

THESIS

Mahmoud M. A. Madi

2024



Hungarian University of Agriculture and Life Sciences

Kaposvár Campus

Institute of Agricultural and Food Economics

BSc in Commerce and Marketing

CONSUMERS' ATTITUDE TOWARDS HELL ENERGY DRINK

Internal consultant: Dr. Katalin Szendrő
associate professor

Internal consultant's department:
Department of Agrarlogistic, Trade and Marketing

Created by: Mr. Mahmoud Madi

Kaposvár

2024

Contents

1. INTRODUCTION.....	3
2. LITERATURE REVIEW	5
2.1 Online Marketing.....	5
2.2 Social Media	6
2.2.1 The Different Types of Social Media	10
2.2.2 Type of Social Media Used by Customers	11
2.5 Energy Drinks.....	16
2.5.1 Hell Brand/Company	17
2.5.2 Hell Energy Drink in Hungary.....	18
2.5.3 Hell Energy Drink Consumption of Student and Adolescents	18
2.6 Marketing and Communication of Hell Energy Drink	19
3. MATERIAL AND METHODS	20
3.1 Secondary Research.....	20
3.2 Primary Research.....	20
3.3 Survey Design.....	21
3.4 Background Information.....	22
3.5 Statistical Evaluation	24
4. RESULTS AND EVALUATION.....	26
5. CONCLUSIONS	32
6. SUGGESTIONS	34
7. SUMMARY	35
8. REFERENCES.....	37
9. APPENDIX.....	43

1. INTRODUCTION

Social media is a term used to express websites and applications that concentration on communication, content sharing, and collaboration. There are a lot of popular social media platforms include Facebook, Twitter, Instagram, Snapchat, YouTube, and LinkedIn. Social media can be used to attach with friends and family, to find and share information, to promote products and services, and to participate in conversations about any topics of interest (Aral, Dellarocas, & Godes, 2017). Social media can also be used to promote businesses, products, and services. With its huge reach, social media can be a wonderful way to influence a large audience and build relationships with potential customers. There are many consumers who are influenced by the products and brands promoted on social media, consumers now can easily lookout an interesting advertisement on YouTube, Tik Tok, Instagram and Facebook, while posting their own opinions on Twitter and sharing it with friends on Facebook or send it on WhatsApp or messenger. Social media vary from paper-based media (e.g., magazines and newspapers) and traditional electronic media for instance Radio, TV in many ways, including quality frequency, interactivity, usability, and performance (Chopra & Sachin, 2020). Social media is self-promoting through its widespread use by users, and it is also can be an attractive virus for self-users and companies in general to market their products and services (Appel, Grewal, Hadi, & Stephen, 2020).

Social media marketing is a strong tool for businesses and brands to reach their target audiences and build relationships with them, in addition to keep brand retention. It is a form of online marketing that involves creating and sharing content about products and services in addition to companies and brands on social media networks in order to achieve marketing and branding goals. Social media marketing can be used to enhance brand awareness, generate leads, and drive website traffic. It can also be used to gain relationships with customers, engage with them, understand them and provide customer service. Social networks give a spot for consumers to share their thoughts, ideas and feedbacks on companies' products either was bad or good in interaction (Smith, 2020).

The most important thing to concentration on is how we can achieve the desires and decisions of buyers, regardless of goods, services, companies or brands. Some social media companies for instance Facebook, Twitter, YouTube, Instagram have found a way to attract buyers and influence their decisions in various ways and means. We can say that social media helps companies build

loyalty to their brands or products through communication between the world and society (Ismail, 2017).

Companies have linked social media in advertisements, which is the way that attracted most of the world, browsers, buyers and consumers through social media. It is a method that companies take to communicate or promote a new product, brand, or a new company. In recent times, we have seen the impact of advertisements on social media users and their decisions to buy products or learn about new brands and companies. Therefore, we can say that social media platform is a tool for communication between people all over the world, and a tool in e-commerce and marketing, as it is a bridge to the gap for promoters and consumers to achieve what they want, where and when services (Appel, Grewal, Hadi, & Stephen, 2020). Social media use has become very common in present time. Food and beverage product are among the commonly promoted products. With regard to drinks, the Hell energy drink manufactured in Hungary is a common choice for most people in the country, especially the youth. It is a famous and useful drink because it contains vitamins and caffeine, thus preferred by all age groups as it does not contain alcohol. This brand is the choice case for my study because of its presence in social media platforms which are preferred by students (Parganas, Anagnostopoulos, & Chadwick, 2015).

However, the influence that social media marketing has on the consumption behaviour of Hell energy drink in Hungary is not adequately known yet. Hence, the subject of this study specifically will seek to determine the influence of social media marketing on the consumer buying decision of students of this energy drink in Hungary. The following three objectives will guide the study:

1. To find out the social media platform mostly used by students in Hungary
2. To establish the frequency of using social media among students in Hungary
3. To determine the effect of social media and social media marketing on consumer attitude of Hell energy drink.

2. LITERATURE REVIEW

2.1 Online Marketing

It may also be referred to as digital marketing, or electronic marketing. It is different from the traditional marketing communication, in that it facilitates greater interactions or dialogs between the source and the recipient (Kumar & Gupta, 2021).

Online marketing, also called digital marketing, has become a strong factor for brands and companies to find out their audiences through the internet. It helps businesses communicate with people online. It covers a varied choice of strategies and channels, for instance search engine marketing (SEM), search engine optimization (SEO), websites, social media, e-mails, pay-per-click (PPC) advertising, digital advertising and mobile; to attract, recall and enhance loyalty with customers (Liu & Karahanna, 2022). Digitalization has transformed both buyer marketing and industrial marketing over the past two decades. This has in turn certain growth to the Internet of Things (IoT), E-Commerce, Artificial Intelligence, smart products, mobile devices, all these identify the concept of online marketing which involve of all the activities, processes, and institutions, helped by digital technologies (Shankar & Balasubramanian, 2021).

The effect of online marketing communication, qualified to that of traditional communication, has sustained to raise particularly during the COVID-19 time within 2019 to 2020. Through digital media and devices, companies and customers can create, share, and gauge diverse types and styles of content to meet a range of online communication objectives. These aims range from providing and seeking information regardless on any type of content, to studying products, to complaining about an unsuccessful service for compensation with the firm, and to warning other consumers about products (Venkatesh, Dhruv, Sarang, Beth, & Amit, 2022).

The greatest used numerical communication channels are online display advertising, search advertising whether it was organic or paid, mobile communication, and word of mouth (WoM) communication over social media (Kannan, Li, & Alice, 2017).

2.2 Social Media

Social media is a communication platform over electrical devices that allow users to create and share content and communicate with each other. In addition, social media as a group of tenders that depend on ideology and technology crossways the Internet (Kaplan & Haenlein, 2021). We all agree that social media platforms are a tool of communication among people all over the world regardless of the place and the time, and regardless of the different means used among them such as Facebook, Twitter, Instagram, TikTok and WhatsApp. According to Smith (2015) social media are tools used for engagement and communication. While (Batrinsa & Treleaven, 2015) describe social media as "practices, activities and behaviours among society of people who collect online to share knowledge, opinions and information using conversational media".

In today's digital age, social media has effortlessly integrated into the fabric of daily life for people worldwide. Platforms such as Facebook, Twitter, Instagram, LinkedIn, and TikTok have become critical mediums for communication, interacting, and self-expression. With each passing day, the user base of these social media platforms continues to increase exponentially, reflecting the pervasive influence they wield in modern society. Recent estimations suggest that over 500 million individuals actively involve with social media on a global scale (Smith, 2021). Figure 1 shows the number of people who used or will use social media platforms, from 2017 to 2028.

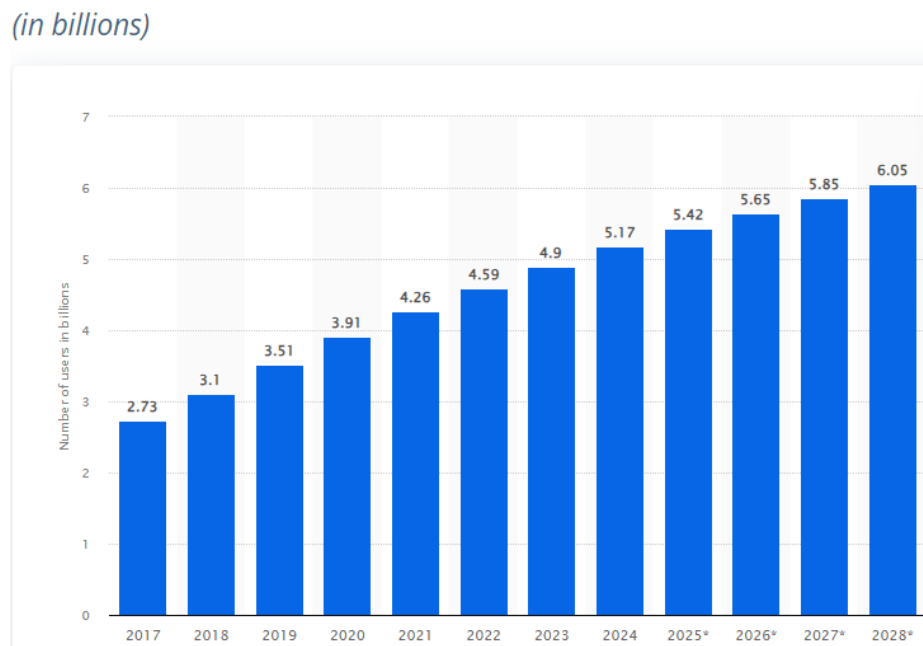


Figure 1: The number of people who used social media platforms, from 2017 to 2028.

Source: Statista, 2024

Social media helps marketers be more knowledgeable about their target audience, likes, dislikes, and interests so that they can create a better marketing. The means of communication based on social media have several functions and features, the most important of which is that individuals can share their opinions, knowledge, and interests with others. It is also used in business by entrepreneurs and companies by sharing information about the company or promoting its brand and products on communication platforms through blogs, social networks, message boards, and many other ways and means (Huang, et al., 2016).

Social media is a keyway through which companies can know their competitor. Companies get a lot of significant information from competitors like what kind of customer feedback they are receiving and new market trends. They gain more vision into customer perception over social platforms and find the factors deterring new product development and the potential for product development. This makes them become more elastic and more responsive in a highly competitive environment (Sutton & Marder, 2021). Businesses can prepare for market changes and regulate their marketing based on what they learn. Many people use social media to acquire details about products. They read reviews and opinions from other users. On sites like- Facebook, Twitter, Instagram, and YouTube, there is lots of content sharing information about products and services. This helps people make decisions before buying (Sutton & Marder, 2021). Marketing and informational studies have shown that customers perceive the information shared and given by social media to be more dependable than other traditional means such as television and personal selling (Dessart, 2019). In the context of e-commerce, social media performances as a powerful word-of-mouth channel for products and services and is a key influence in decision-making (Sharma & Crossler, 2022). These days, many e-commerce spots have started to link themselves to social networking sites to expand user interaction to simplify transactions.

Applying social media is a critical element that impacts consumers in different ways. Some of the factors of how consumers are affected by social media are product factors, information factors, cultural factors, design factors and psychological (Cheng & de Vreede, 2022). Social media is one of those where companies get significant and different benefits, for instance word-of-mouth communication, which leads to customer engagement and hence brand loyalty (Huang & Benyoucef,

2017). Moreover, social media is a positive opportunity for sales as it constructs a direct link between customer concerns and product promotion (Alalwan, Rana, Dwivedi, Y, & Algharabat, 2018). The social platforms also avoid the degree of brand name visibility and generate other forms of social capital, credit which supplies the opportunity for customers to engage directly with companies (Appel, Grewal, Hadi, & Stephen, Social media in marketing, 2020). Additionally, it is a crucial tool for global trade as it provides a stage for the availability and distribution of essential product information and the formation of trust building tools, which are required for the building of lasting customer relationships (Erkan & Evans, 2018). Separately from commerce, social media can determine the direction of health and safety decisions. An example in the global COVID-19 pandemic is where it played a vital role in the promotion and distribution of public health campaigns and vaccine information (Luo, Chen, Xu, & Wang, Y, 2021).

There are strong motivations by consumers to engage in social media. One of these main motives for using the internet as a medium is the social aspects, information and entertainment (Buzeta, De Pelsmacker, P, & Dens, 2020). Motivation is divided into two groups: emotional motives, such as social connection and self-expression (Luo & Hancock, 2020), and rational motives, such as knowledge sharing and advocacy. Moreover, customers' activities on social media have been plant according to customers' behaviour online.

Social media is considered a gap for services or brands to communicate with their customers because it builds a community of customers and engages them in the content made. However, many studies present that social media provides prospective customers and existing customers to connect instantly to a brand representative. Since a lot of customers are employing social media as method to buy items and search, services or brands employ this feature to promote and advertise their products and services. Customers who shop online are flourishing marketers all over the world, addition to that providing a globalized standard of segmentation towards cultures (Shawky, Kubacki, Dietrich, & Weaven, 2019). From this information, if customers have any issues on services or products, customers can reach the company through social media easily, which is the way to contact and integrate with them. Businesses rely on the responses, comments, queries that they receive from customers on social media. Customer responses and reactions attract more buyers and build a very strong brand image. When a customer wants to decide on a product, any small details might impact on their decision-making.

Nowadays, customers are employing internet as their tools to gain their motivation. Their motivation might be associated to their reviews to help their decision-making or business and old friends. Moreover, reviews become second hand sources to help customers' decision-making on social media. It has an impact on different items both expensive items and cheap. Customers can see the reviews on books, cars, cosmetics, nail polish, and hotels. Those reviews support and motivate purchases and help customers decision-making, making it more credible to spend their money on it (Perumal A 2018)

According to a 2023 report (PYMNTS) showed that 43% of consumers actively use social media platforms like Instagram, Facebook, and TikTok to discover new services and products, which leads to purchases. This feeling marks the dominant status of social media as an essential tool in decision-advertising, for example, Instagram which is significant in the fashion field and TikTok which has the highest demand for makeup products being the most widespread. Besides, PYMNTS notes that 68% of the population actually buy the goods directly through the social media outlets with the shopping features included, allowing them to make purchases simply, thus, discovery becomes sales directly. Conversely, another theory was that 4 out of 10 social media users shop for some of their products in-store or online after promoting them on Facebook, Instagram, Pinterest Twitter or TikTok (Davies & Williams, 2021) .

The high use of social media by both customers and companies impact consumer behaviour. Consumers who are impacted by social media more likely to spend more on purchases. Moreover, the impact can be high that a lot of consumers are more likely to make a purchase on the same day of using social media (Miller & Smith, 2018).

The perfect image of products or brand could drive the consumer to make their own decision on their purchases. For instance, when consumer's relative or friend on social media advice or shares products or services on their own pages on social media, it impacts influences and brand attitude their decision-making. So far, advertising on social media, which is created by trade resources impact both purchasing intention and customer brand attitudes (Wei, Thurasamy, & Huat, 2023). Of that information, it supports marketers organize their marketing strategies. Moreover, a lot of marketers employ social media for marketing campaigns. This is the way to communicate with customers easily, as well it is cheap to advertise their services and brands.

2.2.1 The Different Types of Social Media

There are many of Social Media platforms offered to various people to integrate and communicate with each other. These types of social media give people the chance to build network, share information, play games, publish, centralize, and purchase. The social media platforms are available in various devices like phone, laptop, tablet, and other, helping them to contact anywhere and anytime (Wereda, 2021). See Figure 2 as shown many diverse types of social media platforms and their different uses. In addition to using diverse types of devices among users for different purposes.



Figure 2: Social media platform landscape

Source: (FredCavazza, 2012)

2.2.2 Type of Social Media Used by Customers

The utmost widespread social media that are particularly used by people and customers for many diverse reasons are: Twitter, Instagram, TikTok, YouTube and Facebook. A new study shows that on the part of these platforms more than 70% of users are not only shopping for goods and services, but they also contribute to it by giving their evaluations and talking to other people who may want to buy the products. By means of the HubSpot 2021 report, we can see that the social commerce continues to growth, with over One in Five users' creation purchases directly over social media platforms. This obviously displays that the trend is concerning not only about marketing but sales and customer services over social platforms, as well as for interconnections selling, customer feedback, recommendations, interaction, integration, and collaboration.

According to the HubSpot Twitter Statistics (2023) report, twitter is known as the most vital platform for customer engagement and brand growth. Twitter has been growing fast, and now around 450 million people log in to it monthly, these people share their reviews with the companies, look for advice and engage with the brand. Areas of research display a growth in user interaction with brand content, with approximately 66% of marketers resolving to hold a strong Twitter presence even though the social network is transforming. Furthermore, Twitter continues to attract significant user attention, with 79% of Twitter users more likely to recommend products and services to their family and friends after interacting with a brand online.

Based on Gitnux (2023) Instagram is widespread in the last two years because of its active handlers who spread diverse types of images, videos and reels. Using Instagram users' data, over Sixteen billion pictures were uploaded and share by different people. In addition to celebrities and influencers who can attract audiences easily due to daily and frequent use.

By means of Gitnux (2023), Facebook has gotten 51% of users who able and willing to purchase different type of products through it. In addition, is considered the most common among other social media platforms to support branding and marketing, and its concentrate on the integration of advertising to participant's social content. Therefore, it's called by some marketers "holy grail of marketers", due to its great benefits for instance, when marketers are promoting about certain products or a brand, and Facebook users interact and initiate comments or provide "like" content, the post spreads very quickly and increases the number of consumers who are interested in the post

about the product or brand or comments that have a significant impact in the process buying products or increase on the brand value and its awareness. In addition to attracting new consumers and advertising about the product and brand (Shields & Peruta, 2018).

2.3 Social Media Marketing

Social media platforms like Instagram, Twitter, Facebook and LinkedIn have a huge number of users and continuous increasing and growing on a daily basis. It is reached more than 500 million people are communicating and interacting with social media (Perumal, 2018).

Social media marketing empowers customers by facilitating engagement and interactions with brands and influencing buying behaviours and product discovery (Shukla, Misra, & Gupta 2023). These interactions provide marketers define consumer what, where and when they need and discover what their market seem like. At the same time, the main work factors of social media provide customers to rating products and services, make commendation to friends or communicate, and spread any of the purchases across social media (Shukla, Misra, & Gupta, 2023).

Businesses leverage social media marketing by targeted advertising on platforms such as Instagram, Twitter, Facebook and LinkedIn, optimizing campaigns to specific behaviours and demographics (Brown, 2020). In addition, it provides companies to found a communication channel with its consumers, market their products and service, boost clients and build brand quality (Adetunji, Mohd Rashid, & Ishak, 2018). Influencer collaborations have emerged as a strong strategy, allowing brands to impact influencers' credibility and reach within niche communities. (Smith & Zook, 2017).

Social media marketing impact buying decisions via user-generated content and recommendations, forming behaviours and customer attitudes (Perumal, 2018). Social media marketing helps big brands such as Dell, Amazon, Burger King, McDonald's and other to advertise and promote themselves and build interaction with buyers (HubSpot, 2021).

Overall, the transformational impact of social media marketing is evident in its ability to drive business growth, influence consumer behaviour, and cultivate relationships (Michael, 2017) .

2.4 Consumer Behaviour

Consumer behaviour explained as a study to use and decide of services, products and experiences in addition to obtain insight how people, groups and individuals act or purchase to satisfy their need, therefore understanding consumers thoughts and perception (Panwar, Anand, Ali, & Singal, 2019). A lot of consumer behaviour researchers confirmed that consumer behaviour is impacted by individual, cultural factors and social (Simonson, Kanuk, & Nowlis, 2001). Customers can interact informally and constantly with their main groups like family, co-workers and friends, and could belong to secondary groups such as religious group that doesn't need a lot of interaction, in addition to professional groups (Tekin, Yiltay, & Esra, 2016). Both types of groups can influence directly or indirectly on attitudes consumer's or behaviour (Tekin, Yiltay, & Esra, 2016).

A considerable part of the buying behaviour of other family members is impacted by siblings, primarily by shared decision-making processes which impact and involve a number of people in a family (Pappas, Kourouthanassis, Giannakos, & Lekakos, 2020). For example, children's selection of products is often influenced by their parents, while the spouses and siblings involved will also bring certain customizing items. Moreover, a major factor apart from familial influence is personal characteristics such as economic status, occupation, life stage, values, self-concept, and personality traits which have a substantial impact on buying behaviour (Pappas, Kourouthanassis, Giannakos, & Lekakos, 2020).

Furthermore, buying decisions are directly affected by personality attributes including dominance, adaptability, and self-confidence, as these traits are used by people to interact with their environment and make choices (Kwak & Kim, 2021). This impact can also be seen in the brand preference, as customers usually prefer the ones their identity closely linked to, like selecting luxury vehicles for example, choosing the BMW one as evidence of their personal confidence and social rank Park, (Park, Eisingerich, & Park, 2021).

Consumer behaviour helps marketers to create a great marketing strategies and techniques. For instance, some companies launch new product or services that are generally interested by few consumers at the beginning, then the purchase process increases gradually. Nowadays, organizations are interested in gaining customer loyalty and changing consumer behaviour (Perumal, 2018).

2.4.1 Theory of Buyer Behaviour

There are various theories that explain consumer behaviour in regards to their buying decisions- one of these theories is the “Theory of buyer behaviour” which evolved on (Howard & Sheth,1969) to determine the items of a customer's decision. These items divided to three collections:(1) several alternative course of action, (2)a group of motives and (3) decision mediators by which the motives are matched with the alternatives. Motives effect the basics needs of buyer and are specific to a product class and the alternatives are the diverse brand that would satisfy the purchaser's motives (Howard & Sheth, 1969). Howard and Sheth created a "stage model" which is important in the contribution to purchasing decision process as shown below in Figure 3:



Figure 3: Five stage model of purchasing decision process.

Source: by Tekin, Yiltay, & Esra (2016)

Based on this theory, it is very important to understand the consumer decision-making process because it helps us to anticipate the consumer’s needs, which in turn helps our sales strategies and planning our marketing (Boone, Jain, & Sanders, 2019).

2.4.2 Influence of Technology on Consumption Behaviour

We all admit the importance of technology and its effects on business over the past 40 years. At the same time, it has become a major shift in how business is run and how people collaborate and share. The beginning of the computer revolution, e-commerce, and the Internet had a great impact on how companies where built, grown, and strengthened. Moreover, social media technology is

accelerating to have a significant impact on business in the future. When technologies become modern, permanently present, and accelerate growth, businesses increase their use. Some of the best-known examples include technology-driven companies such as Microsoft, eBay, Amazon and Google. Finally, the impact of the increasing growth of smart phones leads to computing on the strategy, as it is very easy to use social media moreover, its continuous development and growing greatly and rapidly (Morkunas, Paschen, & Boon, 2019). As digital marketing gets better and better, companies are creating their own pages to associate customers as their "fans" through social network (Mustaphi, 2020).

Internet-based messaging has emerged in the 21st century. Then it began influencing consumer behaviour, such as gaining opinions, information, evaluation and purchasing behaviour (Chopra, Gupta, & Manek, 2020). E-commerce is a great renaissance and is constantly expanding and expanding. Many companies aim to increase their profitability by focusing on their understanding of their customers. Therefore, understanding electronic consumer behaviour is of great importance to many companies (Pantano, Priporas, Sorace, & Iazzolino, 2021).

Insiders on the internet are very active people and very influential shoppers on the Internet in how they use different means of communication, whether in the process of buying or selling (Ramadan & Farah, 2020). However, consumers' interest in online brands is affected and on the other hand, consumers can influence each other. Consumers are increasingly turning to social media in order to find and obtain the information they need and on which they base their decisions (Voramontri & Klieb, Impact of social media on consumer behaviour, 2019). For instance, we can notice that most of the people who do online shopping are very rare people, better educated than others, richer, younger, more interested in technology and computers, smart, and have enough time to spend on the Internet and do the shopping process.

Social clickers are active people on a daily basis who tend to use the Internet and social media for various purposes, such as reading newspapers and news, browsing, doing various research on different topics, sharing information, in addition to communicating with users from different cultures and countries (Ellison, Schoenebeck, Brewer, & Israni, 2020). They communicate continuously and permanently via the Internet, but the largest users and participants, as we mentioned earlier, are the younger ones, but less rich. These younger social clickers may not be influencing a purchase decision today, but it may become a powerful influencer in the coming years and the future (Sankar, 2019).

The important element of visiting any website is to help consumers identify and communicate with other users to achieve their purposes. On the other hand, interaction and communication with others can affect buyers through several factors that enable the consumer to get ideas about unfamiliar products. Regardless of culture, religion, language and nationality (Hussain et al., 2018).

In a study conducted by (Perumal, 2018), the multifaceted utility of social media emerges prominently. Consumers utilize social media platforms not only to exchange warnings, advice, information, reviews, experiences, and tips but also to engage in discussions pertinent to their interests and relationships. Moreover, marketers leverage social media as a powerful tool for advertising, enabling them to craft effective marketing strategies aimed at attracting and retaining a larger customer base. The accessibility and versatility of social media environments facilitate seamless interaction and application for consumers, empowering them to access desired information and resources promptly. This synergy between users and marketers underscores the significance of social media in fulfilling diverse needs and preferences effectively.

2.5 Energy Drinks

Energy drinks are non-alcoholic beverages that contain caffeine, vitamins, amino acids, sugars, and other some ingredients like herbal extracts. They are promoted and marketed as products that can boost physical endurance, mental alertness, and overall energy levels. However, the consumption of energy drinks has been linked to potential health risks, particularly due to their high caffeine content. Excessive caffeine intake may lead to symptoms such as high blood pressure, increased heart rate, insomnia, and in extreme cases, cardiovascular complications. Additionally, the consumption of energy drinks can rise anxiety, stress levels, panic, and dependence on ingredients like caffeine. pointed out these populations as the ones that are prone to the negative affect of the above-mentioned products. Therefore, some countries have imposed the ban of selling energy drinks to minors or have put age restrictions (Higgins, Babu, & Deuster, 2018).

Despite these risks, energy drinks are one of the most in-demand drinks worldwide, especially among adolescents and young adults, which often is done as performance enhancers in academic and athletic settings (Temple & Ziegler, 2020).

2.5.1 Hell Brand/Company

Hell energy drink was founded in Hungary by 2010. Hungary has been a place where the brand was born and where its production and operations started. It considered one of the fastest rising Fast-Moving Consumer Goods (FMCG) brands in the world, as confirmed by its rising worldwide popularity in exports. It has become a key player globally and internationally, with an export above 50 countries. Hell became the market leader in Hungary, in addition to other countries such as Romania, Bulgaria, Bosnia and Herzegovina, Cyprus, Greece, Croatia and Slovakia (Hell_Energy_Drink, 2023).

The main reasons for the success of Hell energy drink brand/company are good value for money, widespread, world-class marketing communication and high quality. In addition, the main mission for the company are satisfy customers need, and the continuous development of its production a unique type of drinks that have helped to attract many buyers (Hell_Energy_Drink, 2023).

Hell energy drink brand/company is a unparalleled player in the energy drink section, the only one globally the drink section that able to own a brand in the market, well established in many countries. It has its own ultra-modern packaging factory and aluminium beverage can factory, providing it a unique strategic status globally (Hell_Energy_Drink, 2023).

Among its most important drinks and innovations are: Hell strong with a +20 percent caffeine, Hell zero(sugar) product family, Hell classic (32 mg/100 caffeine, Hell multivitamin, Hell ICE, Hell strong apple and Cola, with many flavours available. In addition to Hell energy coffee such as coffee late, salted caramel, slim late no added sugar, cappuccino, double espresso and coconut. Above all, continuing with the trends, in 2017, the company produced drinks with added ingredients that some target groups could consume and purchase. Hell energy drink became contains on magnesium, bcaa, l-carnitine and a 60 percent lower sugar content, in addition to Hell carb free (Hell_Energy_Drink, 2023), (Hell_Drink, 2023) .

According to Hell energy sustainability report (2020,2021), Hell as a growing company, aims to provide products and satisfy customers' needs, as the target groups for consuming their manufactured drinks are young people (Male and Female). The company is always looking for opportunities for service, renewal, innovation, brand preservation and development in order to serve future generations, especially young people (HELL ENERGY Sustainability, 2020,2021).

2.5.2 Hell Energy Drink in Hungary

Globally, energy drinks have become more and more popular as a result of targeted marketing initiatives for younger customers and the growing need for instant energy solutions. At a cumulative annual growth rate (CAGR) of about 8.5%, the energy drink market is expected to reach \$153.8 billion by 2030 from \$86.9 billion in 2022, according to research from Grand View Research (2023) and Research and Markets (2023). Moreover, the expansion has been fuelled by major brands like Red Bull, Monster, and Hell Energy, which have used strategic marketing to leverage their market positions and offer a variety of flavours to cater to a wide range of consumer preferences.

Hell energy is one of the best drink in the local market of Hungary and it has continually increased its production capacity by government aids and investment programs. In the year 2022, the company got a maximum possible revenue of more than 150 billion forints (equivalent to €400 million) and majorly by reason of the biggest export sales that it ever achieved. Hungarian government supported this expansion through grants and various programs. This is not the only achievement in Hungary for Hell energy but also it has become a key player in the global arena (eForbes, 2022). According to research from Grand View Research (2023) and Research and Markets (2023), the consumption of energy drinks in Hungary has been growing, similar to the worldwide increase, and the brand Hell energy has been gaining a good position in the energy drinks scale market. The year 2006 was the time when a new brand of Hell energy was introduced, which was soon preferred by the customers, mainly because of its marketing strategy that it used. For this reason, the brand has raised its awareness by partnering with local performers and athletes, promoting its association with an active and healthy. In addition to that, the brands both domestic and international penetration to the markets has been successful which indicates the change in consumer choices. As the life of people in the city becomes busier, the Hungarian buyers choose energy drinks such as Hell energy for their convenience and quick energy, which results in the growth of the industry as a whole.

2.5.3 Hell Energy Drink Consumption of Student and Adolescents

Energy drinks have recently become very popular, largely due to claims that they can enhance one's physical, emotional, or mental alertness. These drinks typically contain substances such as caffeine

and taurine, with varying calorie content. Major companies, as well as smaller ones, have launched highly impactful advertising campaigns featuring celebrities or athletes, directly targeting adolescents and young adults, who are considered vulnerable. Social media platforms like Instagram, Facebook, and Twitter are the primary channels for these advertisements, attracting young people and students to Hell energy drink. Most of these marketing strategies aim to promote sales by presenting videos and images that portray the consumption of Hell energy drinks as trendy. The targeted age group is especially susceptible to influence, as energy drinks are marketed for their ability to enhance performance, increase activity, help stay awake, and reduce fatigue qualities that are highly valued by young consumers. Many studies have revealed a correlation between energy drink consumption and university students, who often mix these beverages with alcohol, particularly at parties. For example, a European cross-sectional survey found that 53% of adolescent respondents and 56% of adult respondents reported mixing alcohol with energy drinks (Ehlers, Marakis, Lampen, & Ernst, 2019)

2.6 Marketing and Communication of Hell Energy Drink

The company used to send information and messages to the audiences over the company's website, social media advertisements and through traditional media such as television, radio, and others, in addition to using the company's social media marketing such as Facebook, Instagram, YouTube, E-mail Marketing and Twitter, most of which are their followers especially among young people. Recently, Hell Energy launched its Sustainability blog, where users can easily access a wide range of content on various sustainability topics. The information provided is carefully selected based on Hell energy sustainability report (2020,2021).

3. MATERIAL AND METHODS

3.1 Secondary Research

For the secondary research segment of this study, the crucial aspect lies in examining the effects of social media and social media marketing including online marketing on consumer behaviour, a comprehensive literature review was written and analysed. It contains special coverage of student consuming Hell energy drinks in Hungary. The secondary research covered gathering existing data from scholarly articles, industry reports, and case studies on how social media platforms such as YouTube, TikTok, Facebook, and Instagram shape consumer behaviour in addition to how online marketing such as search engine marketing, search engine optimization (SEO), websites, social media, e-mails, pay-per-click (PPC) advertising, digital advertising and mobile shape consumer engagement.

Key topics include social media and its different types, social media marketing, online marketing, consumer behaviour and influencer marketing, in promoting of the brand and the goal of advertise to the user are explored. By assessing the previous studies, particularly those addressing young adults and University students, the insight was obtained that the social media strategies are successful in reaching the targeted group which are more frequent energy drinks buyers. This literature review gave the readers a massive background to be able to figure out what is the trend in students' brand preferences and loyalty, also to see the way how Hell energy drinks take an advantage of social media to know their audience. Therefore, this method can give a good knowledge of what students already know; hence, it allows for more discover into student consumption habits in Hungary.

3.2 Primary Research

For primary research, I chose to analyze quantitative research data via a survey, targeting responses from various places in Hungary. The questions in the questionnaire initially digging deeper into respondents' usage patterns and perspectives regarding social media and its use. The aims were to examine and evaluate their social media platforms mostly used. In addition to study their activities and interaction before purchasing products.

This survey was designed to explore and understand how various social media platforms, such as Facebook, YouTube, Instagram, Snapchat, Pinterest and TikTok and LinkedIn, impact consumer buying decisions in Hungary. It was conducted across various locations, including cities, capital, villages, towns, countryside, to capture a wide range of perspectives. Responses were collected from individuals, who shared their opinions, insights and experiences regarding their interactions and perceptions about social media and Hell brand.

The aim of the survey was to examine the role and importance of social media platforms to find out the impact of the social media on purchasing behaviour on Hell energy drink consumption, focusing both on the users' engagement with different types of content like influencer marketing, product advertisements, and customer reviews in addition to focus on consumption rate of Hell energy drink among people, especially young adults and students.

3.3 Survey Design

The survey contained 19 questions separated into 3 sections including the role and use of different social media, Hell energy drink consumption and demographic. The questionnaire involved a diversity of formats, containing open ended question, checkboxes, multiple-choice questions, yes or no question, and multiple-choice grids, affording respondents with various response options. The survey was calculated to gain data on:

1. The role and use of different social media
2. Perceptions on social media
3. The role of online marketing in influencing consumers
4. The influence of social media on consumer attitude.
5. Hell energy drink consumption among the students.

Snowball sampling method was applied, as I distributed my questionnaire (survey) on private social media platforms such as Facebook, Instagram, WhatsApp and Messenger. In addition to the online survey, I personally reached out students at MATE University's Kaposvár campus to request their participation in my questionnaire. I also communicated with the students living inside and outside of Kaposvár city, including those living in the dormitory to get the maximum comprehensive answers to the questionnaire. I received 111 responses. Most of the survey respondents were

students, both male and female, their ages range between 18-24, and the respondents were from both International and Hungarian students who study, work and live within Hungary. Due to widespread sharing, I received diverse responses from various individuals across various places including cities, capital, villages, towns, countryside. It's very important to note that my survey focus particular on the student. Therefore, respondents' nationality is not a relevant factor in the analysis.

3.4 Background Information

Based on the information in Table 1, it can be seen that majority of the respondents are men leading to over 50% of the total. This strong representation explicitly suggests that men are fairly involved in the study or the survey. On the other hand, the percentage of women reached 44.1%, which is a good percentage. Conversely, the remaining respondents consist of individuals who have chosen not to define their gender. The existence of gender diversity within the respondent pool gives a subtle change to the results and underlines the necessity of considering various viewpoints in the analysis of the data.

Gender	Number	Percent
Female	49	44.1%
Male	60	54.1%
Prefer not to say	2	1.8 %
Grand Total	111	100.00%

Table1: gender distribution (N=111)

Table 2 gives the results of the income distribution among the survey respondents, divided into five different income brackets, and a category named "others". 47.7% of the respondents stated that they had an income less than 200.000 HUF, therefore, they are the largest group. This introduces an idea that an extensive portion of the respondents have a lower income which is a factor that could affect their spending on goods and services.

21.6% of the respondents declared they have no income. This could mean that these people are students or do not yet have a regular job. 20.7% of the respondents fall into the middle range, namely 200.000 – 400.000 HUF, thus they represent the middle-income category. This group may have the means to spend more and may present unique purchasing behaviour compared to the lower income group. On the other hand, a little percentage of them 6,3% are situated in the band “400.000 – 800.000 HUF. In contrast to the previous group, there is only one respondent (0.9%) who gets more than 800.000 HUF; thus, it is apparent that high incomes are a few among the respondents. There are also 3 respondents (2.7%) who chose in the "other" category, which might mean that as single people they have a switchable or intangible resource of income, or they did not want to share this sensitive information.

We can see that most of the income distribution demonstrates that utmost survey participants belong either to those with low or no income, which has the probable outcome of buying decisions, on deals like energy drinks encouraged by the young demographic sector. It brings in the significance of pricing and value as marketing tools to involve young buyers in that sector.

	No in- come	200 000 - 400 000 HUF	400 000 - 800 000 HUF	Less than 200 000 HUF	More than 800 000 HUF	other
GRAND TO- TAL	21.6 100%	20.7	6.3	47.7	0.9	2.7

Table 2: Income of respondents (N=111)

Figure 4 gives a breakdown of the age of 111 participants according to a number of categories. This is what the data says:

Firstly, 55% of the surveyed ones come from the 18 to 24 age group which is substantial since the majority of the research participants are young adult. This cohort consists of university students or young workers or both, making it the key demographic for understanding consumer behaviour, especially in relation to energy drink consumption, such as Hell energy drinks.

Next significant cohort, of 37%, is in the 25-34 age range. Consequently, this group includes people who have just advanced their studies. They might have a slightly higher disposable income than

the younger segment but are still largely in the lifestyle and consumption cycle of the early adult years. The 35–44-year-old group, a minor fraction of the respondents, was the 4%, which means older people seem to be a less important part of the survey and less care about energy drinks consumption. Lastly, 3% of respondents are below 18 which implies teenagers who may still be in high school and are influenced by the latest trends and social media in their purchasing decisions. There is a virtually non-existent percentage for the 45+ category which conveys the message that older people barely constitute a noticeable portion of the group.

In brief, the greatest part of 18–24-year-olds makes up for the total group of participants which is a key fact for my analysis as this cluster is the most involved in social media channels like YouTube, Instagram, TikTok, and Facebook and they use it extensively as the main tool for decision-making. Therefore, this age distribution sets the tune how social media marketing and advertising strategies, especially when it comes to energy drinks, could be more specifically conformed to younger people.

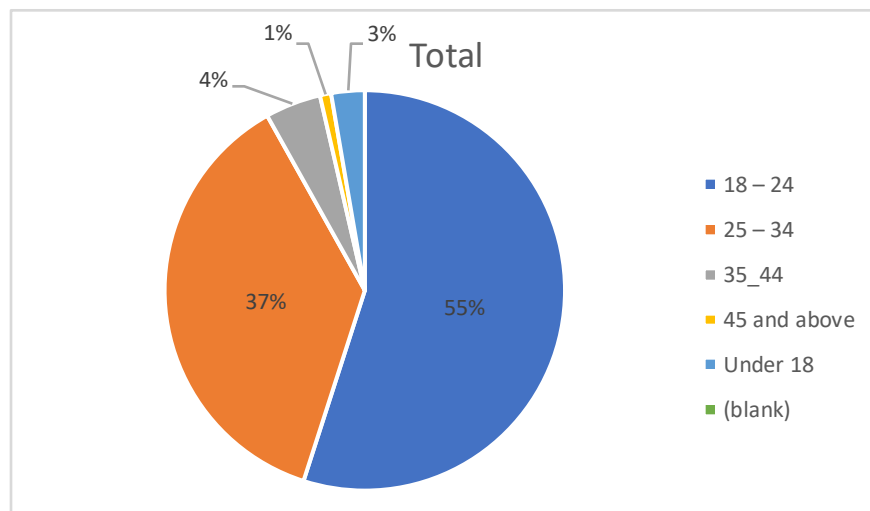


Figure 4: the distribution of age group%(N=111)

3.5 Statistical Evaluation

For data break down, I used Excel and SPSS to analyse and establish the collected data. Pie charts and graphs are implemented to visually clarify and represent the results, assisting in a purer understanding of the results. In addition, to launch associations between variables, a cross-tabulation,

frequency tables are being managed using SPSS, and the outcomes will be offered in the following steps.

4. RESULTS AND EVALUATION

The participants shared their experiences on the platforms, and it turned out that social media is the most used digital pathway for finding new products, researching services, and following brands. The survey results pointed out some differences in the region, noticing that social media is very beloved of both Internationals and Hungarians, whereas consumer behavior and engagement with branded content are influenced by different cultural contexts and geographic.

Figure 5 displays how much time individuals spend time on social media in a day, separated into four categories: 4% of individuals spend less than 1 hour on social media. While 18% of individuals spend more than 6 hours on social media. Moreover, 31% of individuals spend 4 to 6 hours on social media. And lastly, 47% of individuals spend one to 3 hours on social media each day. In summary, greatest proportion of the respondents use social media for one to three hours daily, while only a small portion use it for less than an hour.

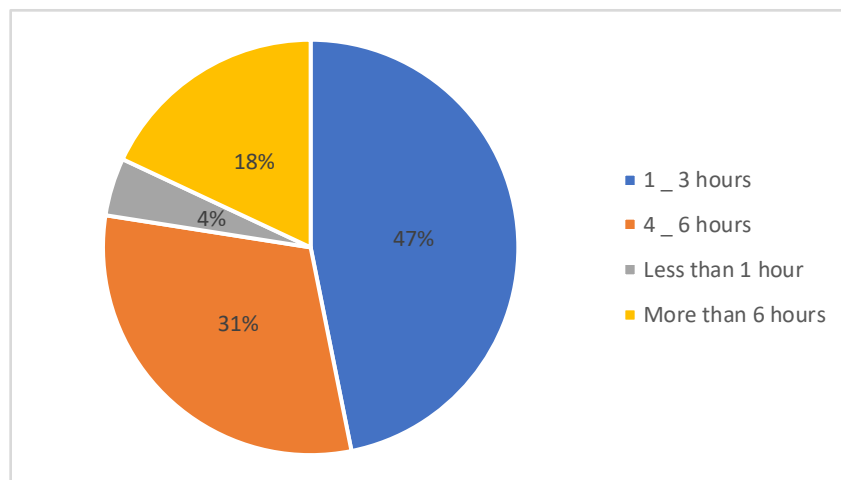


Figure 5: Time spent on social media within a day, %(N=111)

Figure 6 displays the social media platforms where people follow "Hell energy drink." The largest section, 66%, represents participants who do not follow Hell energy drink on any platform. Among those who do, Facebook is the most popular (6%), followed by Instagram (6%), YouTube (3%), and TikTok (3%). The remaining 16% follow multiple platforms.

Overall, most people don't follow the brand, but those who do tend to follow on multiple platforms, primarily Facebook and Instagram.

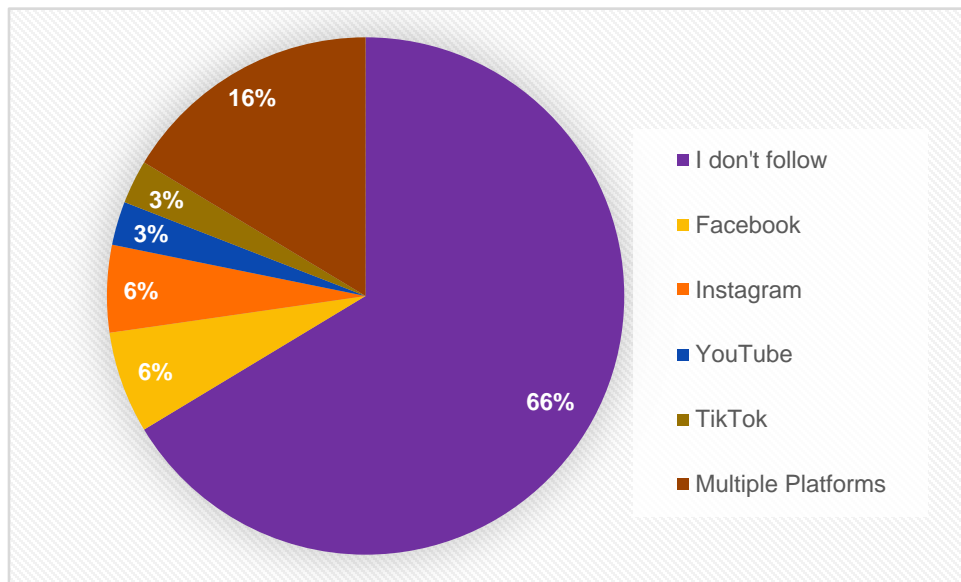


Figure 6: people follow Hell Energy Drink on diverse social media platforms

Table 3 shows how often respondents have seen the advertisements of Hell Energy Drink sponsored or paid on YouTube. Out of the 111 respondents, only 39.6% see these ads very rarely and these 15.3% ones said they occasionally see them. Approximately the same number (24.3%) were either neutral or unsure of the frequency they see the ads. A smaller part of the group, 12.6%, stated that ads frequently appear on their screens. Only 7.2% have reported very frequently advertisement viewing.

Overall, this suggests that most respondents either rarely notice Hell Energy ads on YouTube or are uncertain about their frequency.

	Frequency	Percent
Very Frequently (5)	8	7.2
Frequently (4)	14	12.6
Neutral/Not Sure (3)	27	24.3
Occasionally (2)	17	15.3
Very Rarely (1)	44	36.9
Total	111	100

Table3: Frequency of viewing sponsored or paid advertisements of Hell energy drink on different YouTube (N=111)

Table 4 displays how often people see Hell Energy Drink ads on Instagram. 7.2% see them very frequently. While 8.1% said they see the ads frequently. 23.4% see them occasionally, and another 23.4% are not sure. 36.9% said they see the ads very rarely, which is the biggest group.

In short, most participants (63.1%) either rarely or occasionally see Hell Energy Drink ads on Instagram.

	Frequency	Percent
Very Frequently (5)	8	7.2
Frequently (4)	9	8.1
Neutral/Not Sure (3)	26	23.4
Occasionally (2)	26	23.4
Very Rarely (1)	41	36.9
Total	111	100

Table4: Frequency of viewing Hell Energy Drink ads on Instagram (N=111)

Figure 6 displays the gender division of respondents who have actually drunk Hell Energy drink. Of the 65 individuals, males accounted for 56.9% who became the largest population of males. Among the interviewed, only 41.5% are women giving a big percentage as well so marking this

positive lead. A little part, 1.5% decided not to reveal their gender. This split shows that males and females have tried the drink, keeping in mind that males consume more than female.

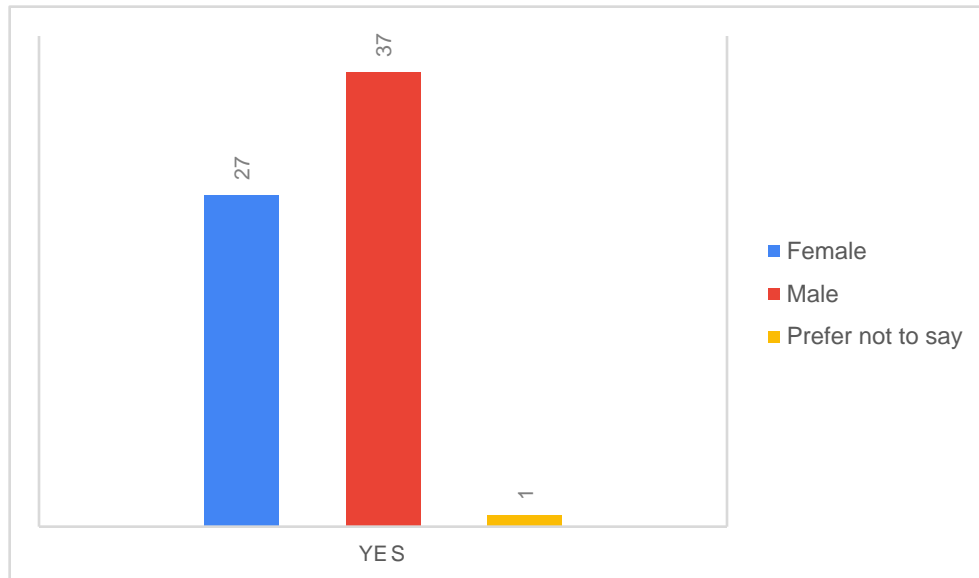


Figure6: Gender Distribution of Hell energy drink consumers(N=65).

Figure 7 displays how often people consume Hell energy drink. 48% drink it 1-3 times, 49% drink it occasionally, and only 3% consume it more than 6 times. The majority consume it infrequently.

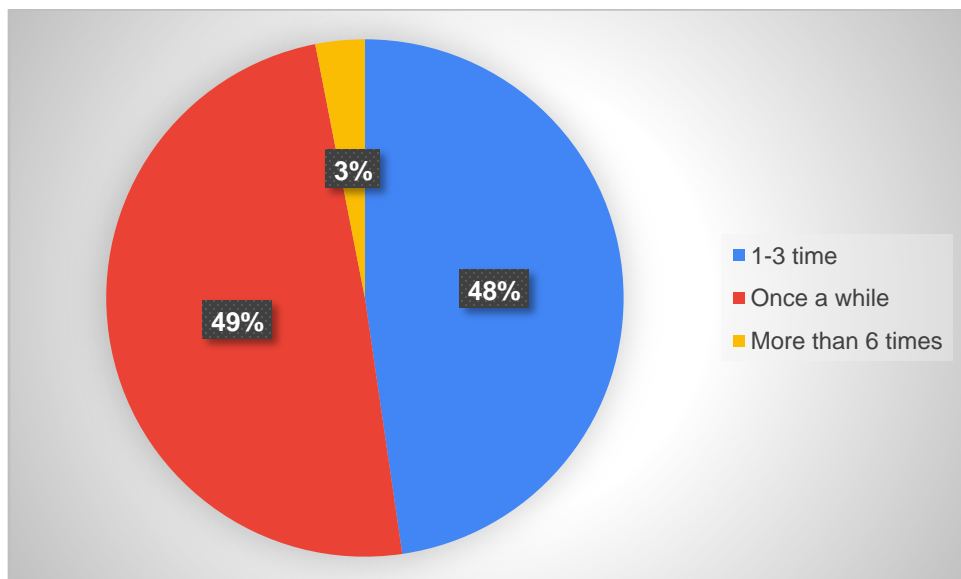


Figure7: Frequency of Hell energy drink consumption (N=65).

Figure 8 shows the data on how taste affects people who drink Hell energy drinks. Concerning these consumers, 24.32% of them think the taste factor is very influential in their decision-making but can be another 21.62% who see it as important. Taste preference is 6.31% of those with a neutral opinion of taste relevancy and 1.8% just a bit of them tastes slightly good. Only 7.21% of respondents who consume the energy drinks produced by Hell declared that taste is not important to their purchase decision. This leads to the conclusion that taste plays a vital role in attracting customers to the brand.

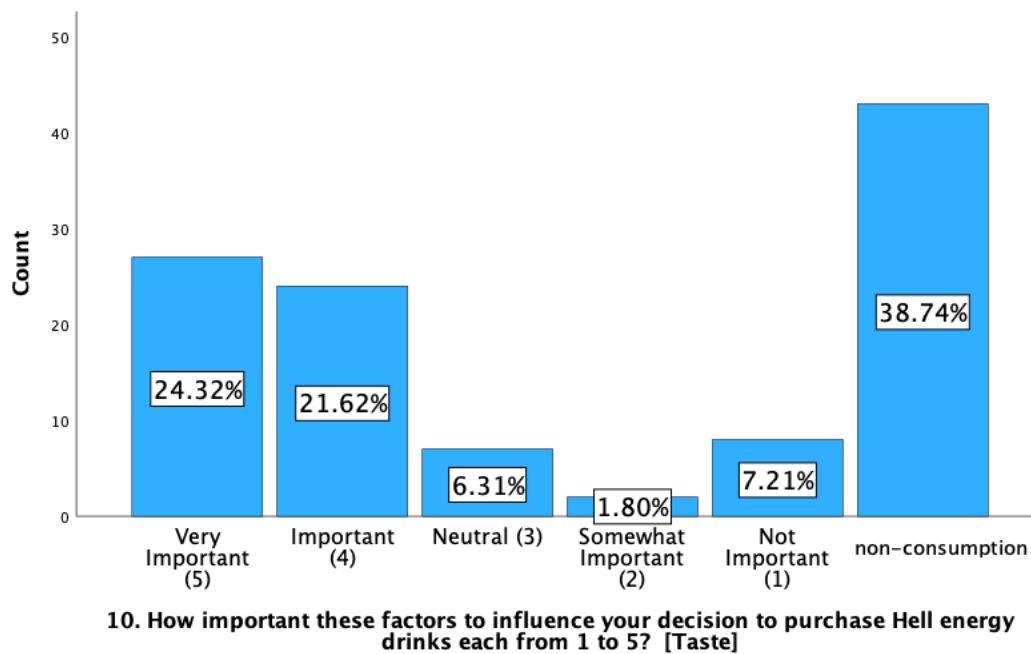


Figure8: Frequency of factors are most important in influencing the decision to purchase Hell energy drinks (N=111).

Figure 9 shows how respondents perceive the importance of caffeine content in their decision to purchase Hell energy drinks. Among these respondents, 26.13% agree that caffeine is a reason for their purchase and consumption, and 13.51% strongly agree. Meanwhile, 11.71% feel neutral about caffeine as a factor. A smaller number, 3.6%, disagree, and 6.31% strongly disagree that caffeine effects their decision to buy the drink. This indicates that caffeine content plays a significant role for many, but not all.

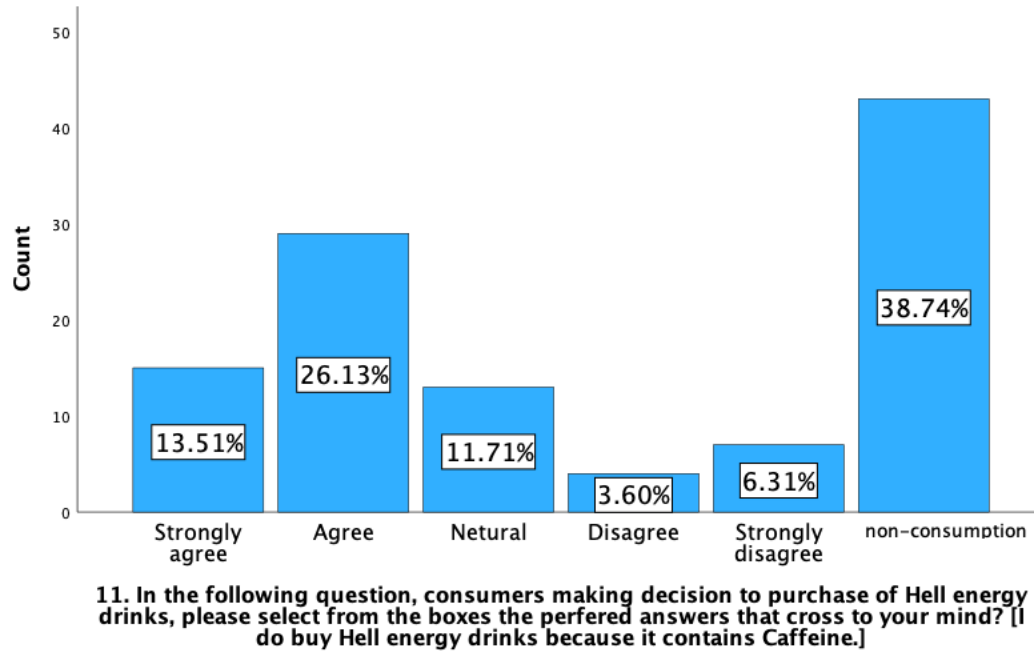


Figure9: Frequency of Influence of Caffeine Content on Consumers' Decision to Buy Hell Energy Drinks (N=111).

5. CONCLUSIONS

This research focused on exploring how students in Hungary, use social media to discover brands and make purchase decisions, focusing on Hell Energy Drink. Through using a snowball sampling method, I distributed the questionnaire through private social media platforms, including Facebook, Instagram, WhatsApp, and Messenger. I also personally reached out to students on Kaposvár campus and contacted those living in and outside Kaposvár. This approach gathered a wide range of responses, totalling 111 participants, mostly young adults aged 18-24, including both Hungarian and international students.

The survey results show that social media is a major part of students' daily routines. Most respondents (47%) spend one to three hours on social media each day, with an additional 31% spending four to six hours. A smaller group (18%) uses it for more than six hours, while only 4% use it for less than an hour. This high level of daily use highlights that social media is a common way for students to find new products, learn about services, and interact with brands. However, engagement with Hell Energy Drink branded content is low. A large majority (66%) of respondents do not follow Hell Energy Drink on any platform. Of those who do, Facebook and Instagram are the most popular, followed by YouTube and TikTok at lower levels.

The data on actual consumption of Hell Energy Drink offers more insights. Out of the 65 respondents who have tried Hell Energy Drink, males made up 56.9%, while females accounted for 41.5%, indicating slightly higher interest among male respondents. In terms of frequency, 48% of respondents consume it one to three times, while 49% drink it occasionally. Only 3% consume it more than six times, showing that most respondents drink it infrequently, suggesting that it is not yet a regular part of their routine.

When it comes to seeing Hell Energy Drink ads, respondents reported low exposure on both YouTube and Instagram. On YouTube, only a small number of respondents (7.2%) said they see Hell Energy ads very often, while a larger group (36.9%) said they see these ads very rarely. This means most respondents are not frequently seeing Hell's ads on YouTube, which may reduce their awareness and interest in the brand. Similarly, on Instagram, Hell Energy ads also have low visibility. Only 7.2% of respondents said they see these ads very frequently, while 36.9% said they see

them very rarely. Like YouTube, this low exposure on Instagram suggests that Hell's ads are not reaching respondents often enough.

Finally, the survey looked at what influences respondents' decisions to buy Hell Energy Drink, focusing on taste and caffeine content. Taste is a key factor, with 24.32% of respondents saying it is "very important" and 21.62% saying it is "important." A smaller group, 7.21%, said taste is not important to them. Caffeine also plays a role, with 26.13% of respondents saying it affects their decision to buy the drink and 13.51% strongly agreeing that it matters. However, 6.31% of respondents strongly disagreed that caffeine content is important.

Overall, both taste and caffeine are important to students, but taste seems to be a slightly stronger factor in their choice to buy Hell Energy Drink.

In summary, the research highlights that social media is an effective road for brand interaction among students, although engagement levels with specific brands like Hell Energy Drink remain limited. The study provides a foundation for understanding the preferences and attitudes of young consumers in Hungary, offering useful insights into how brands might improve their attention and foster stronger brand loyalty in the future.

6. SUGGESTIONS

- Since many of respondents do not follow Hell Energy Drink on any platform, it is recommended for Hell Energy Drink to expand their activities and advertisements campaign to platform where are less visible.
- Facebook and Instagram are the platforms where students are most likely to follow Hell Energy. To take advantage of this, Hell should create interesting and relatable content for these platforms' things like short, fun videos or cool photos and reels that fit students' interests and daily lives.
- Highlight Taste and Caffeine in Ads due to taste and caffeine are two main reasons students buy energy drinks; Hell should focus on these points in its ads. For example, ads can show different Flavors or emphasize how good the drink tastes, along with the energy boost from caffeine.
- Hell Energy could team up with popular student influencers or famous influencers or sponsors who can promote the drink on social media. These students can share their experiences with Hell Energy Drink, which could make other students more interested in trying it.
- Hell can run fun contests or giveaways on social media, like asking students to share videos, photos or reels with Hell Energy drinks for a chance to win prizes. This type of activity can get more students involved and interested in the brand.
- To keep improving, Hell should continue to ask students for their opinions on the product. This can be through short surveys, quick polls, or even feedback at events. Knowing what students like or dislike, what flavour and taste they like or dislike, to help Hell adjust its products and ads to fit students' preferences better.

7. SUMMARY

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.

8. REFERENCES

- Adetunji, R. R., Mohd Rashid, S., & Ishak, M. S. (2018). Social media marketing communication and consumer-based brand equity: An account of automotive brands in Malaysia. *Jurnal CommunicAsia, Malaysian Journal of Communication*, 34(1), 1-19.
- Aral, S., Dellarocas, C., & Godes, D. (2017). "Introduction to the Special Issue, Social Media and Business Transformation: A Framework for Research." *Information Systems Research*, 28(3), 547-560.
- Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). The future of social media in marketing. *Journal of the Academy of Marketing Science*, 48(1), 79-95.
- Alalwan, A. A., Rana, N. P., Dwivedi, Y. K., & Algharabat, R. (2018). "Social media in marketing: A review and analysis of the existing literature." *Telematics and Informatics*, 34(7), 1177-1190.
- Brown, A. (2020). The Role of Social Media Marketing in Contemporary Business Strategies. *Business Strategies*, 15(3, 45-62).
- Buzeta, C., De Pelsmacker, P., & Dens, N. (2020). Motivations to use different social media types and their impact on consumers' online brand-related activities. *Journal of Interactive Marketing*, 52(1), 79-98.
- Boone, T., Ganeshan, R., Jain, A., & Sanders, N. R. (2019). Forecasting sales in the supply chain, *International Journal of Forecasting*, 35(1), 170-180.
- Batrinca, B., & Treleaven, P. C. (2015). Social media analytics: A survey of techniques, tools, and platforms. *AI & Society*, 30(1), 89-116. <https://doi.org/10.1007/s00146-014-0549-4>
- Chopra, P., & Sachin, S. (2020). Social media marketing. *International Journal of Management*, 11(2), 123-135.
- Country-Report, Hungarian-Energy-Global-Success (2022). managing director. London: BARNABAS CSEREKLYE:<https://country-reports.net/hungarian-energy-global-success/>
- Chopra, C., Gupta, S., & Manek, R. (2020). Impact of social media on consumer behaviour. *International Journal of creative research thoughts*, 8(6), 1943-1961.
- Cheng, X., & de Vreede, G. J. (2022). The influence of social media on consumer decision-making: A multi-factor analysis. *Journal of Consumer Research*, 48(4), 563-579.

- Dessart, L. (2017). "Social media engagement: A model of antecedents and relational outcomes." *Journal of Marketing Management*, 33(5-6), 375-399.
- Davies, M., & Williams, J. (2021). The Impact of Social Media on Consumer Purchasing Decisions. *Journal of Marketing Research*, 35(2), 210-225.
- Ellison, N. B., Triêu, P., Schoenebeck, S., Brewer, R., & Israni, A. (2020). Why we don't click: Interrogating the relationship between viewing and clicking in social media contexts by exploring the "non-click". *Journal of Computer-Mediated Communication*, 25(6), 402-426.
- Ehlers, A., Marakis, G., Lampen, A., & Hirsch-Ernst, K. I. (2019). Health risks of combining alcohol with caffeinated energy drinks—A European perspective. *Frontiers in Psychology*, 10, 300. <https://doi.org/10.3389/fpsyg.2019.00300>.
- Erkan, I., & Evans, C. (2018). The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption. *Computers in Human Behavior*, 80, 47-58.
- Forbes Hungary. May 12, (2022). "Állami hátszéllel, de világszerte hasít a magyar energiatartal-
óriás <https://forbes.hu/uzlet/hell-energy-beszamolo-2021-100-milliard/>
- Forbes Hungary. May 5, (2023). "Brutális számokat közölt a Hell," <https://forbes.hu/uzlet/ujabb-4-milliard-forintot-kapott-a-hell-az-allamtol-de-jutott-tamogatas-csanyi-cegeknek-is/>
- Ghufran, A., & Chaubey, A. (2016). The impact of social media on consumer buying decisions and marketing strategies.
- Gitnux market data (2023): small-business-social-media-statistics: <https://gitnux.org/small-business-social-media-statistics/>
- Grand View Research. (2023). Energy Drinks Market Size, Share & Growth Report, 2030. <https://www.grandviewresearch.com/industry-analysis/energy-drinks-market>
- Huang, Z., & Benyoucef, M. (2017). "User behavior in social commerce: A social exchange theory perspective." *Computers in Human Behavior*, 70, 303-315.
- Huang, Z., & Benyoucef, M. (2017). From e-commerce to social commerce: A close look at design features. *Electronic Commerce Research and Applications*, 21, 1-11.
- Hell Energy Sustainability Report (2020, 2021): https://sustainability.hellenergy.com/wp-content/uploads/2022/07/Hell_Sustainability_Report_2021.pdf
- Hell Drink, (2023. January 9), Hell energy types of drinks: https://mlenergy.hu/en/hell-xixo-chocco-garden-flash-fruit-termekek/hell-en/?view_mode=list

- Hell Energy Drink, (2023. January 1): Hell energy about us: <https://www.hellenergy.com/en-about-us/>
- HELL-ENERGY-DRINK BRAND/COMPANY: <https://www.hellenergy.com/en-about-us/>
- Howard, J., & Sheth, J. (1969). A Theory of Buyer Behavior. P83-114
- Huang, G., Zhang, F., Ye, Q., & Wang, H. (2016). Revisiting media selection in the digital era and adaptation of social media for business communication. . *Telematics and Informatics*, 33(2, 472-481.
- Hussain, S., Guangju, W., Jafar, R. M. S., Ilyas, Z., Mustafa, G., & Jianzhou, Y. (2018). Consumers' online information adoption behavior: Motives and antecedents of electronic word of mouth communications. *Computers in Human Behavior*, 80, 22-32.
- Higgins, J. P., Babu, K. M., & Deuster, P. A. (2018). Energy drinks: A contemporary issues paper. *Current Sports Medicine Reports*, 17(2), pp. 65-72. doi:10.1249/JSR.0000000000000465.
- HubSpot. (2021). The State of Social Media Report 2021. HubSpot, p. 5. <https://www.hubspot.com/startups/reports/social-trends>
- HubSpot Twitter Statistics, (2023): <https://blog.hubspot.com/marketing/twitter-stats-tips>
- Ismail, A. R. (2017). "The influence of perceived social media marketing activities on brand loyalty: The mediation effect of brand and value consciousness." *Asia Pacific Journal of Marketing and Logistics*, 29(1), 129-144.
- Ismail, A. R. (2017). The influence of social media on consumer behavior: An empirical study on factors influencing consumer purchase intention in Egypt. *Journal of Business and Retail Management Research*, 12(1), 29-43. doi.org/10.24052/JBRMR/V12IS01/TIOS-MOCBAES
- Kaplan, A. M., & Haenlein, M. (2021). "Users of the world, unite! The challenges and opportunities of Social Media." *Business Horizons*, 64(2), 67-74.
- Kumar, A., & Gupta, R. (2021). "Digital Marketing: A New Era in Marketing Communication." *International Journal of Business and Management Invention*, 10(1), 55-61.
- Kannan, P. K., Li, H., & Alice (2017). Digital marketing: A framework, review and research agenda. *International Journal of Research in Marketing*, 34(1), 22-45.
- Kwak, H., & Kim, S. (2021). Personality Traits and Consumer Decision Making in Luxury Goods Purchasing. *Journal of Business Research*, 124, 559-567.

- Liu, H., & Karahanna, E. (2022). "The role of digital marketing in the current marketing landscape: A review and future research agenda." *Journal of Marketing Theory and Practice*, 30(1), 65-80.
- Luo, C., Chen, A., Xu, Y., & Wang, Y. (2021). "Exploring public perceptions of social distancing during COVID-19: A social media based machine learning approach." *Journal of Medical Internet Research*, 23(5), e26140.
- Luo, M., & Hancock, J. T. (2020). Self-disclosure and social media: motivations, mechanisms and psychological well-being. *Current opinion in psychology*, 31, 110-115.
- Michael, P. (2017). The impact of social media on brand influence and purchase intention. *Research in Interactive Marketing*, 11(4), 396-410.
- Miller, J., & Smith, K. (2018). The Influence of Social Media on Consumer Behavior: A Comprehensive Study. *Journal of Marketing Research*, 25(3), 345-362.
- Miller, R., & Amith, R. (2018). The effects of social media on consumer behavior and its implications for businesses. *Journal of Marketing Research*, 45(3), 123-135. <https://doi.org/10.1016/j.jmr.2018.05.007>
- Morkunas, V. J., Paschen, J., & Boon, E. (2019). How blockchain technologies impact your business model, 62(3), 295-306.
- Mustaphi, B. (2020). Digital marketing strategies for effective customer relationship management. *Journal of Modern Accounting and Auditing*, 16(8), 376-384.
- Parganas, P., Anagnostopoulos, C., & Chadwick, S. (2015). "YouTube marketing: A content analysis of food and beverage brands." *Journal of Brand Management*, 22(7), 588-606.
- Panwar, D., Anand, S., Ali, F., & Singal, K. (2019). Consumer decision making process models and their applications to market strategy. *International Management Review*, 15(1), 36-44.
- Park, C. W., Eisingerich, A. B., & Park, J. W. (2021). The Power of Identity: Consumers and Their Brands. *Journal of Consumer Psychology*, 31(1), 120-138.
- Pappas, N., Kourouthanassis, P., Giannakos, M., & Lekakos, G. (2020). The Interplay of Family and Technology in Modern Consumer Behavior. *Journal of Consumer Research*, 47(6), 1125-1138.
- Pantano, E., Priporas, C. V., Sorace, S., & Iazzolino, G. (2021). The Impact of Digital Technology and Artificial Intelligence on Consumer Behavior in E-Commerce. 166, 120-132.

- Perumal, A. (2018). The impact of online reviews on consumer decision-making. *Journal of Consumer Behavior*, 25(3), 347-362.
- Pymnts, November 1, 2023. " More Than 40% of Consumers Use Their Social Media Feeds to Find Products. <https://www.pymnts.com/news/social-commerce/2023/more-than-40-percent-of-consumers-use-their-social-media-feeds-to-find-products/>
- Perumal, P. (2018). The multifaceted utility of social media: A study on consumer and marketer perspectives. . *Journal of Marketing Research*, 55(3), 387-402.
- Peruta, A., & Shields, A. B. (2018). Marketing your university on social media: a content analysis of Facebook post types and formats. *Journal of Marketing for Higher Education*, 28(2), 175-191.
- Ramadan, Z. B., & Farah, M. F. (2020). Influencing the influencers: the case of retailers' social shopping platforms. *International Journal of Web Based Communities*, 16(3), 279-295.
- Shankar, V., & Balasubramanian, S. (2021). "Mobile Marketing: The evolution, opportunities, and challenges." *Journal of Interactive Marketing*, 55, 1-24.
- Sankar, J. P. (2019). Social Media on Buying Behavior. *European Journal of Business and Social Studies*, 7(6), 53-66.
- Sharma, A., & Crossler, R. E. (2022). "Understanding the impact of social media on consumer decision-making processes in the context of e-commerce." *Journal of Business Research*, 140, 537-546.
- Shukla, M., Misra, R., & Gupta, R. (2023). Why do consumers engage in a social media brand community: investigating the effect of psychological empowerment on commitment and loyalty. *Journal of Consumer Marketing*, 40(6), 734-747.
- Social Media Landscape, 2012. <https://fredcavazza.net/2012/02/22/social-media-landscape-2012/>
- Research and Markets. (2023). Energy Drinks Market, Global Industry Analysis, Size, Share, Growth, Trends, Regional Outlook, and Forecast. <https://www.grandviewresearch.com/industry-analysis/energy-drinks-market>.
- Shawky, S., Kubacki, K., Dietrich, T., & Weaven, S. (2019). A dynamic framework for managing customer engagement on social media. *Journal of Business Research*, 121, 567-577. <https://doi.org/10.1016/j.jbusres.2019.12.020>
- Smith, J., & Zook, M. (2017). The impact of social media marketing on brand loyalty. *Business Horizons*, 42(3), 276-289.

- Smith. (2015). Social Media: A Platform for Interactive Communication and Engagement. . *Journal of Communication*, 42(3), 367-382.
- Smith, J. (2021). The Influence of Social Media on Contemporary Society. *Journal of Social Media Studies*, 7(2), 123-135.
- Social media landscape. (2012): <https://free.cavazza.net/2012/02/22/social-media-landscape-2012/>
- Sutton, C., & Marder, B. Social Media Monitoring and Competitive (2021). *Journal of a Framework for exploiting a New Information Source*, 29(7), 545-560
- Social Media Monitoring and Competitive Intelligence: A Framework for Exploiting a New Information Source. *Strategic Marketing*, 29(7), 545-560.
- Temple, J. L., & Ziegler, A. M. (2020). The effects of caffeine and energy drinks on cognitive performance, 36, pp. 1-6. doi: 10.1016/j.copsyc.2020.05.004.
- Venkatesh, S., Dhruv, G., Sarang, S., Beth, F., Kay, P., Amit, A. (2022). Digital marketing communication in global marketplaces: A review of extant research, future directions, and potential approaches. *International Journal of Research in Marketing* 39, 541–565
- Voramontri, D., & Klieb, L. (2019). Impact of social media on consumer behaviour. *International Journal of Information and Decision Sciences*, 11(3), 209-233.
- Wymbs, C. (2011). Digital marketing: The time for a new “academic major” has arrived. *Journal of Marketing Education*, 33(1), 93–106.
- Wei, L., Thurasamy, R., & Huat, O.C. (2023). The impact of social media advertising on purchasing intention and customer brand attitudes. *Journal of Marketing Research*, 60(2), 345-362.
- Wereda, W. (2021). The role of social media in the enterprise’s communication with its stakeholders. *Annales Universitatis Mariae Curie-Skłodowska, Sectio H Oeconomia*, 55(3), 133-146.
- Xiang, Z., & Gretzel, U. (2010). Role of social media in online travel information search. *Tourism Management*, 31(2), 179–188.

9. APPENDIX

Social Media and Consumer's Consumption

Welcome to my survey! I appreciate your participation as it helps me gather valuable insights and make informed decisions. This survey aims to collect important data on various aspects related to my topic of interest.

The survey is designed to be quick and easy, taking only a few minutes of your time. Your honest answers will contribute to a more comprehensive understanding of the topic.

Thank you in advance for your valuable time and thoughtful participation. Your feedback is hugely appreciated, and I look forward to hearing your thoughts and suggestions. Together, we can shape the future of our institution and continue to provide excellence in education.

Best regards,

1. What are the primary reasons you use social media?

- a) Communication
- b) Sharing and self-expression
- c) Education and Learning
- d) Entertainment
- e) Promoting Businesses and Brands
- f) Marketing
- g) Event Planning and Coordination
- h) Information and News
- i) Getting information about products/brands
- j) Other

2. Which social media platforms do you actively use?

- A. Facebook
- B. YouTube
- C. Twitter
- D. Instagram
- E. TikTok

- F. Snapchat
- G. LinkedIn
- H. Other

3. On average, how much time do you spend on social media within a day?

- 1) Less than 1 hour
- 2) 1 _ 3 hours
- 3) 4 _ 6 hours
- 4) More than 6 hours

4. On which social media platforms do you currently follow with Hell energy drink?

- a) Facebook
- b) YouTube
- c) Twitter
- d) Instagram
- e) TikTok
- f) Snapchat
- g) LinkedIn
- h) I do not follow.
- i) Other

5. How often do you see sponsored or paid advertisements of Hell energy drink on different platforms?

Facebook

- a) Very Rarely
- b) Occasionally
- c) Neutral/Not Sure
- d) Frequently
- e) Very Frequently

YouTube

- a) Very Rarely
- b) Occasionally
- c) Neutral/Not Sure
- d) Frequently
- e) Very Frequently

Instagram

- a) Very Rarely
- b) Occasionally
- c) Neutral/Not Sure
- d) Frequently
- e) Very Frequently

TikTok

- a) Very Rarely
- b) Occasionally
- c) Neutral/Not Sure
- d) Frequently
- e) Very Frequently

Snapchat

- a) Very Rarely
- b) Occasionally
- c) Neutral/Not Sure
- d) Frequently
- e) Very Frequently

LinkedIn

- a) Very Rarely
- b) Occasionally

- c) Neutral/Not Sure
- d) Frequently
- e) Very Frequently

6. How frequently do you use specific social media platforms to gather information about Hell energy drink?

Facebook

- a) Very Rarely
- b) Occasionally
- c) Neutral/Not Sure
- d) Frequently
- e) Very Frequently

YouTube

- a) Very Rarely
- b) Occasionally
- c) Neutral/Not Sure
- d) Frequently
- e) Very Frequently

Instagram

- a) Very Rarely
- b) Occasionally
- c) Neutral/Not Sure
- d) Frequently
- e) Very Frequently

TikTok

- a) Very Rarely
- b) Occasionally
- c) Neutral/Not Sure

- d) Frequently
- e) Very Frequently

Snapchat

- a) Very Rarely
- b) Occasionally
- c) Neutral/Not Sure
- d) Frequently
- e) Very Frequently

LinkedIn

- a) Very Rarely
- b) Occasionally
- c) Neutral/Not Sure
- d) Frequently
- e) Very Frequently

7. What type of content do you find most attractive and engaging when it comes to Hell energy drinks on social media?

- a) Exclusive discount
- b) Entertaining content
- c) Product information like (new flavors, limited editions, or promotions)
- d) Influencer collaborations
- e) Feedback and suggestions like (sharing opinions on the brand products)

8. Have you ever consumed Hell energy drink?

- a) Yes
- b) No

9. If yes in the question above, how often do you consume Hell energy drink in a day?

- 1) None

- 2) 1-3 time
- 3) 4-6 time
- 4) More than six time
- 5) Other:

10. How important these factors to influence your decision to purchase Hell energy drinks each from 1 to 5?

Taste

- a) Not Important
- b) Somewhat
- c) Important
- d) Neutral Important
- e) Very Important

Flavor

- a) Not Important
- b) Somewhat
- c) Important
- d) Neutral Important
- e) Very Important

Price

- a) Not Important
- b) Somewhat
- c) Important
- d) Neutral Important
- e) Very Important

Brand loyalty

- a) Not Important
- b) Somewhat

- c) Important
- d) Neutral Important
- e) Very Important

Social media ads

- a) Not Important
- b) Somewhat
- c) Important
- d) Neutral Important
- e) Very Important

Influencers or Sponsors

- a) Not Important
- b) Somewhat
- c) Important
- d) Neutral Important
- e) Very Important

Energy boost

- a) Not Important
- b) Somewhat
- c) Important
- d) Neutral Important
- e) Very Important

11. In the following question, consumers making decision to purchase of Hell energy drinks, please select from the boxes the preferred answers that cross to your mind?

I do buy Hell energy drinks because it contains Caffeine.

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

I do consume Hell Energy drinks because it has a lot of flavors.

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

I take Hell energy drinks because it is common in Hungary among other energy drinks.

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

I go through Hell Energy drinks because it ingredients, some of the drinks contains of vitamins and zero calories, sugar content.

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

- f) I do prefer to purchase Hell energy drink because of the price compare of the other drinks.
- g) Strongly Agree
- h) Agree
- i) Neutral
- j) Disagree
- k) Strongly Disagree

I choose Hell Energy drinks based on personal recommendations from my family, friends, relatives, and healthcare professionals.

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

I recommend Hell energy drinks because they have a massive marketing strategy and advertisements on social media platforms.

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

I compare Hell Energy drink with other related products based on information I find on social media.

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

I would go to Hell energy drink due to the availability in local stores or online.

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

12. How does social media influence your buying behavior when it comes to Hell energy drink?

Please indicate your level of agreement with the following statements.

Social media plays a significant role in informing me about Hell Energy drink.

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

I am more likely to purchase Hell Energy drink after seeing posts advertisements about it on social media.

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

I trust recommendations for reviews from social media influencers or friends about Hell Energy drink.

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree

- e) Strongly Disagree

I am more likely to buy Hell Energy drink after seeing positive user reviews or testimonials on social media.

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

I actively engage with Hell energy drinks social media content (e.g., liking, sharing, commenting).

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

promotions or social media discounts for Hell energy drink encourage me to buy products.

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

I am influenced by social media advertisements for Hell energy drinks.

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

I am satisfied with the content published about Hell energy drinks on social media.

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

13. Please select your age categories.

- 1) Under 18
- 2) 18– 24
- 3) 25– 34
- 4) 35_44
- 5) 45and above

14. please, indicate your gender?

- a) Male
- b) Female
- c) Prefer not to say.

15. Which of the following devices do you currently use on social media?

- a) Smartphone
- b) Tablet / iPad
- c) Laptop
- d) Desktop computer Other:

16. What is your current employment status?

- a) Still studying
- b) Study / Work
- c) Employee
- d) Unemployed
- e) Retired

- f) Prefer not to say.
- g) Other

17. What is your monthly household or private net income?

- 1) No income
- 2) Less than 200 000 HUF
- 3) 200 000- 400 000 HUF
- 4) 400 000 - 800 000 HUF
- 5) More than 800 000 HUF
- 6) Other

18. What is your current level of education you are studying?

- a) Primary school
- b) High school
- c) University degree
- d) Master's degree
- e) PhD
- f) Diploma
- g) Vocational education
- h) Other

19. Please, indicate your place of living?

- a) Capital
- b) City
- c) Countryside
- d) Village
- e) Town
- f) Other

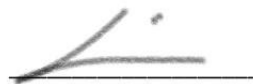
DECLARATION

Mahmoud Madi (name) (student Neptun code: V291MM)
as a consultant, I declare that I have reviewed the final thesis/thesis/dissertation/portfolio¹
and that I have informed the student of the requirements, legal and ethical rules for the
correct handling of literary sources.

I recommend / **do not recommend**² the final thesis / dissertation / portfolio to be defended
in the final examination.

The thesis contains a state or official secret: yes no^{*3}

Date: 2024 year 10 month 30 day


insider consultant

¹ The other types should be deleted while retaining the corresponding thesis type.

² The appropriate one should be underlined.

³ The appropriate one should be underlined.