

CONSUMERS' ATTITUDE TOWARDS HELL ENERGY DRINK

Created by: Mr. Mahmoud M. A. Madi

Insider consultant: Dr. Katalin Szendrő, PhD, associate professor.

Insider consultant's department: MATE, Institute of Agricultural and Food Economics

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Abstract

In today's world, social media has turned out to be the most forceful tool for brands. It helps them connect with wide spreads and reach a direct, engaging relationship with consumers. Among other popular social media, Facebook, Instagram, TikTok, and YouTube which have transformed the ways of communicating for a brand, consequently changing the dimensions of consumer attitude and behavior. Social media marketing is a form of impactful direct marketing that allows brands to reach target groups, conduct focused campaigns, and manage engagement. Hell Energy Drink is a Hungarian brand, established in 2010. For this brand, social media becomes an important means of gaining and maintaining customers, with the intention of sending across messages of energy and focus not only domestically but also across borders.

The study set out with three main objectives: to identify the social media platforms most popular among Hungarian students, to assess how often students use social media, and to understand the impact of social media marketing on students' attitudes toward Hell Energy Drink. To achieve this, a snowball sampling method was used, and the survey was distributed through social media platforms and in person at MATE University in Kaposvár, gathering 111 responses from a diverse group of students aged 18-24, including both Hungarian and international students.

The results of the survey showed that most of the students use social media daily and spend from one to three hours on the sites. The study found that while social media is a common way for students to discover new products and interact with brands, Hell Energy Drink has low visibility and engagement, given that most of them do not follow the brand on any of the platforms. On the contrary, the frequency of exposure to Hell Energy ads is quite low throughout all types of platforms, with the majority of students reporting seeing ads only rarely on both Instagram and YouTube.

The findings suggest Hell Energy should improve its marketing strategy for reaching students by increasing ad visibility, focusing on taste and caffeine in its messaging, and building more interactive campaigns. Taste and caffeine were identified as the major factors that affect students in their purchasing decisions of energy drinks. Among these two, taste is slightly more influential.

In conclusion, social media presents a good opportunity for brands like Hell Energy to connect with young consumers. By enhancing its refining and visibility and its approach, Hell Energy can more efficiently build brand loyalty among students in Hungary. The study's recommendations include creating engaging content for Facebook and Instagram, increasing ad frequency, collaborating with influencers and sponsors, in addition to organizing events to further improve brand recall and recognition. This research gives Hell Energy a strategic understanding of the attitude and preferences of students, providing a strategic way in which the company would establish its presence and influence among the student population.