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# Impact of Energy Drinks On Youth

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**Abstract :**

Energy and health drinks have gained popularity among consumers who are seeking to improve their physical and mental performance. Energy drinks are beverages that contain caffeine and other stimulants, while health drinks are marketed as having various health benefits. However, the consumption of these drinks has been associated with potential health risks. Energy drinks, in particular, have been linked to increased risk of heart palpitations, insomnia, and anxiety, especially when consumed in large quaities or in combination with alcohol. Health drinks may contain added sugars and calories, which can lead to weight gain and other health issues if consumed in excess.

To address these concerns, regulatory agencies have implemented labelling requirements and warning statements to inform consumers about the potential risks associated with these products. Additionally, healthcare professionals may advise their patients to consume these beverages in moderation or avoid them altogether, depending on their individual health status and needs. Despite these potential risks, energy and health drinks remain popular among consumers. Therefore, it is important for individuals to be aware of the potential risks and to consume these beverages in moderation.

**Key words:** energy drinks, health drinks, performance, heart palpitations, anxiety, warning statements.

## 1. Introduction :

With an ever increasing demand for nutritional and energy supplements in the modern world. Health drinks provide nutrition and energy for both adolescents and adults. Among growing children health drinks are generally labeled and marketed as nutritious drinks and are usually consumed as an alternative to milk which gives them the right protein, calcium and other vitamins to help them grow taller and fitter. On the other hand, energy drink is a kind of beverage which claims to enhance both mental and physical energy. There are many brands and choices of energy drinks available today in the market. These carbonated or non-carbonated drinks generally contain large amounts of sugar or sugar substitutes, artificial sweeteners, caffeine, taurine and a number of stimulants. In the past few decades, energy drinks have entered the everyday life of adolescent and adult clients. Attributed to heighten mental vigor or to provide a swift energy boost, these beverages have become aplenty in university campuses, clubs and recreational centres and gyms. Energy drinks obtain energy enhancing properties mainly from

carbohydrates and caffeine. Half a pint of energy drink usually contains 75-250 mg of caffeine. Many researchers have evaluated the physiological and cognitive performances since energy drinks contain substantial amounts of caffeine, sugar, taurine and other undisclosed stimulants that can potentiate the pharmacological effects outside the limits of caffeine alone. But so far very few studies have been devoted to exploring the correlation between consumption of energy drink and drug abuse. The combination of caffeine and alcohol can reduce the symptomatic fatigue and therefore lead drinkers to fail to guess the level of alcohol intoxication. This is because the depressant effect of alcohol can mask the stimulant effect of caffeine. Energy drinks are endorsed by and marketed for their stimulant effects and unsubstantiated claims offering an array of advantages including enhanced physical and mental attention, performance, endurance and weight loss. Many research studies have also confirmed caffeine withdrawal in adolescents and children, which may increase drastically with the active sales and marketing of energy drinks among these age groups.

Our research is about how energy drinks market has placed itself in the youth generation. It shows the different ways of consumption and purchase of these drink among youngsters aged between 18-21 years. We have carefully studied and discussed the various types, ways, factors of energy drinks in market so that we can stand out and differentiate our product from other available alternatives. We have created the first fruit water made with only real squeezed fruit. So, when you pour our product you'll see it is colourful because real fruit has color. And, on our labels, you'll see each has a few calories because, hey, real fruit has a few calories. It's okay. It's real. By returning to what's real, we can confidently stand by every one of our ingredient labels and by the great taste of our product. We think real fruit tastes better. We hope you like it, too. Since everyone started putting "natural" on their labels, we've lost sight of what that word even means. And the mysterious term: "flavours" made by flavour companies who won't reveal what they use to get the tastes they want. So we decided to skip all that. Thus this research has helped us to differentiate ourselves and be the best product for our customers.

Energy drinks have become increasingly popular among young adults in India. They are advertised as beverages that increase energy, stamina, and concentration, but there is growing concern about their potential health risks. In this review, we will examine five questionnaire-based studies on energy drink consumption in India, and summarize their key findings.

**2. Review of literature :**

**2.1.** Gupta, R., Aggarwal, A. K., Yadav, K., & Singh, G. (2018)

conducted a cross-sectional study using a self-administered questionnaire to assess energy drink consumption among undergraduate students in a university in Delhi. The study found that 67.5% of the respondents reported consuming energy drinks, and the most common reasons for consumption were to stay awake, improve alertness and concentration, and increase energy. The study also found that the majority of students did not know about the potential health risks associated with energy drink consumption.

**2.2.** Venkatramana, M., Ravi, R. K., & Raju, V. R. (2019)

a self-administered questionnaire was used to assess energy drink consumption and its associated factors among medical students in a private medical college in Karnataka. The study found that 52% of the students consumed energy drinks, and the most common reasons for consumption were to stay awake and improve concentration. The study also found that students who consumed energy drinks were more likely to have poor sleep quality, and experience stress and anxiety.

**2.3.** Vyas, D., Vyas, A., Dahiya, S., & Thakur, S. (2020)

used a self-administered questionnaire to assess energy drink consumption and its associated factors among college students in Gujarat. The study found that 58% of the students consumed energy drinks, and the most common reasons for consumption were to stay awake, improve concentration, and reduce fatigue. The study also found that

students who consumed energy drinks were more likely to have a higher body mass index (BMI), engage in physical inactivity, and consume alcohol and tobacco.

**2.4.** Kumar, S. P., Bhatt, R., & Tiwari, P. (2020)

conducted a cross-sectional study using a self-administered questionnaire to assess energy drink consumption and its associated factors among college students in Chennai. The study found that 71.5% of the students consumed energy drinks, and the most common reasons for consumption were to stay awake and improve concentration. The study also found that students who consumed energy drinks were more likely to have poor sleep quality and experience stress and anxiety.

**2.5.** Srinivasan, A. R., Suresh, V., Parthasarathy, R., & Selvaraj, R. (2021)

a self-administered questionnaire was used to assess energy drink consumption and its associated factors among engineering students in Tamil Nadu. The study found that 68.9% of the students consumed energy drinks, and the most common reasons for consumption were to stay awake and improve concentration. The study also found that students who consumed energy drinks were more likely to have poor sleep quality, engage in physical inactivity, and have higher levels of stress and anxiety.

## 3. Statement of purpose :

This research was conducted to understand the impact and role of energy drink or health drinks among youngsters of CMS Jain university aged between 18-21 years. It included questionnaires that were sent out, gathering information and analysis of the data which helped us determine the factors, role, types, ways of communicating the product and many more details through customers point of view. This research has helped us analyse the needs and wants of customers and their behaviour pattern toward energy drinks, which indeed help us make our products and alter them according to customer preferences so that we can serve the best available product to our customers.

## 4. Objectives of the study :

- The goal of researching the impacts of energy drinks is to learn more about how they affect people's health and behaviour. The results of this study can be used to improve the security and effectiveness of energy drinks as well as public health policy and consumer education initiatives.
- The aim of this study was to ascertain the patterns of energy drink consumption among Bangalore college students, the prevalence and frequency of using energy drinks for variety of purposes, such as inadequate sleep, to boost energy, while studying, lengthy drives, consuming alcohol while partying, and to treat a hangover, as well as the prevalence of negative side effects and consumption of energy drink affect the health of college students.
- The purpose of this review is to search the body of literature for evidence on the psychological impacts of energy drinks and how they affect one's sense of wellbeing and quality of life.

## 5. Scope of the study :

The global health drinks market is projected to witness a CAGR of 7.88 % during the forecast period (2021 - 2026). Health drinks market is one of the fastest-growing markets in the world. Moreover, consumers are heeding the proliferation of linking food and beverage consumption with health. Owing to this factor consumers are now increasingly shifting toward maintaining a healthy lifestyle that aids in sustaining fitness while reducing the chances of lifestyle diseases. This, coupled with other factors, such as rising healthcare expenditures and increasing urbanisation rates, is driving the demand for sports nutrition products. Moreover, a significant increase in the number of casual or recreational users, professional bodybuilders, and athletes, as well as the growing number of young people opting sports as their career, is also contributing positively to the market growth. Households from around the world are seeing a significant change in their shopping, cooking, and eating routines after the onset of

COVID-19. To boost immunity and overall health and wellness amid the COVID-19 pandemic, consumers are increasingly seeking for functional and nutritional food and beverage products that they believe might aid in the body's defences and immunity, thereby increasing the consumption of healthy drinks. The rising focus on health and wellness and intense research activities carried out by key players, primarily on diet-related and disease-prevention methods, are expected to encourage key players in Europe to introduce new variants of health drinks in the upcoming years. Considering these points our natural fruit water being very healthy has a great scope in the future markets of the world.

## 6. Methodology :

**6.1.** Research Design:

This study will utilize a quantitative research design, with quantitative and analysis. The quantitative data will be collected through a self-administered online questionnaire.

**6.2.** Sample:

The study will target individuals between the ages of 18 and 21 who study at Jain CMS and a few other colleges have consumed energy drinks in the past six months. Participants will be recruited through social media platforms, online forums, and targeted email campaigns. The sample size for the study will be 100 participants.

**6.3.** Data Collection:

The quantitative data will be collected through a structured online questionnaire that will be developed based on a comprehensive literature review and pilot-tested on a small sample of participants. The questionnaire will consist of closed-ended questions to collect data on participants 'demographic information, consumption patterns, awareness of health risks associated with energy drinks, and factors influencing their consumption.

The qualitative data will be collected through semi-structured in-depth interviews with a subset of 100 participants. The interviews will be conducted over the phone or through video conferencing and will be audio-recorded with participants 'consent. The interviews will focus on participants 'experiences, perceptions, and beliefs regarding energy drink consumption, as well as their suggestions for improving the health and safety of energy drinks.

**6.4.** Data Analysis:

The quantitative data will be analyzed using descriptive statistics and inferential statistics such as chi-square tests and regression analysis to identify patterns and associations between variables. The qualitative data will be transcribed and analyzed using thematic analysis to identify common themes and patterns in participants 'responses.

**6.5.** Ethical Considerations:

This study will adhere to ethical guidelines for research involving human participants, including obtaining informed consent from all participants, ensuring confidentiality and anonymity of participants, and protecting participants from any harm or negative consequences.

## 7. Limitations :

Analysing affects can be a useful technique for figuring out how a specific action or event will affect things. Yet, this strategy has its drawbacks as well. The limitations of this study which we faced are as follows:

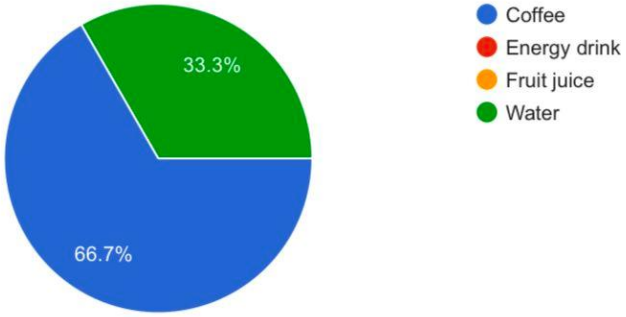
- Small sample sizes: In this study on energy drinks, small sample sizes were used, which is somewhat indicative of the overall population. This may result in a lack of statistical power and may prevent the results from being generalized to wider populations. Small sample sizes could also not offer enough variation in the data to identify meaningful impacts.

- Studies that were done for a short period of time of a few days or weeks may not have given a complete picture of the impacts of energy drinks over the long term. Studies conducted over an extended period of time are required to evaluate any potential health hazards linked to the routine usage of energy drinks.
- Absence of control groups makes it challenging to evaluate whether any observed effects are attributable to the energy drink or to other causes. Data collected for energy drinks may not have a control group. In order to provide a baseline against which to assess the effects of the energy drink, control groups are crucial.
- This study depends on self-reported data, which may not be accurate or reliable due to self-reporting bias. There are many variables that can affect the effects of energy drinks, such as age, gender, and pre-existing health conditions. Participants may not accurately report their energy drink consumption or may be influenced by social desirability bias, resulting in under-reporting of their energy drink variables. It may be challenging to separate the effects of energy drinks alone due to these factors.
- Industry funding: The beverage industry has provided funding for several studies on energy drinks, which could have an impact on the findings and recommendations of the study. Industry-funded research may have a higher propensity to present favourable findings for the beverage sector and a lower propensity to present unfavourable results.

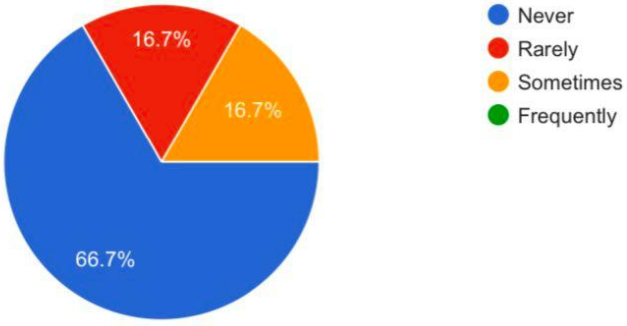
When analysing the results of studies on energy drinks, it is crucial to take these limitations into account. Future research should aim to address these drawbacks in order to provide a more precise and thorough knowledge of how energy drinks affect people's health and behaviour.

## 8. Data response and graph tables :

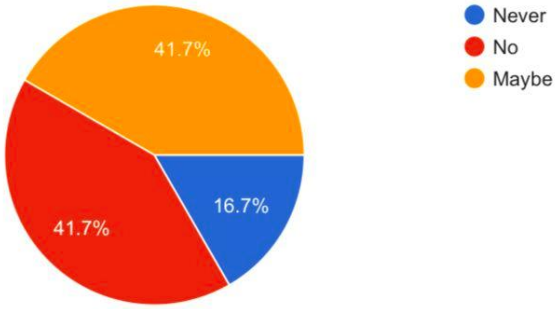
**8.1.** Chart showing preferred drinks of students while studying late night.



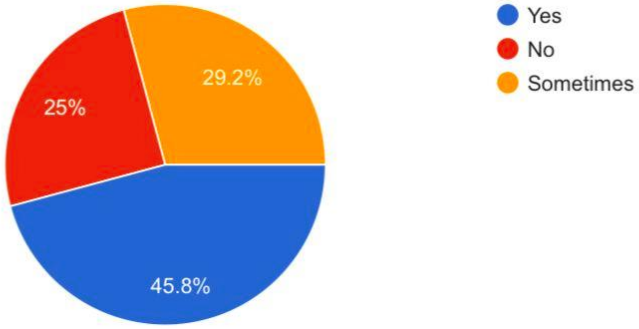

8**.2.** Chart showing how often individuals prefer energy during workouts.



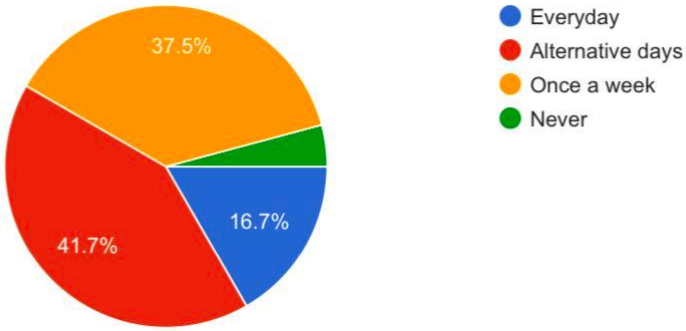
**8.3.** Chart showing if energy is preferable for athletes.



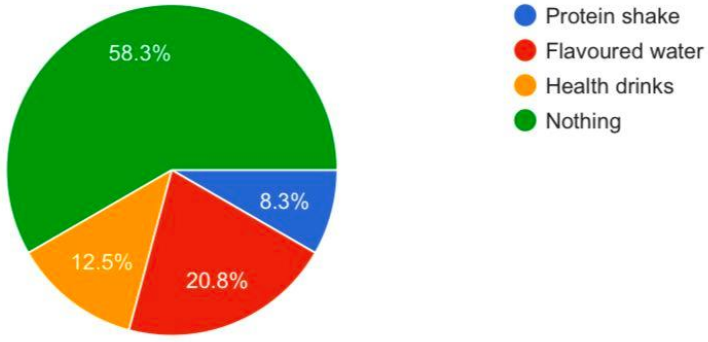

**8.4.** Chart showing if Individuals prefer caffeine in their drink.



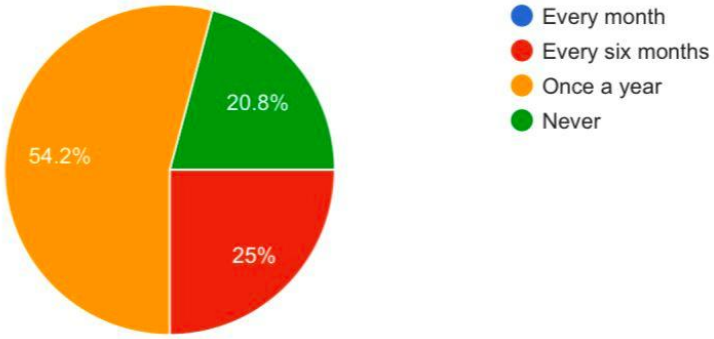

**8.5.** Chart showing how often students exercise.



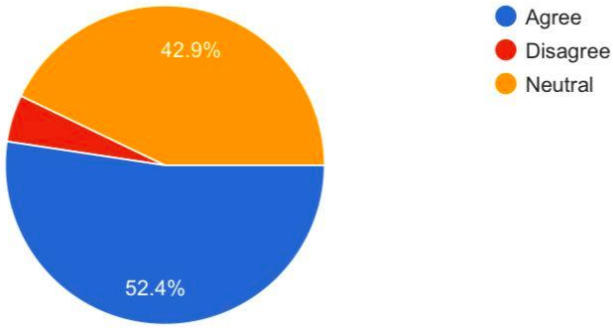

**8.6.** Chart showing what individuals consume after working out.



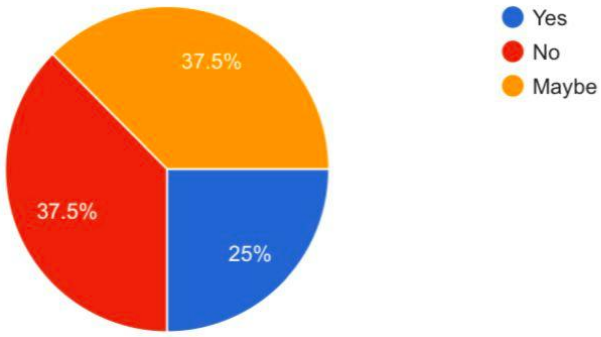
**8.7.** Chart showing how often are health checkups done by individuals.



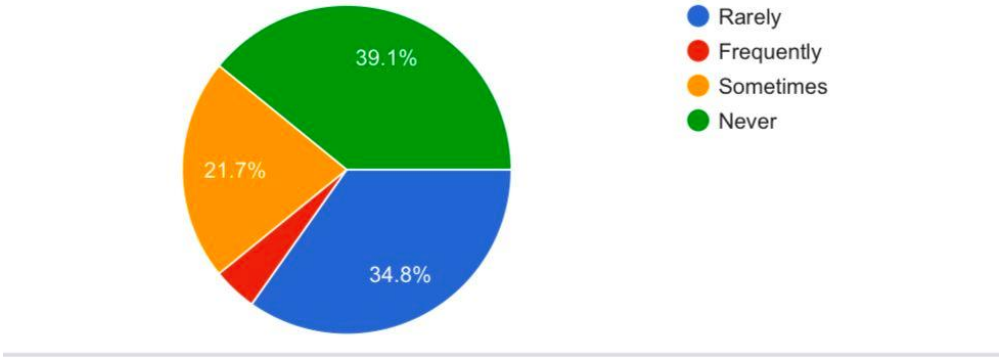

**8.8.** Chart Showing can Excessive consumption of health related products be harmful to health.



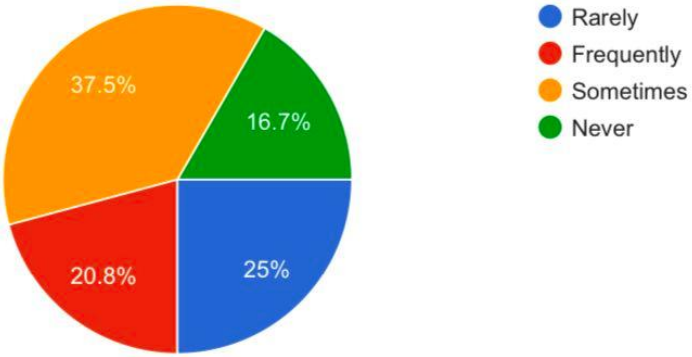

**8.9.** Chart showing if students are aware of the benefits of health drinks they consume.



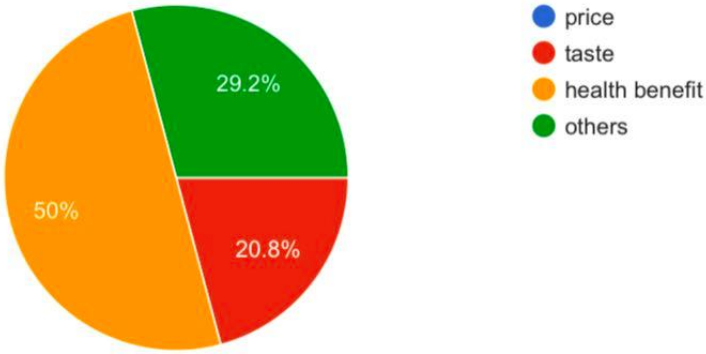
**8.10.** Chart showing how often student choose a energy drink.



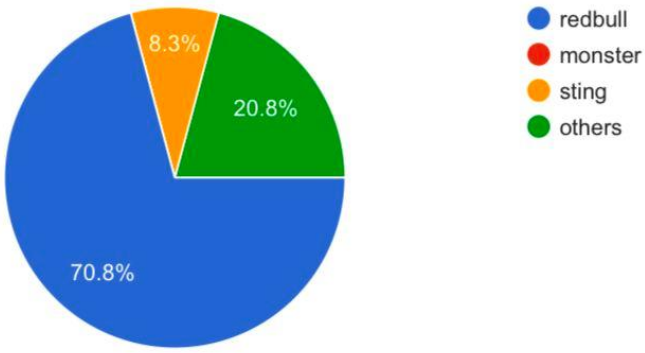

**8.11.** Chart showing how often do students purchase or consume a sugary unhealthy drink.




**8.12.** Chart showing what induces students to buy health drinks.




**8.13.** Chart showing which brand comes to a student's mind first when they think about energy drink.



## 9. Findings :

- According to the survey, 33.3% of people prefer water to energy drinks and fruit juices when studying or working late at night, while 66.7% of people prefer coffee.
- While exercising, 66.7% of individuals say they never, 16.7% say they rarely, and 16.7% say they occasionally drink energy drinks.
- While 16.7% of people say never and 41.7% say no, 41.7% of people may advise that athletes consume energy drinks instead of water.
- 29.2% people sometimes prefer caffeine in their beverages while 25% people suggest no and 45.8% prefer caffeine in their drinks.
- 16.7 people exercise everyday while 41.7% people exercise on alternative days, 37.5% people do it once a week and 4% people never exercise.
- 58.3% people do not consume anything after working out while 20.8% people consume flavoured water, 12.5% people consume health drinks and 8.3% people consume protein shake.
- 20.8% of individuals never get a health checkup, while 25% go every six months and 54.2% go once a year.
- 52.4% of respondents agree with the statement that excessive use of products linked to health can be harmful to one's health, while 4.7% of respondents disagree. 42.9% of respondents have a neutral opinion of this statement.
- Only 25% of people are conscious and aware of the advantages of health drinks they consume, while 37.5% are either unaware or unsure.
- Only 39.1% of individuals never buy energy drinks, compared to 34.8% who rarely do, 21.7% who occasionally do, and 4.4% who frequently do.
- Of those who occasionally buy or consume a sugary unhealthy beverage, 16.7% never do so, 25% rarely do so, and 20.8% frequently do so.
- Protein shakes are never bought or consumed while working out by 75% of people, rarely by 8.3% of people, frequently by 12.5% of people, and occasionally by 4.2% of people.
- 73.9% of people support a diet that balances both junk and healthy food, 13% support a healthy diet, 4.4% support a junk diet, and 8.7% support one of the mentioned diets.
- People favour chocolate-flavored drinks by 37.5%, vanilla by 20.8%, fruity flavours by 29.2%, and other flavours by 12.5%.
- Natural fruit juice is preferred by everyone, 100% of individuals, over packaged fruit juices.

## 10. Suggestion and conclusion :

The reviewed studies suggest that energy drink consumption is common among college students in India, and the most common reasons for consumption are to stay awake and improve concentration. However, the studies also found that energy drink consumption is associated with poor sleep quality, stress, anxiety, physical inactivity, and other health risks. It is essential to educate young adults about the potential health risks of energy drink consumption and promote healthy lifestyle habits.

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