

# BRIEF ANALYSIS OF A SURVEY ON THE CONSUMPTION OF ENERGY DRINKS IN ITALY

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**Abstract:** *The methodology followed to conduct the survey was quantitative and random. To conduct the survey research was conducted on motivational revelations through a methodology that refers to the survey done by questionnaire. Preliminary members of the research team have defined and developed the research hypotheses, identified the survey questions and put together the questionnaire to be administered to the sample of consumers. The compiling of the questionnaire has led to questions on the definition of perceived quality, the habitual consumption, the price-quality of products defined Energy drinks. The survey was conducted in the period between November and December 2011, on a sample of 120 Italian consumers. The revelations by administering the product was mainly conducted at outlets, such as supermarkets, clubs, pubs and bars, interviewing a sample of consumers directly with the method "face to face". The purpose of the survey was conducted to understand the needs, habits and buying preferences of the consumer of Energy drinks, as well as the degree of appreciation. In this paper we describe only briefly and partially the results of the survey.*

**Key words:** *Energy drinks, consumption trends, Italy*

**JEL Code:** *M31*

## 1. A new category: Energy drinks

The Energy drinks belong to the category of non spirits or soft drinks, this product came from Asia in the early '80s with the creation of the brand Red Bull and then it spread to Europe in the '90s through the Austrian Dietrich Mateschits. At the beginning of the second millennium Energy drinks peak to high rates of sales that are still on the world market today. In recent years the undisputed leader Red Bull, thanks to the success that Energy drinks have registered on the global market, has been joined by several competitors, of these the most important are Monster Energy and Coca Cola's Burn, which have proved serious competitors to the established Austrian leader. Energy drinks are usually carbonated soft drinks, capable of providing a much higher amount of energy compared to traditional soft drinks.

Among the components of these drinks are xanthenes (including caffeine, usually in amounts slightly higher than or equivalent to 80-85 mg of a cup of coffee), herbal medicinal ingredients, guar nine, taurine, ginseng, acacia, ginger, green tea, et cetera. All these ingredients have the main function of providing energy to our body. In recent years, energy drinks have become a fashion among young people, who use them to satisfy their need for energy in all kinds of situations, such as study, work or even during a simple night at the club.

The energy drink market has developed enormously in recent years although it is a relatively "young". The consumption per capita in the world, according to AcNielsen, has tripled. In 2007 alone, the turnover grew by a rate of 19% to 4.8 billion dollars compared to 6% of the food and beverage sector. According to a study by the English firm Business Insight in Europe there is a market of \$ 5 billion. The largest markets are the United Kingdom, Germany and Spain which represent more than half of the European market. But if we analyze the consumption per capita tops of the table position is Austria, mother of the

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nation's undisputed leader Red Bull, with its 4.5 litres, followed by Ireland (3.7 litres) and Switzerland (2.2 litres).

The most significant growth rates were recorded, however, in emerging countries such as Brazil and Poland. The prediction of the highest growth in the next 3 years is that of Italy: according to English studies, our country has reached a market share of 249 million dollars against the 154 of 2006. In Italy Energy drinks have been around for years. They are generally aimed at young consumers, with a core target of 18 to 29 years and with a broader target aimed at adults up to 39 years and over. The product has met with success mainly in discos, pubs, nightclubs (this figure is confirmed by the survey carried out by us and presented in outline in the following paragraphs).

The market for energy drinks, shows a completely different situation compared to previous years, even when consumption grew by double digits. Reaching nearly 9 million litres sold, it marked a decline of 0.6% and almost 41 million euros, down by 3.5%.

Over the past two years, sales are back to previous sales levels and are stable. The market for energy drinks, however, is potentially still growing, not because of the increase in consumption per capita, however desirable, but mainly due to the number of potential new consumers.

## 2. Socio-economic characteristics of the sample selected for the survey

The analysis was conducted on a large heterogeneous sample, with different demographic and socio-economic conditions. 120 respondents were surveyed. The survey was conducted in part of the province of Messina.

Table 1. Summary of socio-economic characteristics of consumers surveyed

<b>Categories</b>	<b>Characteristics</b>	<b>n°</b>	<b>%</b>
<b>sex</b>	males	64	53,33
	females	56	46,67
	total	120	100,00
<b>age classes</b>	50 and up	10	8,33
	30 - 50	38	31,67
	18 - 30	55	45,83
	15 -18	17	14,17
	total	120	100,00
<b>civil status</b>	single	71	59,17
	married	42	35,00
	divorced	7	5,83
	total	120	100,00
<b>study qualifications</b>	degree	44	36,67
	diploma	69	57,50
	primary-secondary	7	5,83
	total	120	100,00

Source: Our calculations based on data collected directly

Figure 1 show that 52% of respondents are males, the remaining 48%, corresponding to 56 subjects, are females.

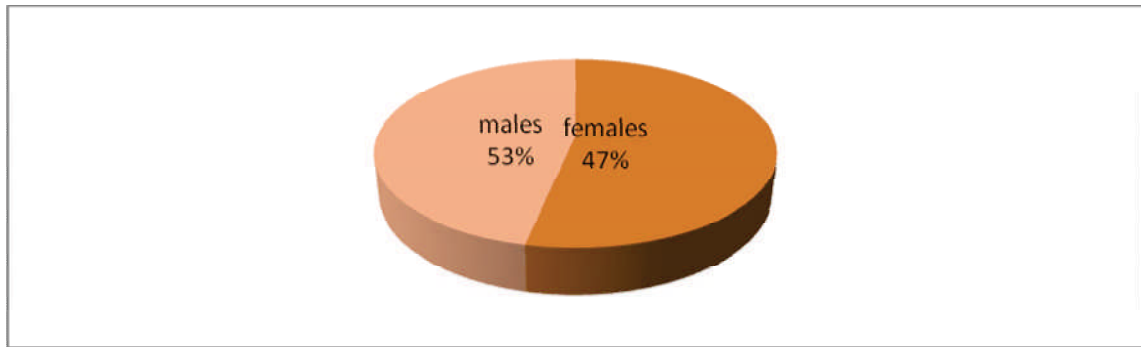


Figure 1. Composition of the sample by gender

Based on demographic characteristics, the target of the respondents were divided into four age groups: those belonging to the age group between 15 and 18 years account for 14.2% of respondents (17 units), those belonging to the class aged between 18 and 30 correspond to 46% of all respondents (55 units), those corresponding to the age group between 30 and 50 years represent 32% of respondents, leaving only 8, 33% of respondents aged over 50 years.

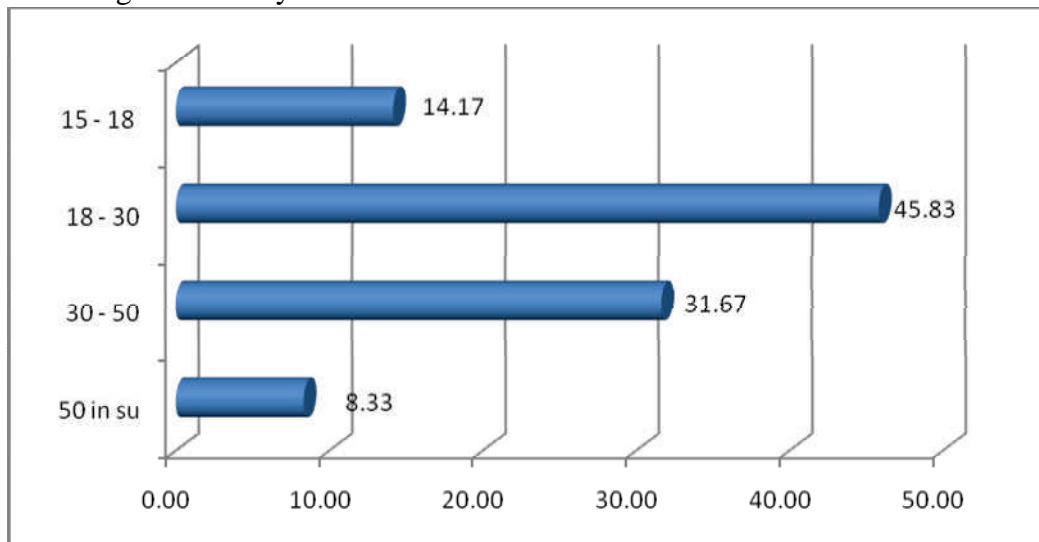


Figure 2. Composition of the sample by age

With reference to the qualifications, the highlight is that the majority of respondents, corresponding to 57.5% (69 units), graduated from high school, with only 36.67% university graduates, while the remaining 6% have the title of middle school or primary school.

Finally, another variable of the sample considered is marital status. 57.5% (69 units) of the respondents are single (unmarried), while 35% (42 units) are married, and only seven people reported being divorced.

### 3. Processing of the data

Respondents were subjected to a questionnaire consisting of about ten questions, asking, in particular, consumer habits and reasons for purchasing "energy drinks".

Regarding the first question it asked which energy drink product was known among the most famous brands. The responses indicate that the product best known was RedBull.

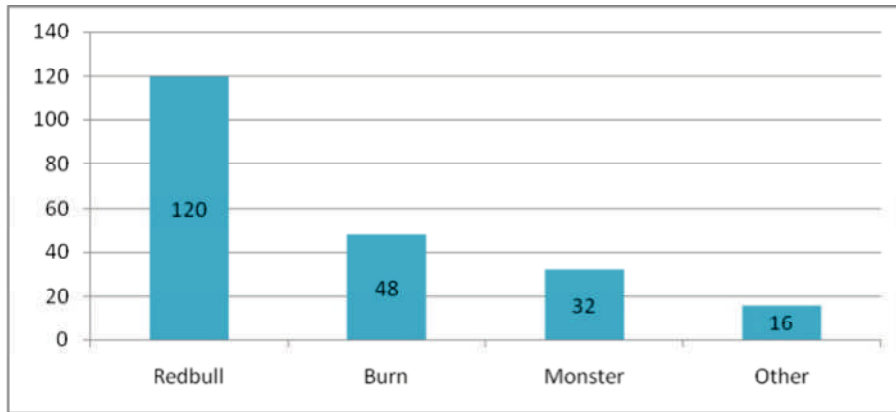


Figure 3 . Which of these energy drinks do you know?

In particular, among the male subjects the product "Monster" is well known, although not widely marketed in Italy, probably due to the appearance of the logo of this product in sports events that are followed by the males, such as motoring and motorcycling.

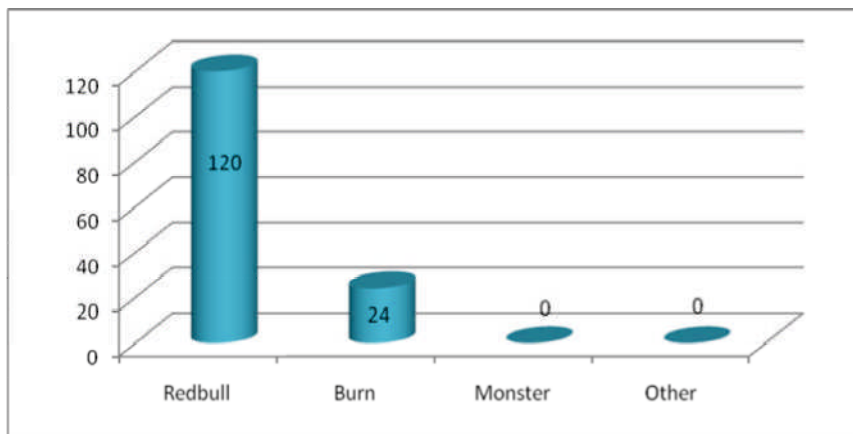


Figure 4. Which of these have you ever tasted or usually drink?

In response to the previous result, the most consumed is Redbull followed by Burn, none of the respondents drink Monster or similar products. Regarding the third question, it asked what it was the frequency of consumption of energy drinks.

The response has indicated that there are two strong opposing groups: one of these which consumes this product sporadically (55% of respondents), i.e. no more than once a week, and the other with those that drink it only on a few occasions (25.8%).

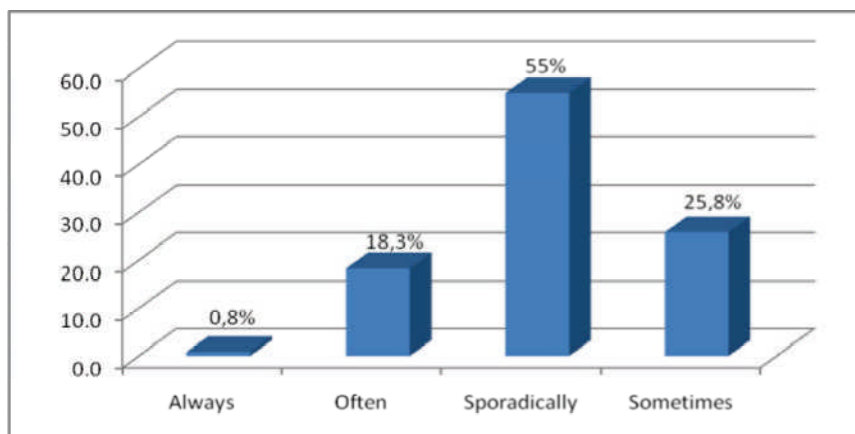


Figure 5. How often do you have an energy drink in a week?

Regarding the place of consumption, the majority of respondents prefer going out (66.7%) or at home (26.7%).

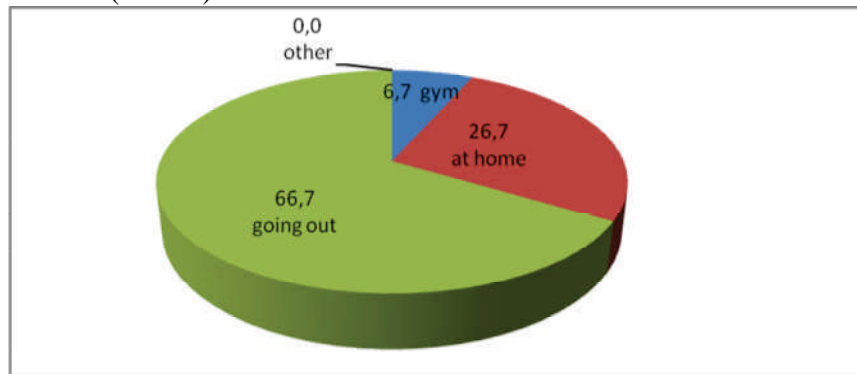


Figure 6. Where do you mainly drink Energy drinks?

Only 6.7% of respondents consume this product in the gym before working out. In regards to the inclination of expenditure and the habits of the consumer of energy drinks, it was asked as to what the maximum expenditure was considered for the purchase of a can.

The majority of respondents (65%) were willing not to spend more than 2 €, only 3.3% of consumers would buy at a price of more than 3 €.

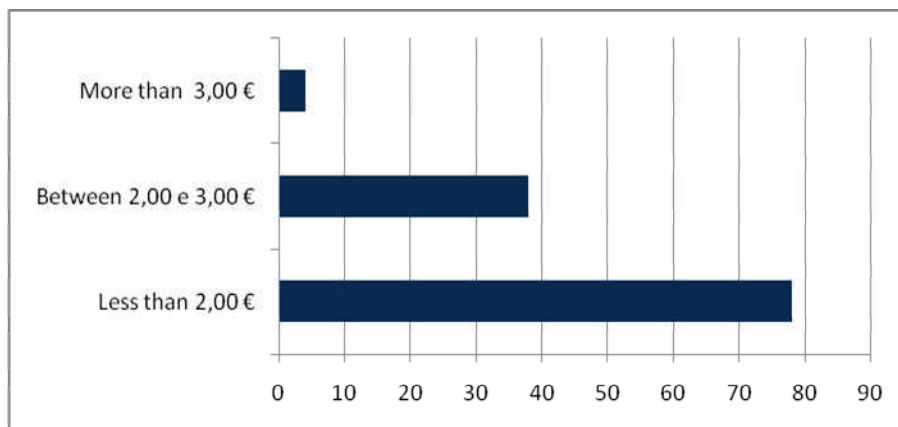


Figure 7. What would you be willing to spend on a can of Energy drink?

However, more than 50% of the respondents believed that the price of cans was adequate. Finally it was asked to give an overall appraisal of this particular drink.

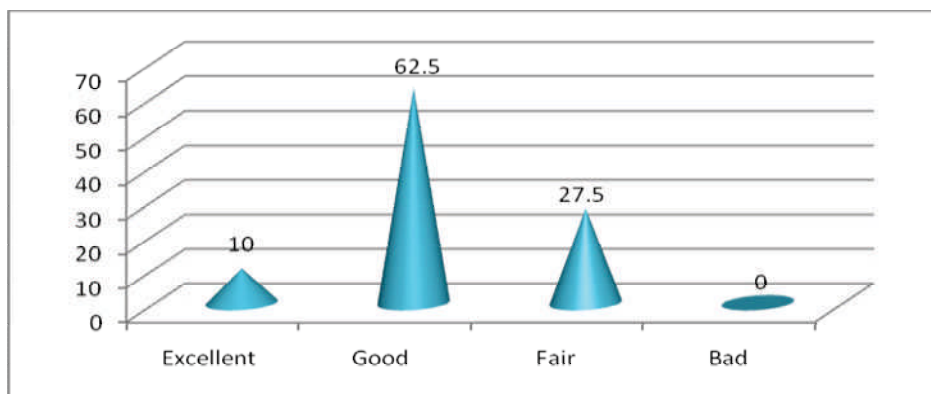


Figure 8. Give a personal opinion on the Energy drinks

The majority of respondents (62.5%) were generally satisfied with the product "Energy drink", no one gave a negative opinion.

#### **4. Conclusions**

The objective of this work is to detect the buying habits of the Sicilian population relative to the category of energy drinks. For this reason there has been a detection of kind "motivational" through traditional survey methodology descriptive research (survey by "Questionnaire").

In this work, therefore, has adopted a methodology of research such as "quantitative" random. The random search refers to an identification of factors that underlie the purchasing behavior and the evaluation of cause-effect relationships that exist in a given population.

In this context it was made known only a part of the research, we refer to a next publication of the full report.

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