

COCONUT WATER AN ALTERNATIVE SPORTS DRINK

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Background: This research project presents a review of "*Coconut Water An Alternative Sports Drink*". It draws on the information collected from persons located at various points throughout Trinidad and Tobago.

Objective: Determine the user profile of coconut water drinkers as well as non -coconut water drinkers by age, ethnicity, gender, income and education.

Design: A population size of 180 persons was selected. The information for this study was gathered using primary methods of data collection such as personal interviews and the use of a questionnaire. The data was first edited, then coded and manually entered in the computer using the Statistical Package for the Social Sciences Programme (SPSS). Hereafter, the data was transferred to Microsoft Word for analysis, where the entire report was edited and formatted.

Results: The results indicate that Coconut water can be a viable alternative sports drink and people are willing to switch for reasons of price, availability and taste. The implications include the scarce amount of data and information gathered.

Conclusion: The lack of information means that conclusions made are subject to corrections since it is not a complete study of a majority number of persons.

