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Assessment of the consumption of various types of drinks in Trinidad: the Ccase of energy drinks

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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. Many persons enquire: “How do these ingredients affect my body?” This concern formed the basis for the study.

A survey was conducted among students of the University of the West Indies as well as those in Form 6 at High School. Chi Square and frequency distributions were used to analyze data.

The study found that 90% of the university respondents were consumers and 10% were non- consumers of energy drinks. In the secondary school sample, 69% are consumers and 31% are non-consumers. Further, 42.9% of the secondary school sample used energy drinks to enhance their performance in various sporting activities while 34.9% university respondents consumed to assist them while studying during long periods.

An estimated 44.1% of secondary school and 39.3% experienced no ill effects a few hours after consuming canned energy drinks. The rest experienced either fatigue, abnormal heartbeat, hyperactivity, dizziness, nervousness, irritability, headache, nausea or vomiting.

Red Bull and coffee were the most favored among the university users and ‘Lucozade’ and tea were the most preferred amongst secondary school users of energy drinks. Brand name was found to be a significant factor influencing purchasing decision.

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