

ABSTRACT

Background

In Trinidad and Tobago, the energy drink consumption has been expanding. A number of consumers have also been expressing the concern that energy drink companies are adding an array of ingredients into their products. It is commonly asked: “What do these ingredients do for/to my body?” In this regard, these concerns have led to this study.

Method

A questionnaire survey was conducted among students of the University of the West Indies. Chi-Squared test along with frequency distributions with the assistance of Statistical software SPSS version 17 for windows was used to analyze data.

Results

The study found that (90%) of the university respondents are consumers and (10%) are non-consumers of energy drinks, in the secondary school sample (69%) are consumers and (31%) are non-consumers.

The study found (42.9%) of the secondary school sample use energy drinks mainly for sporting activities while (34.9%) university respondents consume for the purposes of studying during long periods. The withdrawal symptoms most experienced after consuming canned energy drinks by the university and secondary school consumer populations indicated no difference soon after consumption. In this survey Red Bull and coffee were the most favored among the university users which both indicated (17.7%) preference for both drinks. On the other hand ‘Lucozade’ and tea were the most preferred for secondary school users of energy drinks. Red Bull.

Conclusion- The most preferred energy drink among university consumers is coffee and ‘Red Bull’. Future research in the field of energy drink consumption is recommended.