Abstrakt

Author: Laura Doubková

Title: Customer segmentation by flavour of Red Bull energy drinks

Objectives: The main objective of this bachelor thesis is to identify customer segments based on their preferences for different flavours of Red Bull energy drinks.

Methods: This thesis uses a quantitative research method. Data collection was conducted through an online questionnaire survey. The questionnaire was developed based on literature search and professional studies. The data analysis was first conducted using the elbow method to determine the optimal number of clusters for each beverage flavour. Subsequently, the clusters were identified and characterized using the K-modes clustering algorithm, which is optimized to work with categorical data.

Results: The analysis showed that the choice of specific flavours of Red Bull energy drinks is influenced by various demographic, psychographic and behavioural factors. This suggests the need for a differentiated approach to each customer segment. These findings demonstrate that adequate market segmentation and targeted marketing can significantly help the Red Bull brand to meet customer needs and strengthen its competitiveness in the energy drink market.

Conclusion: By analysing the differentiating factors in the choice of Red Bull energy drink flavours, including demographic, psychographic and behavioural variables in each segment, the Red Bull brand can consider optimising its marketing strategy to better match the specific needs and preferences of its customers.

Keywords: energy drinks, Red Bull, market segmentation, marketing strategy, cluster analysis, marketing research