great extent non-targeted and have a broad reach. ATL communication is done to manufacture the brand and inform the clients about the item. Transformations are given less significance in above the line advertising

**Below-the-line advertising** (often alluded as Below the Line promotion/Below the Line marketing/BTL marketing/BTL advertising) constitute of certain, crucial and coordinate advertising exercises focused on targeted gatherings of shoppers. Often known as immediate marketing systems, below the line methodologies concentrate more on alterations than on building the brand.

**Through the Line advertising** (often alluded as Through the Line promotion/Through the Line marketing/TTL marketing/TTL advertising) includes the utilization of both ATL and BTL marketing methodologies. The

current buyer slant in the market requires incorporation of both ATL and BTL systems for better outcomes.

### **Persuasion in Promotion and Communication**

Azerbaijan energy drink market is at its pinnacle, in light of the expansion in the import rates and utilization rates of energy drink. Energy drink brands like, Red Bull and Hell and Bizon are continually competing for consumer base in the market. Hazard energy drink, Pit bull energy drink and Bomba energy drink have not performed positively in infiltrating the Azerbaijan market. Reasons running from inadequate advertising, broken channels of distribution or a move in customer taste can be ascribed to the disappointment of these energy drinks in the Azerbaijan market. This is reflected in the decrease of their customer base and market shares. Though, we are not very sharp about the disappointments of these brands. In the mission to induce and win the market share advertising which is a variable segment of promotion and correspondence yet by all account not the only segment has turned out to be successful.

A few organizations or brands may pick advertising if all else fails, when going into a market out of the blue. For instance, when Red Bull hit the U.S markets in 1997, they enter the market by securing strange distribution and later turned to advertising. Red Bull was propelled in Hungary, its first outside market in 1992. Red Bull forcefully gives tests of its products at sporting occasions and on grounds. In the U.S.A they target move corridors, night clubs, elective games settings and taxi drivers. Red Bull likewise supports somewhere in the range of 500 extraordinary athletes and today is a worldwide achievement. Effectively existing brands turn to adverting or different types of promotional methodologies to reintroduce their products or so to send the message "We are still here". Then again, new brands do publicize to induce the objective customer, as well as infiltrate the market by making brand awareness.

In the fog of the whole aggressive atmosphere, the concentration ought not to be moved from the customer. The Azerbaijan market, similar to all other new target markets, requires a great deal of consideration and persuasion from the new brand

There are a few literature reviews and speculations disclosing how customers respond to advertisements out of the blue whether the brand is a commonplace one or new. John Cacioppo and Richard Petty created model which clarified how likely a man is to contemplate a promotion when presented to it. The model portrays that when individuals have both the motivation and the capacity to assess a message in an advertisement their probability of reasoning about it will be high.

According to this model, when advertising data achieves the target customer, he may assess and identify with the advertisement in view of his motivation. However, a target customer without the capacity to assess the advertising data, will in all likelihood react to signs related with the promotion, for instance the nearness of an endorser, the popularity of the endorser, music and view. Unexpectedly, if our target customers need both the motivation and the capacity to process the message, their react will probably be that of a low-inclusion process. Both motivation, which is characterized as the readiness of the person to assess the message and the capacity, characterized as the capability of the person to take part in the required mental, are required for the focal course

Another hypothesis which scientists have utilized as a part of clarifying the impact of dull promotions instrument is the habituation-tedium and molding hypothesis. For the significance of this examination think about, the habituation-tedium hypothesis will be explained. At the point when an individual first observes a new boosts advertising, the creativity prompts vulnerability and strain, several rehashed exposures have a tendency to decrease



this vulnerability and pressure prompting recognition and enjoying. This is a habituation procedure. At the point when the monotonous introduction to similar boosts expands, this has a tendency to make fatigue and abatements enjoying. This is the tedium procedure and this hypothesis is important in light of the fact that it recommends that reaction to a dreary promotion is neither moment nor consistent. This hypothesis will likewise help decide the level of redundancy perfect for the new target market.

## **Methodology**

This chapter will be more detailed about research methodology, its limitations, information collection types and some analysis. Research is an essential component in international marketing, overlooking to do research, resembles a general who disregards foe signals. Research is required in international marketing to decrease the level of vulnerability and to give information to creating strategies. Despite what might be expected, no measure of research can answer every one of the inquiries regarding consumers or assurance a specific level of ideal without a field consider.

The primary goal of the qualitative research for this specific investigation is to give a more prominent understanding of what should be considered and comprehended in the zones of consumer behavior and the impacts of promotion and communication (Saunders et al., 2000). Qualitative research is a generally utilized term for research that does not subject research discoveries to evaluation or quantitative examination. Qualitative research looks at the

attitudes, behaviors and motivations of an item client. It is portrayed by little example and it can enhance the effectiveness of quantitative research.

The accompanying attributes form a base for why the qualitative research was picked 1) the kind of inquiries used as a part of the qualitative research is testing or investigative, (2) the example measure is typically little, (3) this sort of research is normally exploratory, the research kind of analysis is subjective or interpretive and the discoveries from the qualitative research ought not under any condition, be summed up, as the discoveries for the whole populace. Miles and Huberman (1994) say that qualitative research additionally includes hands on work, an essential instrument for this research think about. There are a few literature reviews about the advantages and disadvantages of qualitative research and how it is unique in relation to the quantitative research.

There are different structures or approaches used as a part of the qualitative research, yet with the end goal of this research think about, the historical research approach will be utilized (Denscombe, 2000). This is deliberately analyzing the past occasions and empowering us to have an impression of the current circumstance. The motivation behind why I chose this is, the historical research approach will help understand and answer questions concerning the historical marketing strategies of energy drink brands and their impact on the Azerbaijan showcase. Be that as it may, not all the data recovered might be useful to us. The historical approach in this research consider:

1) The historical approach will help answer questions like why some energy drink brands neglected to enter the Azerbaijan showcase.

2) The historical approach will likewise help with understanding the social meanings, beliefs, values, dispositions and, target group, connect with promotion and communication strategies.

3) It will likewise help distinguish and think about the connection between past marketing strategies and present strategies that are being utilized in the energy drink market Azerbaijan. For instance, Red Bull's historical marketing strategies have assumed an exceptionally fundamental part in making brand awareness, brand loyalty and an immense piece of the pie.

4) And at last, it will be a manual for achieving exactness in the recording and evaluation procedure of this research paper

### **3.1 Limitations in Research**

In spite of the fact that this research compose appears to be useful for this research think about, there are a few constraints to this research write. In the former parts I called attention to the constraints of this whole research ponder: the absence of data and measurements, and the absence of related documentations identified with Energy drinks market section strategies.

### **3.2 Data Collection Method**

Qualitative technique uses different types of data collection strategies, going from focus groups, inside and out interviews and numerous different structures. The different data collection structures will be considered for this research learning (Stake, 1995).

- 1) Interviews with key people promotional specialists, event coordinators, distributors.
- 2) Related data - for this situation how Energy energy drink was propelled in Azerbaijan
- 3) Literature Review

The Following approaches are used in the data collection procedure in the interviewing process.

- 1) Electronic interview with emails

- 2) Interviews via mobile phone
- 3) Other Internet applications such as Skype
- 4) Follow- ups

Using of the electronic interviews the imperative of the geographical areas or time zones isn't an issue. The main impediment to this research write was the unavailability to visit internet. With everything taken into account, the electronic interviews was more worthwhile, as it was time and money sparing. The following type of data collection was through telephone discussion. This went about as an essential perspective in the data collection technique, since there was no immediate contact between the respondents and the researcher. I used this method and 8 respondent have attended this interview.

The other type of data collection which demonstrated less demanding was to lead a phone call with the internet calling application Skype. In this type of data collection one must be tolerant since there were in excess of one respondent. Usually 10 respondents take part in this type of data collection. The 10 respondents in this data collection shape were chosen based benevolent premise. This is to infer that every one of the 10 of the respondents comprised of a few companions and their companions also. The meeting was directed in a time of three days, with a few respondents in a day. This took after a focus group: we talked about how they felt about their most loved brands and how they respond to boost like advertising from their most loved brands and other advertising as a rule. Additionally, there was an exchange about their responses towards other promotional and communication strategies.

Riley et al., (2000) state that an extremely supportive type of data collection was to have local people complete a follow-up. The reason for this utilization of follow-ups was to guarantee that the respondents played their way in this research procedure. This is because of the way that after the telephone and electronic strategies were utilized, respondents may overlook or neglect to get

back with me. Generally the quantity of messages and telephone discussions may be compelling if a neighborhood was to follow-up and get the data. Picking the nearby individual to follow-up was not an issue since a trusted and recognizable connection would carry out the activity right. These issues happen because of the way that we are obliged by geographical areas

### **3.3 Questionnaire Method**

This research consider made utilization of a survey. The reason for this questionnaire was to discover the mentalities, behaviors, desires, beliefs and values of our objective group. These beliefs, values, desires are related to energy drink brands, promotional factors, communication devices, occasion investment and item estimating in Azerbaijan. Regardless of whether existing energy drink brands have just helped make ready in the Azerbaijan energy drink advertise, there is no harm in directing another statistical surveying (Patel & Davidson, 2003).

In this research procedure a sum of 300 respondents were focused on. The respondents comprised of understudies, sedentary specialists, manual laborers and the jobless.

### **3.4 Reliability and Validity**

Reliability alludes to the consistency in achieving similar outcomes when the estimation is made again and again (Proctor). Reliability as indicated by Hamersley (1992) alludes to the level of consistency, which is appointed to a similar class by various spectators or by a similar eyewitness on an alternate event. Reliability measures how precise ones research strategies and strategy create a data.

Validity then again implies truth translated as the degree to which a record precisely speaks to the social marvels to which it alludes (Hamersley). Validity is guaranteed in this research by counseling other wellspring of data

and by enabling the respondents to verify my elucidations. While a valid measure is constantly reliable, a reliable measure isn't really a valid one (Proctor).

## **EMPIRICAL DATA**

In the Literature Review we saw what took after, the talk of the significance of the environmental factors in global marketing. There was likewise the exchange about the means associated with investigating and picking a potential market territory.

This specific section will examine the case study and interview comes about, at last, take a gander at the discoveries and examination of the exploration directed. This observational study will incorporate alternate elements specified of in the early on section i.e. an overview of the energy drink and existing competitors, the social and social qualities in Azerbaijan.

## Description of Interview Process and Member Profiles

The main aim of my interview is to get all the necessary information about energy drinks by asking people who are interested in this sphere about their interests and attitudes toward energy drinks. The interviewed people consisted of women and men engaged in different fields, but the only thing that they have in common is their interest in energy drinks. The interviews gave full-fledged answers to all questions. One of the main criteria was the fact that the interviewees were interested in this issue. In the interview, firstly were found some answers to the issues such as demographic questions: gender, age which you will find in Appendix section. In the interview process, we had 8 nominations and their ages were 18-26 years, the majority of whom were bachelor and master students belonging to the controversial subjects.

Number	Code	Gender	Age	Occupation	Education Level
1	AK1	Male	23	Engineer	Master Degree
2	AK2	Female	21	Student ( IT )	Bachelor Degree
3	AK3	Male	26	Psychologist	Master Degree
4	AK4	Female	22	Student ( Economics )	Bachelor Degree
5	AK5	Female	21	Student ( Economics )	Bachelor Degree
6	AK6	Male	18	Student ( Oil Gas )	Bachelor Degree
7	AK7	Female	20	Student (Teacher)	Bachelor Degree
8	AK8	Male	22	Student ( Economics )	Bachelor Degree

### Interviewees' Details

At the end of the interview process, I was aware that there were some common ideas, and I've been reassured by the fact that people have the same attitude and relationships.

### Questions related to the famous brands:

Firstly, interviewees were asked about their favorite brands and how long they had been using them. The AK3 (8 years) is the longest used, is AK6 (2 years) is the shortest one. When the point comes to the favorite brands, 7 out of 8 voted for Red Bull and Hell, and only AK6 candidates showed Hazard as the favorite brand.

When the favorite brand came to the question of what the nominal meant, the answers were upheld. According to AK1, the brand is an essential factor for the thirst, and the AK 4 is a substance that shows the brand being a social class, and the AK7 is a source of energy.

The next question was about their loyalty to the brands. 7 of 8 interviews said that they are loyal towards their favorite brands. AK4 is also loyal towards his favorite brand, until they will not change their quality. However, AK5 said he is not loyal and likes tasting different brands of energy drinks. To the question about what candidates would use if there were not their favorite brands, they said they will use another ones or simply drink Cola or Fanta. When we asked about in which case you will change your brand of energy drink, 4 candidates said if they notice the harm that they feel in their health, AK1 and AK2 said if they feel difference in the taste, and AK5 with AK6 opinions' depend on the price factor of that drinks.

### **Questions related to behavior and relationships of the candidates to energy drinks.**

In this question I asked about places where they use energy drinks, and 5 of them answered that it does not depend on any place. For them essential point is not the place where they drink, but to make themselves more cheerful. AK1 responded to this question that he likes drinking along the street especially during hot periods. AK5 does not mind the place, but he likes to mix energy



drinks with alcohol. AK4 pointed out that the place factor is very important for him, that's why he never drinks along the street.

After that, I asked about at which part of the day they prefer drinking. 4 of the candidates indicated day time, but others-evenings. AK1 prefers day time because of hot weather and he doesn't have any problems with it. AK2 and AK4 reported that they had more energy needs at the end of the day, that's why they during at that time, and that they had never had sleep problems.

Another interesting question in the interview was the mood they have when they use energy drinks. 4 of the candidates said they drink in any mood. AK2 and AK5 drink when they are tired. AK6 when they have sleep problems, and AK1 reported they drink energy drinks when they are in a very good mood. Moreover, they added that cases they can drink not only once but even more times.

In the next questions, candidates gave interesting fact that they are not mostly dependent on prices. On the contrary, they said packaging and creative ads can attract more people. AK1 said more colorful the packaging is, the more attractive the bottle is. The AK4 creative design of packing has more power to attract people.

While asking about promotional event of different brands, most of people emphasized promotional events organized by Red Bull brand. They said this was one of the most exciting actions. By only taking just 1 photo, you can get Red Bull. In addition, the AK8 highlighted the exciting ads and sponsorship of the Red Bull and said it was one of the most marvelous feats.

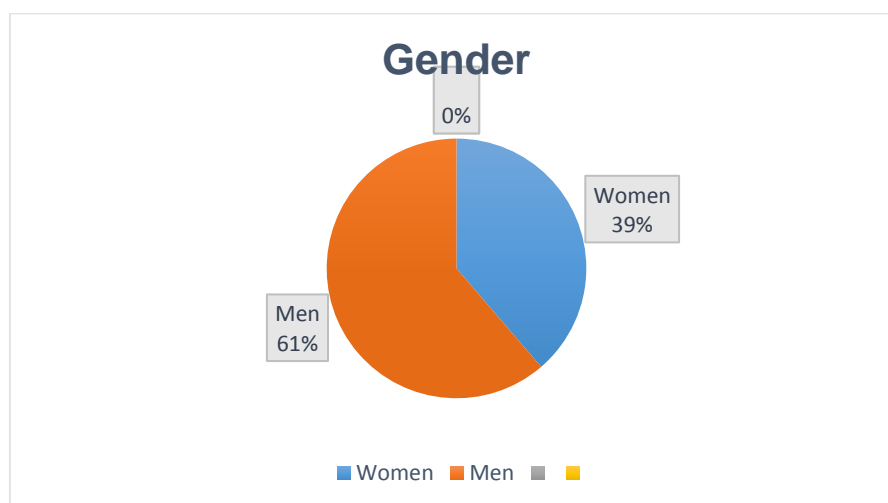
In the last question I asked about the reasons of why men use energy drinks more than women, and I faced very interesting answers. 3 of candidates related it to mentality. According to what they have said, people can look at a woman very strange if she drinks any energy drink. AK1 mentioned that women

can think about alcohol in these drinks and because of that drink them less. AK2 think that as men are more engaged in manual labor, they have more need of energy drinks. The AK6's idea is based on the fact that even if men understand the harm of drinking these energy drinks, they still continue drinking-the difference between women and men.

## **Analysis of Survey Results**

### **1. Gender composition in this survey**

First of all, I would like to stress that in the survey, which I took for the analysis of the Energy Drink Market in Azerbaijan, there were 300 respondents. That number contains 61% of men and 39% of women. According to the interview, we can come to the conclusion that target mass of energy drinks includes more men than women. In the following passages I will try to explain the reasons of why there is such a difference in the number.

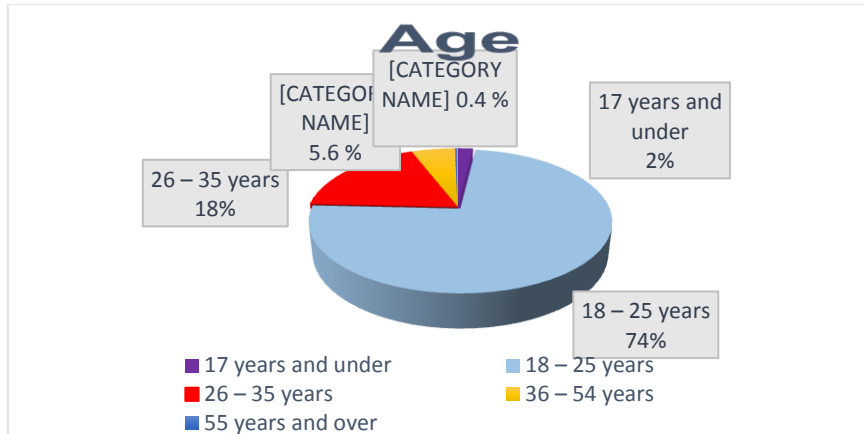


### **2. People's Age Groups**

Additionally, if we take the migration segment, 74% of people who have been attended were 18-25 years old. People aged 26-35 were in 18%, and only a small fraction of them- 5.6%- were 36-54 years old people..

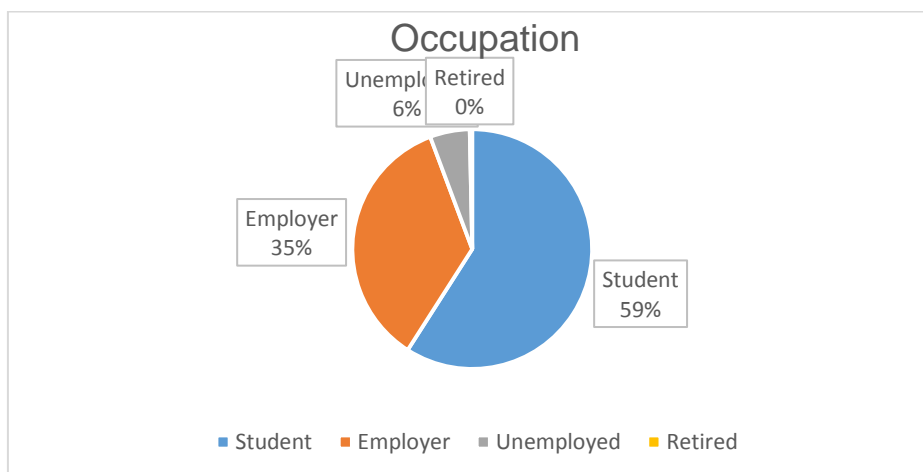
An interesting fact is that only 0.4% of those surveyed people were aged 55 and higher. It can be easily noted that teenagers are the most powerful consumers of energy. More specifically, among the largest segment, that is young people aged 18-25, 60% contains men and 40% contains women. In the age group of 26-35, it is almost the same situation. In this case 62% are men and only 38% are women

Generally, the reason why young people are the main target can be related to some reasons. First of all, as we know, one of the main functions of energy drinks is to keep people hale by giving them extra energy and to keep them away from stress. The reason of giving extra energy is that it contains caffeine and sugar in the composition of energy ions. Although it is not proven that energy consumers are always more energetic, people subconsciously make themselves believe in it. Considering that young people are at greater risk of becoming more and more alive, they are the main segment of the group. On the other hand, people in the age of 55 show less inclination to energy drinks. One of the main reasons for this is that energy drinks cause high blood pressure in humans, and if we take into account that older people are more likely to have such problems, then we can easily answer this question. At the same time, it is normal for people older than 55 years to consume less energy drinks, as long as the aging tastes of young people and young people are different.



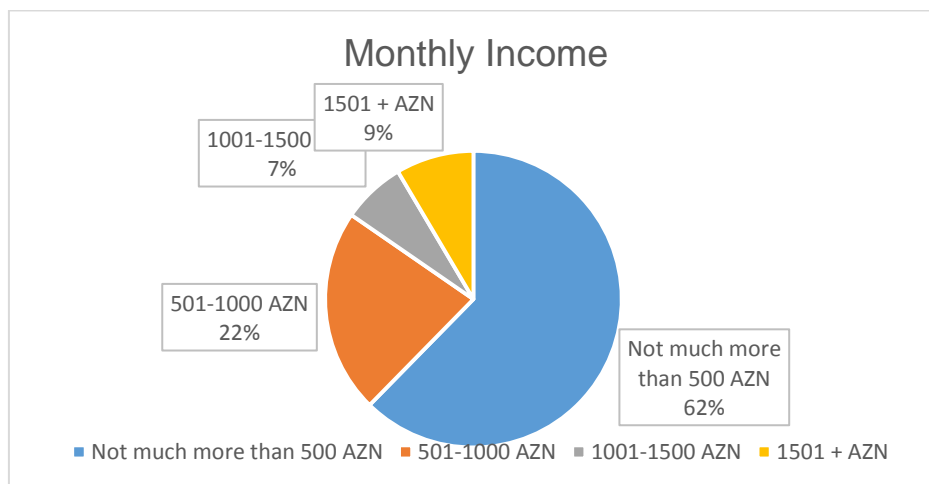
### 3. Social Status of people who join in the survey

In the next step, I asked the social statuses of the interview people, and most of them, about 59 %, were students. If we consider that 18 to 25-year-old people are in a state of instability, there is no need to doubt that students are the main segment. Moreover, among students 63% are boys and 37% are girls. Another group of energy consumers are workers who are in percentage of 36.2%-40% contains women, 60% contains men. Very small segment of 6% of those who do not work, and the results are very concordant. 35% of unemployed people are women, and 64% are men. Retirees did not take part in the survey.



### 4. Monthly incomes of the people in this survey

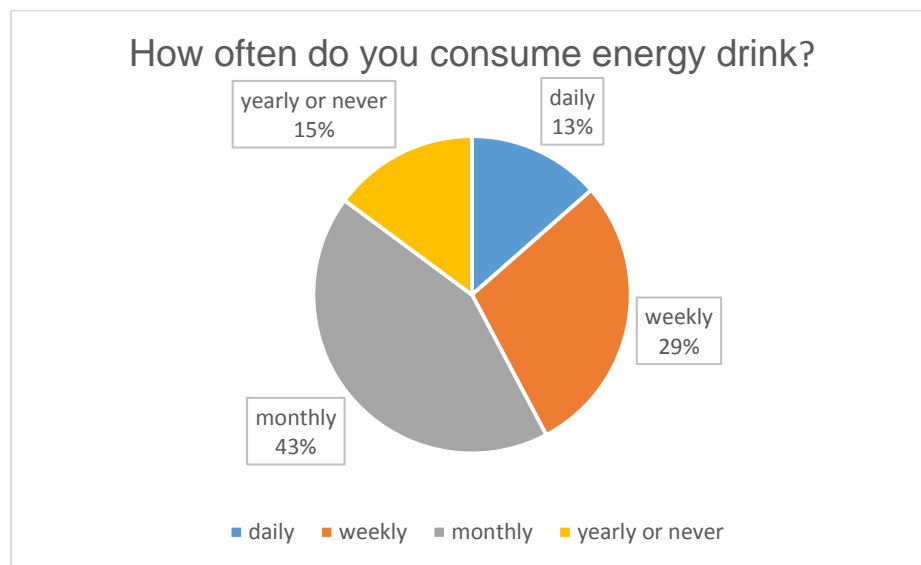
One of the most interesting questions in the query was the monthly income of consumers. It is very interesting to which brands of drinks people approach according to their earnings. The monthly income of 62% of the entrants is approximately 500 AZN. Additionally, 86.2% of that people who earn 500 AZN are young people, and most of them are students aged 18-25 who are in the percentage of 84%. At this point, an interesting question arises. Though the students' monthly revenues are the lowest, how can they form the primary segment of the energy sector? Those who earn 500 AZN, 33.3% are women and 66.7% are men. 22 % of people who had been interviewed are in the range of 501- 1000 AZN. 55% of them are men and 45% are women. 9% of the people earn 1501 AZN and higher, and the age group who constitutes 7% are 1001-1500 AZN. According to the sex, the percentage falls into same range.



## 5. How often do you consume Energy Drinks

One of the questions, I was interested in, is the time and duration of drinking that energetic drinks. To begin with, at first glance, I was thinking that people are using the energy every day in their daily routine. However, the results of the query showed a complete excitement. The topmost part - 43% of consumers have explicitly stated that they use their energy monthly. The new 75% of their bulk share is 18-25 years old. It is likely that this is because their income is low, so they can only afford them monthly. However, one more interesting fact is

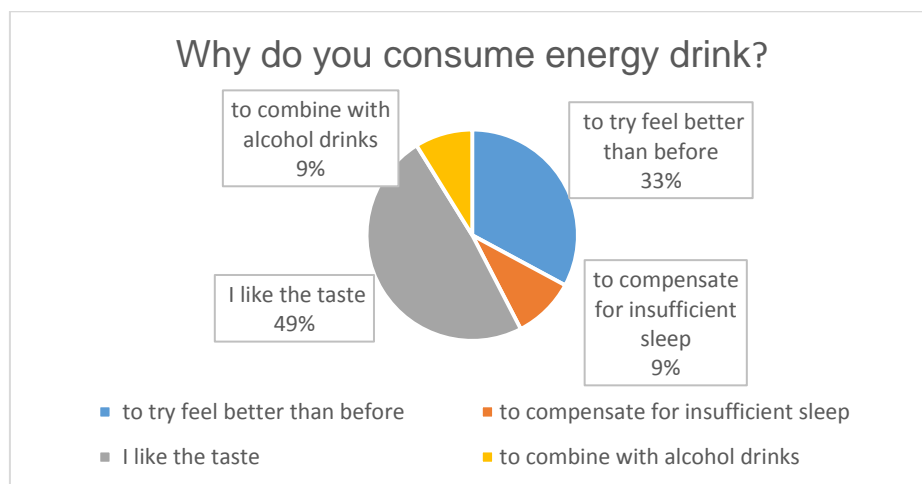
that 55% of all consumers use monthly consumption are men, and 45% are women. This indicates that women use 1 drink for a month. The majority of respondents accounted for 29 % of the query are weekly users. Here, if we take into consideration that the longest segment is 18 to 25 years old people, 80% of them are male and 20% are female. 15% of respondents indicated that they did not use the energy or drink during the last few years, while 63.6% of them were women and 36.4% were men. Those who use drinks daily are considered to be at the least category and have 13% of the total queries. 88% of people who have daily use are men, and 12% are women. Furthermore, daily men-users are included in 60% and are aged Between 18-25, whose income is approximately 500 AZN. The result is that this segment of the energy market has become an essential element of the energy sector.



## 6. Why do you consume energy drinks?

Why people give priority to energy gear is a matter of interest to everyone. For this reason, one of the most important questions in the survey was to ask the consumer reasons why they use these drinks. Based on the results of the query, 49% of respondents admired the taste of energy. 38.5% for women, and 61.5% for men the taste factor is the most basic factor in the management of the energy. 33.% of the people use energy to give a rise to their energy. As I

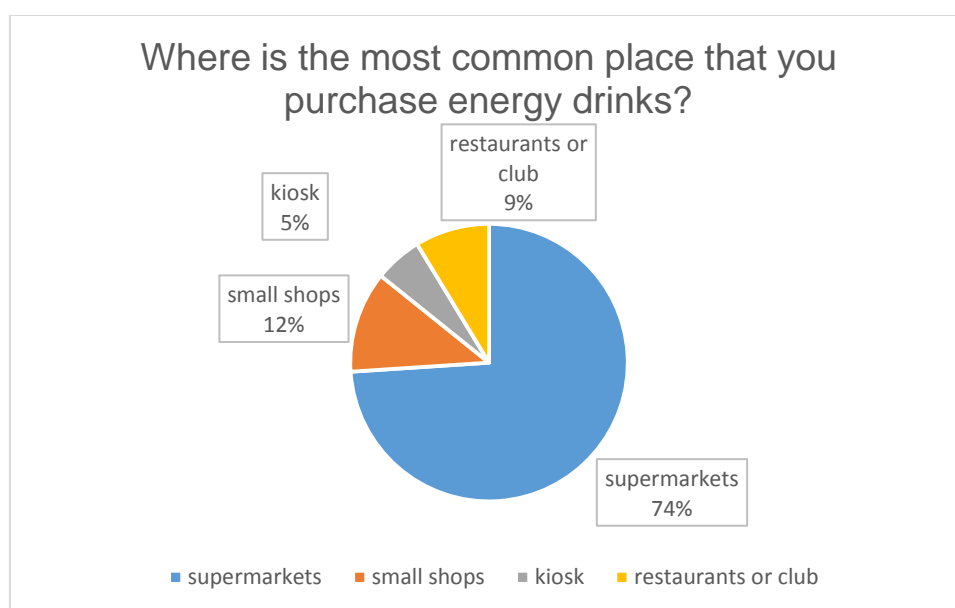
mentioned earlier, it is noted that these types of substances are powered by extra energy. As a result, people are feeling more and more satisfied with the mood. 63% of women and 37% of men think so. But still, 18-25 aged people play dominant role. 9% of people use energy to help them cope with the problem of insomnia. The reason for this is that the diapers that are in the energy source cause the males to overcome the hysterical insomnia. The survey is based primarily on the use of 30% of women and 70% of the energy consumed by people who suffer from sleep problems. We have discovered that this problem occurs in 18-25 year olds. 9% of consumers use the energy buffer to combine with a taste of alcohol to make them even more attractive. For this reason, many pubs and clubs give the energetic alcoholic drinks. One of the most interesting facts is that 100% of those using a combination of alcohol and energy are 18-25 years old young people (75% female, 25% female). This can be attributed to the fact that they go to more places like pubs and clubs.



### 7. Where is the most common place that you purchase energy drink?

The following question is about where people prefer to buy drinks. In putting this question in mind, the main target was to determine which type of ownership would have a higher consumer. In the query, 74% of the owners said that they had received energy from the supermarket. 52% of the people who prefer supermarkets are men and 48% are women. An interesting fact is that 92% of

the respondents-women said that they had taken away energy stores from supermarket. People who buy energy in small stores account for 12% of the quota, which makes up a very large stake. Consumers consuming energy cameras from private cafes restaurants and kiosk account for 9 % and 5 % of respondents. Now, the next point is to get some of the factors mainly affecting the place where people prefer to buy drinks. Supermarkets are known for the fact that everyone in the modern world has the highest share of consumers' data. Because in the supermarket it is possible to find all the basic needs. The main reasons for the supermarket's consumers to come up are, of course, a great deal of comfort and sophistication. Moreover, in the supermarkets, scores are relatively low compared to other sales places, and many encouraging precautions are taken in especially Supermarkets. It's a long time that I've come up with some of the supermarkets in Azerbaijan, comparing the prices of energy, and I've come across a lot of discounts at this time. Bravo has been hitting the Jaguar brand at \$ 0.80 from \$ 0.86, and Foster's branding costs from 0.90 to 0.72 in one supermarket are one of the most exciting precautions to drive these customers. However, it is impossible for consumers to buy energy stores in small shops or spacecraft with promotional measures.





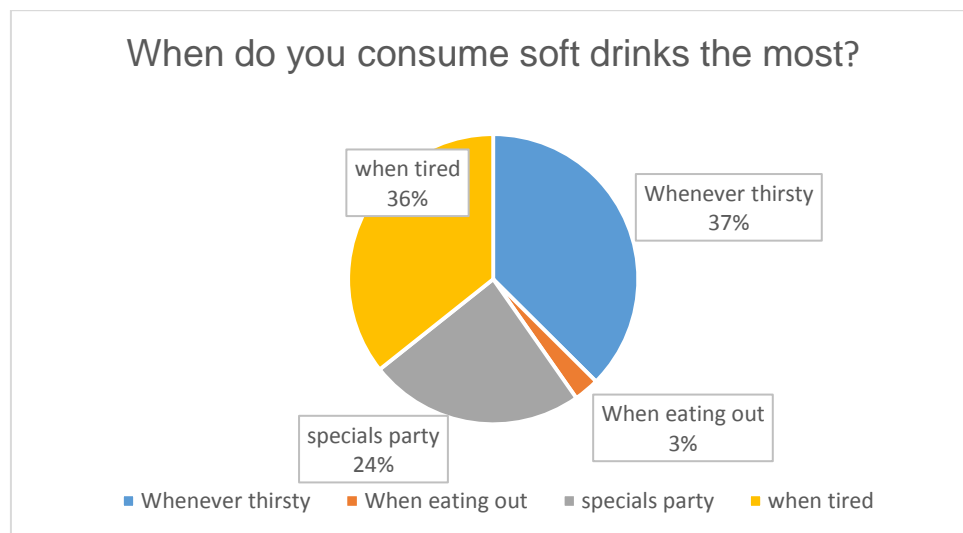
In essence, scarves in smaller stores are relatively small compared to supermarkets, but consumers are much more likely to buy more than casual places. But booth's main reason for the low percentage of energy consumptions is the high price of the quotations. Bizon which is sold for 0.70 AZN in supermarkets, is sold for 1 AZN in booths. Therefore, consumers rarely get energy gear from booths.

The main reason for low use in restaurants and clubs is again price factor. As we know the Red Bull brand is normally sold at supermarkets for 1.70 AZN, but in restaurants and clubs it's worth around 4-5 AZN. Based on all those above-mentioned factors, supermarkets are considered to be the most commonly used retailers.

#### **8. When do you consume energy drinks most?**

In the next question, I asked respondents time when they consumed energy, and I got two answers very similar to each other. 37.2% of the largest segment reported that they consume their energy gear when they need water. This is also a matter of fact because energy drinks, as well as Fanta and Cola, are used as dehydration. As energy drinks are liquor drinks it will not create a problem for people to thirst. In essence, in the summer season, we can see the double need of energy drinks. 64% of men and 36% of women think it is one of the main sources for the energy consumers to overcome their thirst. 35.4% of the respondents said they were using it when they were out of focus. 70% of men and 30% said they were using energy when they were out loud. While looking at the social status, 60% of those who take these things are students, 32% are workers, and 8% are unemployed. It is normal fact that students use drinks as they are tired of studies, and workers because of overworking.

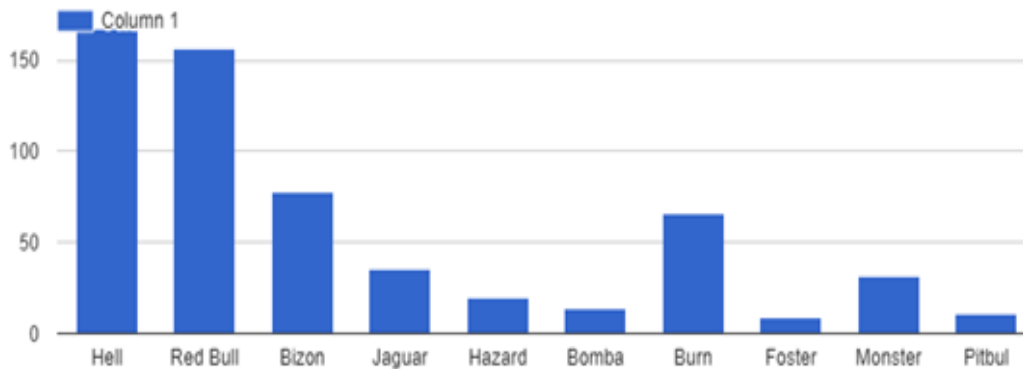
In addition, people already stacked to their mind that if they are tired, they need energy drinks. 23.9% of the people in the query use energy in their parties and restaurants. It is clear that in clubs these drinks are much more expensive, but as people enjoy their time in clubs, they are not using soft drinks but energy drinks. We see the gender equality among consumers who get drinks in the parties and restaurants. About 51% of the men and 49% of women use energy drinks at parties. Only 2.8% of the responders of queries show that they use drinks during their meal. From this point, we can come to the conclusion that, it is appropriate to use energy drinks while eating process.



### 9. Which energy drink brand is your Favorite?

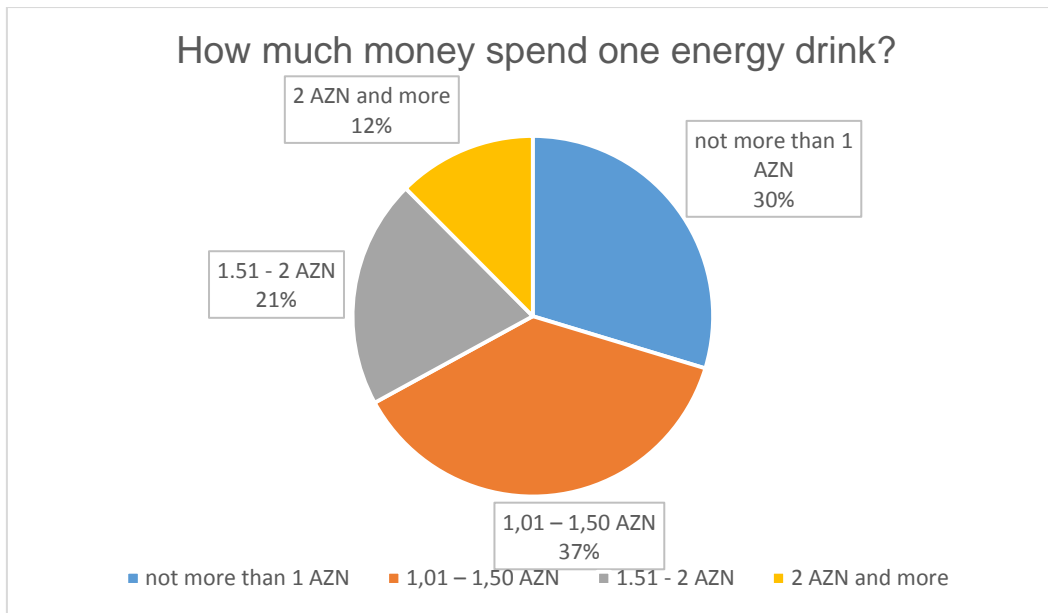
It was one of the most important questions in the survey to identify the most popular energy drink in Azerbaijan. Interviewed had to choose their favorite drinks and vote for them. Finally, the most popular brand among consumers is Hell, with 28.4%. The ones who prefer Hell-67.8% are men, and 32.3% are women. If we define according to the segment : 80% are 18-25 years old, 14.3%-26-35 years old, and only 5.7% are 36-55 and higher age groups. If we come to the reasons of choosing Hell, 32.3% of the vote makers chose it for energetic consistency, 55.4% for the taste, 8.3% for mixing it with alcohol, and only 4% use it as a medicine from sleeplessness. 55% of Hell users are people

who earn up to \$ 500 per person. Red Bull is the 2nd most popular brand in Azerbaijan with 26.5% of the queries. Even if we see that men use Red Bull more than women in percentage of 55% to 45%, but still women are interested in Red Bull more than in Hell. This may be because Red Bull is more popular brand. 49% of Red Bull users have of the total monthly income up to 500 AZN. 36%-500-1000 AZN, and 15% income is 1000 and higher. 53.6% of Red Bull lovers are students, 40% are workers, 6.4% unemployment. Additionally, 32% of Red Bulls users use it when they are thirsty, 33% are tired, 29% go to restaurants and parties, and 5% use while meal time. The third most popular energy drink is Bizon. Among the respondents, 13.2% of them see Bizon as a favorite energy drink, with 71% of them being male and 29% being women. The majority of Bizon users are those who earn \$ 500 in revenues, at the same time they are students. 11.7% of the respondents mentioned Burner as a favorite brand, 5.9% Jaguar, 5.2% Monster, 3.4% Hazard, 2.3% Bomb, 1.9% Pitbull, 1.5% Foster brand. Red Bull and Hell have pledged more money on advertising, it is just the main reason why it is the most famous brand in the world. Bizon is able to attract people by price policy. Moreover we can add Burn also to this list. Despite the fact that Monster is one of the most popular brands in many countries, as it is sold occasionally in our country, this brand is not so popular. The Pitbull, Foster, and Hazard brands' advertising strategies are weaker than their counterparts, that's why they are less known.



## 10. How much money spend one energy drink?

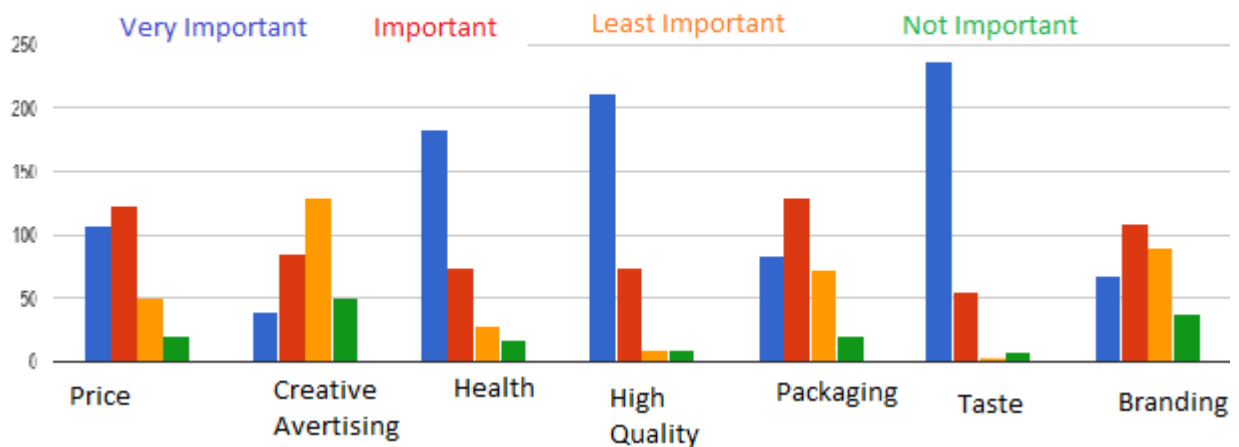
The next necessary question is that how many money people spend on one energy drink. Generally, 37% of the results of the query showed the number 1.01 to 1.50AZN for one energy drink. 67% of men and 37% of women are included in this number. According to their social status, 58% are students and 36% are workers. 30 % of those surveyed said that they normally expend maximum 1 AZN on their energy drinks. Among them 65% are students, 30% are workers, and 5% are unemployed. Those who spend 1.51-2 AZN on drinks are accounted for 21% and 51% of men and 49% of women. From all those points, we can conclude that women are in power of spending more money on energy drinks that men. Furthermore, as in this survey workers get more income that students, the percentage falls into 51% to 49%. 12% of the respondents were able to give the highest prices (2 AZN and +) and 100% of them were men. Moreover, the income of a large stake of people who do not invest money for more than 1 AZN on drinks is 500 AZN. The monthly income of 88% of people who are ready to pay 1.01 to 1.50 AZN for the energy drink makes up to 500 AZN. Observing all the points, we see that people spend neither too low nor too high prices. They think that the middle price is better than low and more appropriate than high-priced.



### 11. Evaluate these factors according to important degree

In other questions, it was the modification of the influential factors to the extent of the importance of human beings when receiving energy. The huge shared the opinion the taste factor is very important. 28% of people who choose the taste factor are women, and 72% are gentlemen and 63% are students. The high quality and health factors are the most important 2 and 3 factors, and also the price factor is very important especially for students.

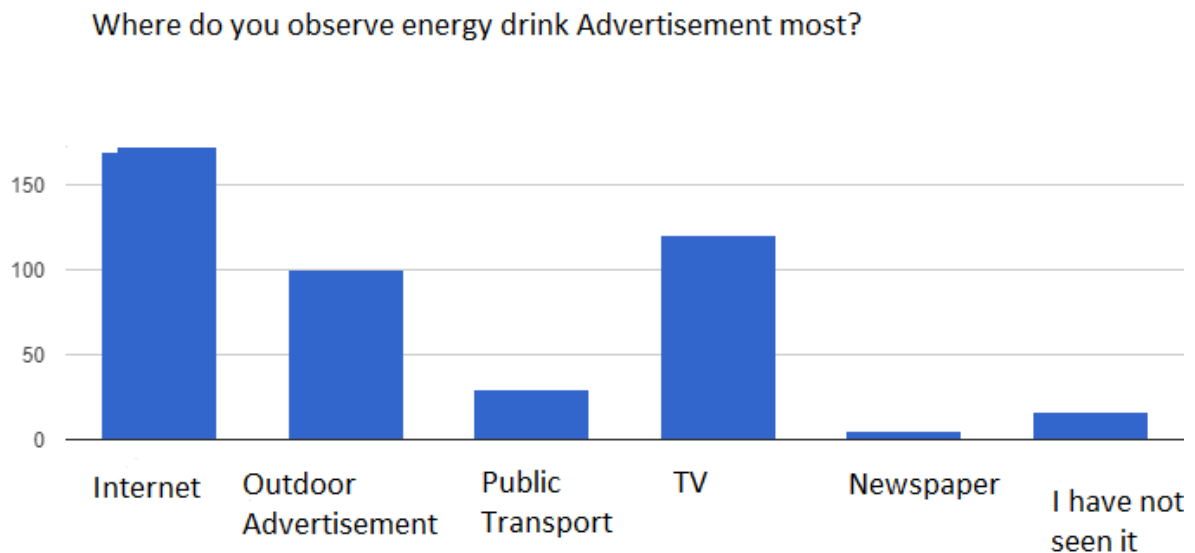
Creative advertisements, the packaging are not the matters of importance. I've asked why packaging is not so essential, and in the other section I'll give the answer to you. It is clear why the brand's goodness is not so important. This is not so significant that it is not a brand that people are more energy consumed or thirsty to spend more time energy. When it comes to creative advertising, it's seen that the influence of ads on people is very little, so there is no matter of the way in which it is promoted.



## 12. Where do you observe Energy drink advertising most?

In one of the questions, I asked the respondents about the ads used to promote the market and energy drinks. The main point of question was about where consumers are used to see these ads. 38.8% of the respondents said that they were more concerned with the energy advertisements in the Internet or in social media, 27.4% liked this type of ads on TV, 22.4% see them the open air posters, billboards, 6.7% of respondents said they were facing such ads in public catering, 3.6% have not faced such ads anywhere, and the last 1.1% heard about these ads on the radio. In the modern world, the most comfortable ads are made available to Social Media. This is characterized by the fact that social media is regarded as the cheapest advertising method, and in the social media, there are some consumers in the official ghosts of world-class energy entertainment brands. Famous energy drink brands Red Bull, Hell, Monster they make different type of posts on their official webpages can enrich their customers. TV ads, though costly, are the most visual, and have the potential to ease their customers. The Red Bull energy brand spend a lot of money on TV ads, and we see the great outcome of it. At the same time, it is possible to see ads on the open air stickers or billboards, which are placed in the appropriate places for consumers, so that they can easily attract their attention. The difference of ads in our country from most of Europeans countries is that, we

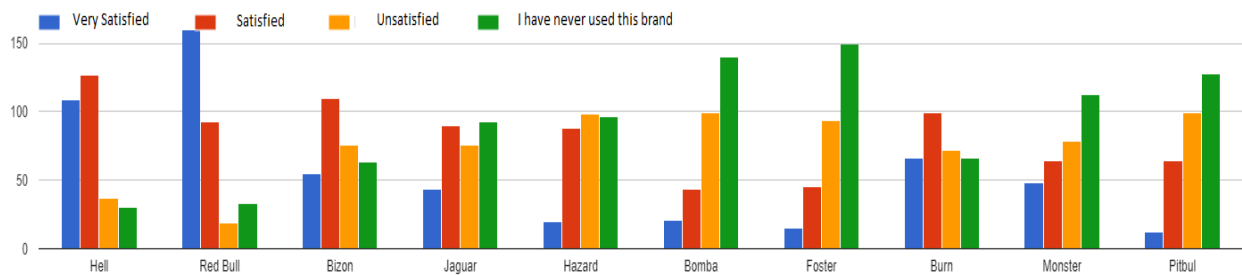
cannot see the ads on public transports, the exception is only some stations of the subway. Newspapers and broadcasting of radio ads can be considered the least effective advertising method, which also results in the query.



### 13. How satisfied are you with the following energy drinks?

One of the questions was customer satisfaction rating. According to the survey, people were mostly satisfied first with Red Bull, and then with Hell. Bizon, Burn and Monster can be added to the list as well. If we conclude the report according to the dissatisfaction, it includes Pitbull, Hazard and Bomba. Bombs, Pitbull, Monster and Hazard are basically brands that are not used by consumers. Maybe the name of Hazard brand (hazardous) makes people use it less. As I mentioned before, Monster is sold very little because of its rarity, and Bomba because of the high price.

## How satisfied are you with the following energy drinks

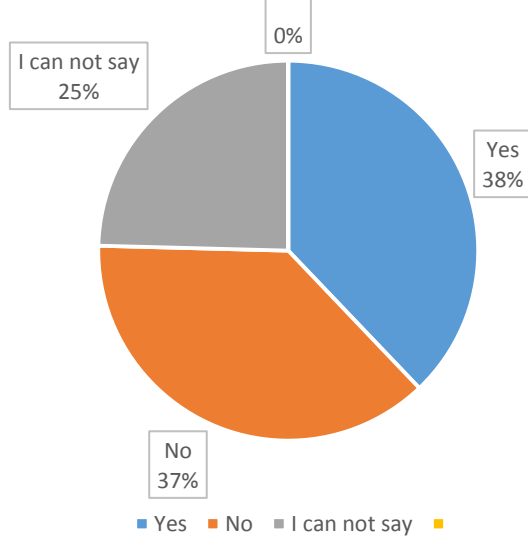


### 14. Do you think that energy drinks will be popular in the next future as soft drinks ( Cola, Fanta etc ) ?

It is true that each one of us is very interested in the future of energy, will people be interested in these drinks more in future? For this reason, I asked the respondents whether or not energy drinks will be at the same level of interest as Fanta and Cola. However, it was not possible to get a complete response, as the answers were very close to each other. 37.9% of respondents said that Yes 37.5% of them said No, and 24.6% of respondents said they cannot answer the question. To tell the truth, it is difficult to answer this question, but in my opinion, energy drinks will have the same relevance as they have nowadays. It's true that energy drinks will not be as popular as Cola, Fanta, but in the future people can turn into irreplaceable ones.



Do you think that energy drinks will be popular in the next future as soft drinks ?



## CONCLUSION

First of all, I took several steps to identify the aims and tasks of my research. At the same time, it gave information to the main questions, limitations and methodology of the research. After that, marketing strategies that could be pursued within the framework of the energy drinks sphere were discussed. The Literature Review also included the PESTEL analysis, one of the major analyzes in marketing, of ideas, theories and opinions of different people. In addition, the basics of Pricing, Distribution, Promotion strategies were further debated in this section. In the next part, I used the Qualitative method to get the information about the most famous energy brands the markets of Azerbaijan. Using 300 queries and 8 interviews, I have acquired some information and analyzed them and graphically illustrated them. As a result, I also responded to research questions. In essence, I found out a high level of demand of energy drinks in Azerbaijan. One of the next questions was to find out whether our country had a competitive edge in the energy market, and it is obvious that Hell and Red Bull were the most vulnerable in Azerbaijan. In addition, I have also made an overview of consumers' behavioral processes while the use of controversial questions. For example, I asked questions about which factors they take into consideration while choosing energy drinks, the reasons of drinking them, and also different question related to Fanta and Cola brands and their future thoughts. Moreover, by interviewing people I got some answers that I could not get while doing my survey.

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## **Appendix A ... Interview Guide**

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### ***General Information***

***Company Name:*** \_\_\_\_\_

***Number of employee in the company*** \_\_\_\_\_

***Name of the respondent*** \_\_\_\_\_

***Position of the respondent within the company*** \_\_\_\_\_

***Field of Business*** \_\_\_\_\_

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### **Research Questions**

#### **Questions related to the famous brands:**

- 1) Your age and social status?
- 2) How long have you been using the energy drinks?
- 3) What does your favorite brand mean to you?
- 4) Are you loyal to your favorite brand? (If you are loyal and cannot find the product, what kind of substitute product would you choose instead of a competitor brand?)
- 5) In what cases you will change your favorite brand?

#### **Questions related to behavior and relationships of the candidates to energy drinks.**

- 6) How important is the place where you drink for you? (For example: watching football, pubs, on the street)
- 7) When do you usually drink energy drinks? For example, if you prefer evening, is it a concern for your dream? Or if it's a noisy day, how does it affect the course of your day?
- 8) In which mood do you prefer to have energy drinks?

9) Many people take into account the cost factor when taking energy drinks. Packaging is one of the weakest factors when consuming energy. Is this the same for you? How much do you think the creative packaging and creative ads can affect people in the process of energy drinks?

10) What events made by the energy drink brands have become more interesting to you and why? For example: special action, encouraging action, and so on.

11) Before the interview, I had a survey about energy drinks between women and men, and according to the survey, we can conclude that the target of energy drinkers of women is much higher than that of men. What do you think of it?



## **Appendix B – Survey Questions**

### **1. Gender**

- a. Male
- b. Female

### **2. Age**

- a. 17 years and under
- b. 18-25 years
- c. 26-35 years
- d. 36-54 years
- e. 55 years and over

### **3. Social Status**

- a. Student
- b. Employed
- c. Unemployed
- d. Retired

### **4. Monthly Income**

- a. Not much more than 500 AZN
- b. 501 – 1000 AZN
- c. 1001 – 1500 AZN
- d. 1501 + AZN

### **5. How often do you consume Energy Drinks**

- a. Daily
- b. Weekly
- c. Monthly
- d. Yearly or never use

**6. Why do you drink energy drinks?**

- a. To attempt feel better than past
- b. To compensate insufficient sleep
- c. I adore the taste
- d. To combine with alcohol drinks

**7. Where is the most convenient place you buy energy Drinks?**

- a. Supermarkets
- b. Small shops
- c. Kiosk
- d. Restaurants or clubs

**8. In what time do you consume energy drinks?**

- a. When I need water
- b. When tired
- c. When visiting parties
- d. When eating out

**9. What is your favorite energy drink brand?**

- a. Hell
- b. Red Bull
- c. Bizon
- d. Jaguar
- e. Hazard
- f. Bomba
- g. Burn
- h. Foster
- i. Monster
- j. Pitbull

**10. What is recommended price for one energy drink?**

- a. Not more than 1 AZN
- b. 1.01 – 1.50 AZN

- c. 1.51 – 2 AZN
- d. 2.01 AZN +

**11. Evaluate these factors according to your decision process ( for example a1, b4 , c2 and etc. )**

- 1. Very Important   2. Important
- 2. Least Important   4. Not Important

- a. Price factor
- b. Creative Advertisement
- c. Healthiness
- d. Taste
- e. High Quality
- f. Packaging
- g. Branding

**12. Where do you see Energy Drink Advertisements most?**

- a. Social Media (internet )
- b. Outdoor activities (billboards )
- c. Public Transportation
- d. Television
- e. Newspaper or magazine
- f. I have never encountered

**13. How satisfied these energy drinks brands? (For example a2, b1, c4 and etc.)**

1. Highly satisfied    2. Satisfied    3. Unsatisfied    4. I have never used

- a. Hell
- b. Red Bull
- c. Bizon
- d. Jaguar
- e. Hazard
- f. Bomba
- g. Burn
- h. Foster
- i. Monster
- j. Pitbull

**14 . Do you think energy drinks will be popular as soft drinks?**

- a. Yes
- b. No
- c. I cannot say

## **Appendix C - Sorğu Sualları**

### **1. Cinsiniz**

- a. Kişi
- b. Qadın

### **2. Yaş**

- a. 17 yaş və daha aşağı
- b. 18-25 yaş
- c. 26-35 yaş
- d. 36-54 yaş
- e. 55 yaş və daha yuxarı

### **3. Sosial Statusunuz**

- a. Tələbə
- b. İşçi
- c. İşləmirəm
- d. Təqaüdçü

### **4. Aylıq gəliriniz**

- a. 500 AZN dən aşağı
- b. 501 – 1000 AZN
- c. 1001 – 1500 AZN
- d. 1501 AZN və daha yüksək

### **5. Hansı müddət ərzində enerji içkilərindən istifadə edirsiniz?**

- a. Günlük
- b. Həftəlik
- c. Aylıq
- d. İllik və ya heç vaxt

**6. Enerji içkilərini niyə içirsiniz ?**

- a. Əvvəlki halınıza nisbətən daha yaxşı hiss etmək üçün
- b. Yuxusuzluq problemini həll etmək üçün
- d. Dadını çox sevdiyim üçün
- e. Alkoqollu içkilərlə birləşdirmək üçün

**7. Enerji içkilərini daha çox haradan alırsınız?**

- a. Supermarketlər
- b. Kiçik mağazalar
- c. Qasidlər
- d. Restoranlar və ya klublar

**8. Nə vaxt enerji içkilərindən istifadə edirsiniz ?**

- e. Susuz olarkən
- f. Yorğun olarkən
- g. Parti və restoranlara gedərkən
- h. Yemək prosesi zamanı

**9. Favorit içki brendiniz ?**

- k. Hell
- l. Red Bull
- m. Bizon
- n. Jaguar
- o. Hazard
- p. Bomba
- q. Burn
- r. Foster
- s. Monster
- t. Pitbull

**10. Adətən enerji içkilərinə nə qədər vəsait xərcləyirsiniz ?**

- a. 1 AZN ə qədər
- b. 1.01 – 1.50 AZN
- c. 1.51 – 2 AZN
- d. 2.01 AZN və daha yüksək

**11. Aşağıdakı faktorları vaciblik dərəcəsinə görə dəyərləndirin ( məsələn a1, b4 , c2 və s )**

- 1. Çox vacib 2. Vacib
- 3. Az vacib 4. Vacib deyil

- a. Qiymət faktoru
- b. Kreativ Reklam
- c. Sağlamlıq faktoru
- d. Dad faktoru
- e. Yüksək keyfiyyət
- f. Qablaşdırma
- g. Brend olması

**12. Enerji içki reklamlarına daha çox harada təsadüf edirsiniz ?**

- a. Sosial Media
- b. Açıq hava məkanlarında
- c. İctimai nəqliyyat
- d. Televiziya
- e. Jurnal və qəzetlər

f. Bu tip reklamlarla qarşılaşmamışam

**13. Məmnuniyyət faktoruna əsasən aşağıdakıları müəyyənləşdirin (for example a2,b1,c4 and etc.)**

1. Çox məmnun qalmışam    2. Məmnun qalmışam    3. Məmnun qalmamışam  
4. İstifadə etməmişəm

- a. Hell
- b. Red Bull
- c. Bizon
- d. Jaguar
- e. Hazard
- f. Bomba
- g. Burn
- h. Foster
- i. Monster
- j. Pitbull

**14 . Sizcə enerji içkilər gələcəkdə Cola,Fanta kimi içkilər kimi populyar olacaqmı ?**

- a. Bəli
- b. Xeyr
- c. Deyə bilmərəm

THANK YOU FOR YOUR TIME