

Abstract

Aim: To compare a male and female group in terms of their knowledge about the harmful effects of Red Bull, Monster and Rock Star.

Objectives (1) To investigate the population's knowledge on the pathophysiological effects of the ingredients present in the energy drink that are consumed. (2) To gather self-reported side-effects from energy drinks consumption in the population. (3) To examine which energy drink is consumed the most and reasons for their choice.

Rational: The reason for doing this study is because many students from the university are known to consume energy drinks and from simple observations and questioning, it was seen that they lack knowledge about the harmful effects of energy drink consumption. The study is geared to measure the level of knowledge in the selected study group.

Subjects/settings: A sample of convenience was acquired as the study group was selected from the University Campus. Participants were given an interviewer-administered questionnaire which was designed to answer objectives of the research project.

Results: In the study, the males sample preferred the Monster energy drink more than the other drinks (Redbull and Rockstar). In the female group however, it showed that they preferred the Redbull energy drink rather than Monster and Rockstar. The reason for the thier choice was for the purpose of gaining an energy boost and to increase their concentration level while studying for exams. The most common self-reported side-effect experienced by the sample, was an increase in their heart rate and the crash feeling after the consumption of a energy drink in both groups.

Conclusion: The male group was more knoweledgable about energy drinks being harmful to the body and also more of them knew that it has side-effect attached to them.