

Abstract

This research is based on highlighting the factors that influence students at the University of the West Indies St. Augustine Campus Trinidad to consume red bull and the effects of consuming it. Questionnaires was primary source used to collect data and books, journals, articles and the internet was the secondary source used to collect data.

Study showed that red bull is the preferred energy drink among students and it is consumed at a high level at the campus mainly by females. It was also highlighted in the study that students drink red bull mainly to increase their energy levels and when energy level is increased it increases their performance level as well as concentration and reaction.

Taste and popularity of the brand were highlighted in the study as the two major driving forces for students choosing red bull over other energy drinks. The research indicated that red bull has captured the interest of students in campus trough the promotional methods and more than half of the students would recommend other students to drink red bull.

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