

Analysis of Factors Affecting the Status of Energy Drink Usage Status by University Students

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ABSTRACT Energy drinks have negative impacts on the health and the economy of individuals. The aim of this study is to determine the factors that could impact energy drink using habits of university students. Surveys were made according to the Unclustered Probability Sampling Method (n = 260) with the students in Bayburt University campuses in 2014. Ages of students were 18-35 years and 55.4 percent of them are women while 44.6 percent are men. Additionally, 10.8 percent of the total students are used to consuming an energy drink. Seventy-five percent of energy drinks users are men, and twenty-five percent are women. Monthly average energy drink consumption is 0.4 cans per student. In the study, 5 of 18 factors that affected energy drinks consumption are significant. These factors comprised of economic, psychological, social and demographic questions. If the government intervenes in the use of energy drinks and implies some restrictions on overuse of energy drinks, as it is implied on smoking, the society will be healthier and more productive.