

Abstract.

Energy drinks provide some form of boost to one's energy level because of the combination of its various ingredients including caffeine, taurine, sugar, different vitamins and certain herbs to name a few. Based on observation, energy drinks were very prominent among the students at the University of the West Indies (UWI) due to its availability with many different brands to choose from. This project's general objective was to analyze the factors that influenced consumer decision while purchasing energy drinks in the U.W.I St. Augustine Campus. Additionally, it was hoped to determine the choice of energy drink with respect to gender, the reasons for consumption of various energy drink brands, the product attributes that influenced purchasing decisions, the amount of times they were consumed per week, the amount of money spent on energy drinks per week and the sizes in which these drinks were purchased.

To obtain the necessary information, the methodology that was adopted was a questionnaire. The questionnaires were administered in the food court area and the Student Activity Center of the campus.

The results noted that there were certain types of energy drinks preferred by both genders and were consumed for different reasons. These included an energy boost and staying up late hours. Using energy drinks is a popular practice among university students for a variety of situations. The researcher was able to come to several conclusions based on the results obtained from the survey with regards to be objectives.