The individuals who buy Red Bull cited their reasons for buying the energy drink to be the popularity, reasonable price, unique advertising strategy, and the effects of the drink on a person’s energy level. Additionally, the consumers of Red Bull stated that they consume the drink because of its taste, energy, and fashionable nature as they can relate the drink to several activities. The 5% who do not drink Red Bull presented their reasons as barely liking the drink, unaffordability, unknown consequences, and some of them did not drink it out of personal choice and without any substantial reason behind the dislike.

The participants represented both genders in equal proportion. There were 75 males and 75 females. The majorities were aged 21-25, and the minorities were aged 26-30.

Besides the original Red Bull beverage, the respondents stated that they had heard about other Red Bull beverages, including Red Bull Silver Edition, Blue edition, Red edition, Yellow edition, and the simply cola-type. The respondents had seen at least one of the other varieties of Red Bull because they came across various adverts that captured the uniqueness of the brand, and with frequent interaction, they became familiar with most of the other varieties.

Regarding the most striking features that the consumers associated Red Bull with, the available options were an iconic logo, product design, unique marketing, and funny commercials. All the respondents affirmed that they knew about Red Bull through the creative advertisements that had unique features that the consumers could associate with and relate. 25% of the individuals cited iconic logo as the main feature that they associate Red Bull with, and due to its catchiness, they relate the energy drink to an active and rejuvenated lifestyle such as that lived by athletes. They also cited that the logo is unique and captivating such that it is easier to develop a striking interest in the product. While shopping, the respondents asserted that they choose Red Bull because of the unique logo. 25% of the respondents claimed that product design is the main feature that they associate Red Bull with, and with the uniqueness of design, they have developed a unique consumer perception about the product. 25% of the participants asserted that the unique marketing strategy used by the company is the main feature with which they associate Red Bull.

The uniqueness of the marketing strategy was cited as a crucial factor that makes the brand stand out amongst the rival brands, and the energy drink has cut a niche for itself in a competitive market. Among the 25%, half of the respondents stated that their attention was captured by the exemplary marketing approach employed by Red Bull, which entails using influential persons such as sports personnel who represent the brand through their athletic activitiesThey were likely to develop brand loyalty because of the product champions for a lifestyle that they relate to and can understand its unique perspectives while meeting the needs of individuals, especially athletic respondents who developed a positive consumer perception through the advertisements.

100% of the respondents cited factors that make the brand unique compared to other energy drinks, and their responses were distributed among features including product taste, can design, marketing, slogan, and other aspects. The responses from participants were distributed among various factors. Some individuals considered Red Bull to be a unique brand due to the taste that met the needs of consumers concerning energy boost and rejuvenation. Others were captivated by the can design that has remained uniform throughout the times with minimal changes done to the packaging.

Most consumers associated the uniqueness of the product packaging with the uniqueness of the brand as well.