

ABSTRACT

Background

Energy drink consumption has continued to gain popularity since the 1997 debut of Red bull, the current leader in the energy drink market. Although energy drinks are targeted to young adults' consumers, there has been little research regarding energy drink consumption patterns among University or Secondary school students in Trinidad and Tobago, or the Caribbean. The purpose of this study is to determine consumption of various drinks in Trinidad specifically the case of energy drinks. The prevalence and frequency of energy drink use for insufficient sleep, to increase energy (general), while studying, drinking with alcohol while partying and prevalence of adverse side effects and energy drink use dose effects among energy drink users.

Method

A questionnaire survey was carried out to compare the consumption patterns between University students and Upper Six secondary school students. Chi-Squared test along with frequency distributions with the assistance of Microsoft Excel for windows was used to analyze data.

Results

According to our survey, 90% of university students use energy drinks and 65% of secondary school students use energy drinks. More university females than males consumed energy drinks, and more secondary school males than females consumed energy drinks. These differences however were not significant. The most popular factor governing energy drink consumption is studying for long periods with 42% of university consumers and 57% of secondary school consumers indicating this.

Conclusion

Using energy drinks is a popular practice among college students for a variety of situations. The most preferred energy drink is Red bull amongst University consumers and amongst Secondary school consumers. The majority of consumers in the study purchase energy drinks to study for long periods and to substitute a meal.