

Target market for a beverage operation

Business



Energy-boosting beverages are largely consumed by sports persons such as athletes. However, the market for these beverages has grown and expanded beyond sports persons to attract non-traditional drinkers. Teenagers, college students, and young adults ages 18 to 34 account for drink consumption today. This is particularly because of this population's active lifestyle.

Furthermore, advertisements for such products appeal to this generation more as compared to older persons. Research has shown that 34% of persons between the ages of 18 and 24 take energy drinks regularly (O'Brien et al, 2008). Also half of all college students consume a drink at least every month regardless of their gender.

Most drop-in-customers for beverages are therefore below the age of 34 years of age, are active and therefore will take an energy drink especially on a tiresome day (Heckman, Sherry, and Gonzalez, 2010). Sportspersons also actively consume energy drinks. This target market many not have lots of money to spend but regularly need the drinks and will therefore often purchase a drink. The young adults on the other hand are mostly in their first jobs and therefore have some funds to spend on drinks. Marketing and advertisement messages should, therefore, communicate the benefits of the drinks and at the same time appeal in terms of price (Miller, 2008).

Location for beverage operations is also an important element of marketing considering the demographics of the target market. The on-the-go lifestyle of the target market for instance requires that operations are located in strategic places such as supermarkets, college canteens, and central places on streets. The design of the retail outlets should also take into account the fact that these customers are active and therefore will mostly drop while tired. The outlets should capture the serenity and elements of relaxation that

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appeal to the target market. There should also be a consideration for the fact that many of them will come in couples as they are also sexually active.

In conclusion therefore drop-in-customers for beverage operations will mostly fall below the age of 34 years. Most are teenagers, college students, and sportspersons who are active most of the time. Their lifestyles are characteristically on-the-go and regardless of the gender will need at least a drink every month to boost energy levels, mood, and alertness. They are also appealed to by adverts for beverages. While selecting the location for a beverage operation therefore these demographics and lifestyle characteristics should be put into consideration.