

BIBLIOGRAPHY

CASIONAN, ALONA L. APRIL 2010. A Study on the Perception of College Students on Energy Drink in La Trinidad, Benguet. Benguet State University, La Trinidad, Benguet.

Adviser: Evangeline Cungihan, MSc.

ABSTRACT

The study was conducted to identify the perception of college students in La Trinidad, Benguet on energy drink. It aimed to determine the level of consumption of college students in La Trinidad, Benguet, the level of awareness of students on the desirable and adverse effect of energy drink, the level of acceptability of energy drinks by students in La Trinidad Benguet, to be able to identify the factors affecting the consuming or buying decision of college students in drinking Energy Drink.

The 250 respondents of the study were composed of the following schools: Benguet Sate University (BSU), Benguet Vocational School (BVS), Eastern Luzon College (ELC), Trinidad Valley of Institute Technology (TVIT) and Cordillera Courier Development College (CCDC). Out of the 250 respondents, 58% consume energy drink.

Most of the respondents consume 240ml of energy drink a week. They commonly buy in grocery stores and only a few buying from school canteens, sari-sari stores and bars. Most of them preferred the chilled energy drink and sweet taste of the drinks.

The factors influencing the respondents who purchase or consume energy drink includes: influence of any family member, suggestion of friends, availability of the

product in the market, self interest and influence by advertisement. The factors influencing the respondents who does not able to purchase or consume energy drink includes: expensiveness of the product, high caffeine content, not aware of the product and no interest at all.

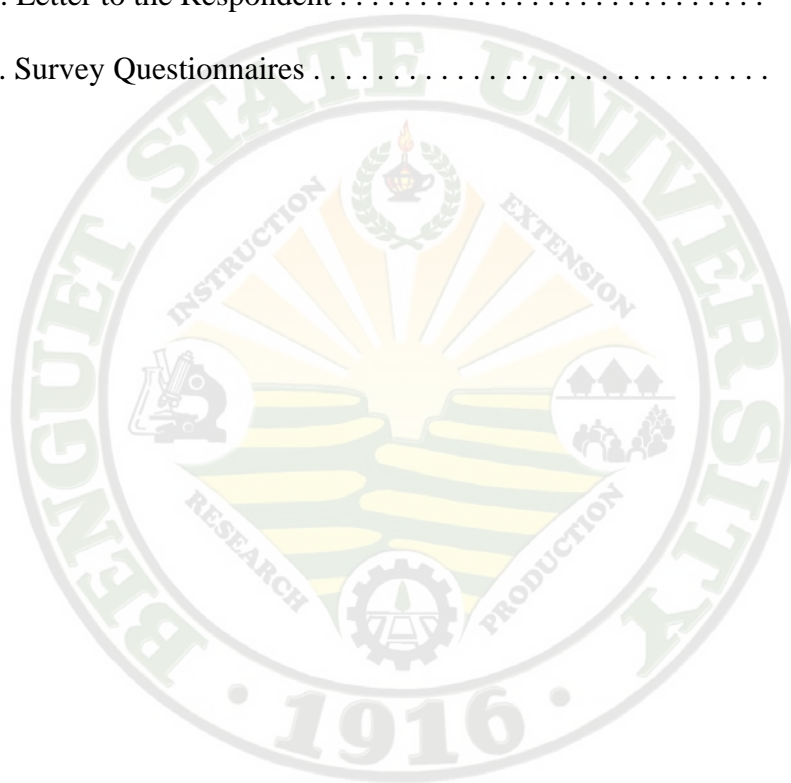
For those who consume energy drinks the slightly accepted the products, the reason for accepting the product were the following: energy drinks gives extra energy and it is good for body conditioning. However some of them do not want the product because it will damage the health. Some are not interested in the product. The respondents were slightly aware on the desirable effect such as: increase body energy, increase mental alertness, increase physical performance and prevent sleepiness. They are not aware of the adver4se effect like head ache and abnormal hearth rhythm. In like manner they were they were slightly aware of the nervousness, sleepiness and increase urination effects.

TABLE OF CONTENTS

	Page
Title Page	i
Abstract	i
Table of Contents	iii
INTRODUCTION	1
Rationale	1
Statement of the Problem	2
Objective of the study	2
Importance of the Study	2
Scope and Delimitations of the Study	3
REVIEW OF LITERATURE	4
A Brief History of Energy Drink	4
Energy Drink Attribute	4
Caffeine Content	6
Perception	6
Definition of Terms	8
METHODOLOGY	9
Local and Time of the Study	9
Respondents of the Study	9
Data Collection	9
Data Gathered	9
Data Analysis	10

RESULT AND DISCUSSION	11
Socio Demographic Profile of the Respondents	11
Drinking Energy Drinks	14
Consumption Pattern	14
Place of Purchase	15
Other Consumer within the Family	16
Kinds of Energy Drinks	16
Temperature of Energy Drink Preferred	18
Taste Preferred	18
Effect of Consuming Energy Drink	19
Using Energy Drink as Chaser	20
Different Factors Influencing Students	21
Energy Drinks by the Respondents	22
Factor Influencing Students Not to Drink Energy Drinks	22
Alternative Drink for Non Drinker of Energy Drinks	24
Willingness of Non Consumer to Drink if they were Given a Chance	24
Perceived Benefits from Energy Drinks	24
Source of Information Regarding Energy Drinks	26
Awareness on Desirable and Adverse Effect of Energy Drinks	27

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS	29
Summary	29
Conclusions	30
Recommendations	31
LITERATURE CITED	32
APPENDICES	
A. Letter to the Respondent	33
B. Survey Questionnaires	34



INTRODUCTION

Rationale

Life style is changeable; people nowadays are prone to luxury, pleasure and leisure. They want an easy but efficient and convenient life. Because of busy life and tight schedule, people now resort to “push buttons” for food and drinks. Different alternatives for an easy energy supplement for the body are made like energy drink which is effective 30 to 60 minutes after consumption. Beverages that are canned or bottled sold are now in convenience stores, grocery stores, bars and night clubs. Most energy drinks are carbonated drink that contain large amount of caffeine and sugar with additional ingredients, such as Vitamin B, amino acids (e.g taurine) and herbal stimulants such as guarana like Red Bull, Venum, ISO sprint and others. Rather than providing food energy (as measured in calories) these drinks are design to increase user’s mental alertness and physical performance as cited by Cathy Wong

On the other hand, business minded people start on what other people want. They developed products and promote it to have a market. More often than not people, especially the young ones, buy new products out of curiosity or according to what other people say about it. Energy drinks of different brands are becoming popular among the young ones, college students. They use these products for different purposes. This study was conducted to get the perceptions of the students about the product



Statement of the Problem

The study focused on the students perceptions on the beneficial and adverse of energy drinks on their health. It answered the following questions.

1. What is the consumption pattern of college students in La Trinidad, Benguet?
2. What factors affect the buying decision of college students toward energy Drinks?
3. What is the level of acceptability of energy drinks among college students.
4. What is the level of awareness of students on the desirable and adverse effect of energy drinks?

Objectives of the Study

1. To be able to determine the consumption pattern of college students in La Trinidad, Benguet.
2. To be able to identify the factors affecting the buying decision of college students on energy drinks.
3. To be able to know the level of acceptability of energy drinks among college students and energy drinks in La Trinidad, Benguet
4. To be able to know the level of awareness of students on the desirable and adverse effects of energy drink.

Importance of the Study

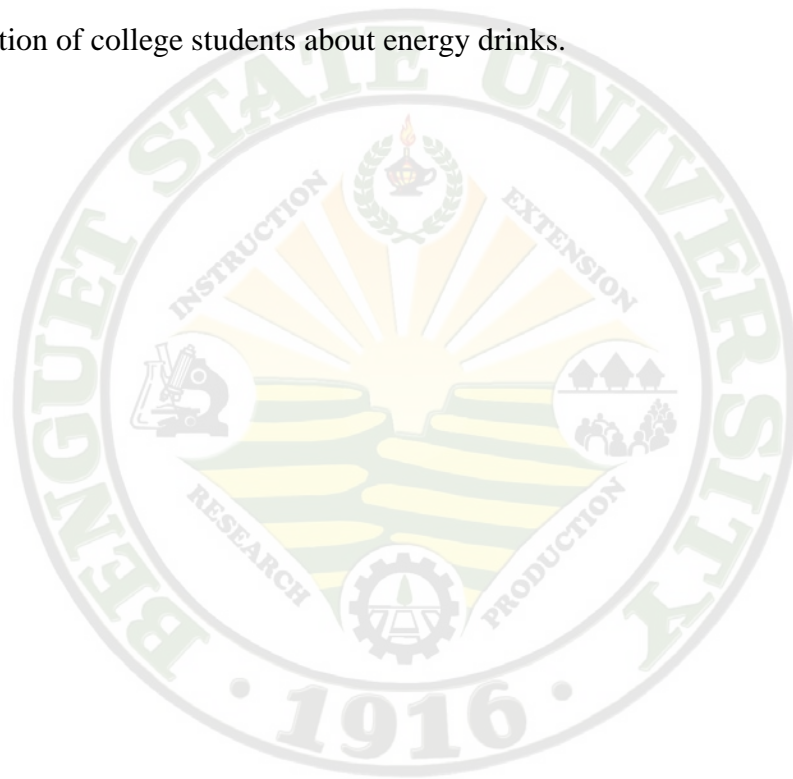
This survey on the perception of college students on energy drinks at La Trinidad,



Benguet served as basis for every individual to understand, and know their corresponding acceptance toward its adverse and its desirable effect. In addition, it would provide information to manufacturers or producers and business which they could use to improve their products and other related organization.

Scope and Delimitations of the Study

This research covered five tertiary schools in La Trinidad, Benguet. It only looked at the perception of college students about energy drinks.



REVIEW OF LITERATURE

A Brief History of Energy Drinks

As an observation sociology major SUNY Potsdam, C.J. Rapp noticed that the students were constantly concocting beverages designed to help them stay awake to finish term papers, complete projects, or study for exams. In 1985, the student turned beverages inventor unleashed Jolt Cola, not an energy drink but high caffeine, high sugar brand of Cola. Rapp promoted his cola by emphasizing that it had twice the caffeine found in other Colas. It pioneered a marketing strategy still widely in use by energy drink producers today, targeting a generally younger audience, mostly students and young professionals, billing itself as something not necessarily healthy but which will allow them to cram more hours into their day (Anonymous, 2007).

Energy Drink Attributes

Zeratsk (2008) cited that energy drinks may give you a temporary energy boost. However, this boost” which may last as long as few hours, typically result from the large amount of sugar and caffeine these drink contain (Sugar- free versions of much energy drink contain-large amount of caffeine). Although the various sugar used to sweeten the energy drinks can briefly increase energy, consuming large quantities of sugar is likely to cause weight gain. Caffeine is a stimulant, which also can temporarily perk you up as to it increase body energy, physical performance, mental alertness and can avoid from sleepiness. But too much caffeine can cause adverse effects, such as nervousness, irritability, increase blood pressure and insomnia. Caffeine can also make your heart beat faster and triggers.



And also abnormal heart rhythms, which is especially dangerous if you have any type of heart disease. If you are consuming energy drinks because you're frequently tired or run down, consider a better and healthier way to boost your energy. Get adequate sleep, exercise regularly and eat a healthy diet. This strategy will not increase your energy in short run, but also will help you're over all physical and mental fitness in long run.

The caffeine content of energy drinks varies over a 10-fold range, with some containing the equivalent of 14 cans of Coca Cola. Yet the caffeine amounts are often unlabeled and few include warnings about the potential health risk for caffeine intoxication. Caffeine content in energy drinks range between 580 or more milligrams (for a 12- ounce Cola drinks it is 35 milligrams, and it's about 80 to 150 milligram for a brewed 6-ounce cup of coffee). However energy drinks are marketed as 'dietary supplements' and the food and Drug Administration's caffeine content limit of 71 milligrams per 12-ounce can doesn't apply .As a result, consumers who continue to consume energy drinks are in danger of: (1) Dental decay (2) Energy high and crashes (3) Head ache and Heart palpitations (4) Poor perception of intoxication (5) Higher risk of injury (6) Increased risk taking and the others that is associated with caffeine consumption in amounts greater than 400 mg include nervousness, irritability, sleeplessness, increased urination, abnormal heart rhythms (arrhythmia), and stomach upset, (Griffiths, 2009).

Caffeine Content

According to Daniel (2008), caffeine is a stimulant and some studies show that small amounts of caffeine may increase your mental response time. Other studies show



that the cognitive improvements and mood elevation may not really be due to the beneficial aspects of caffeine as much as ending the withdrawal symptoms we feel when we haven't had our morning "fix" yet. Increasing the amount of caffeine you take in over 300 mg per day may give you "caffeine jitters." Larger amounts of caffeine may make you irritable, sleepless and may even trigger anxiety and cause diarrhea.

On the other hand, kicking the caffeine habit isn't so good either. Caffeine withdrawal can give you headaches, make you crabby, give you muscle aches and generally you may feel miserable for a few days. However, after a week or so, the withdrawal symptoms will pass.

He further stated that caffeine is not only found in coffee, it is also found in black tea, green tea, chocolate, some soft drinks, energy drinks and over the counter medicines.

Perception

Perception is the process by which an individual selects, organizes and interprets stimuli into a meaningful and coherent picture of the world. It is described as "how we see the world around us". Individuals may be exposed to the same stimuli under the same apparent condition but not each person recognizes, selects, organizes and contributes differently to stability in the market place. A consumer moves directly from evaluation to a long term commitment (Schiffman and Kanuk, 2007).

Marketers sometimes forget vulnerable consumers such as children, teenagers, and the elderly, who may not have the knowledge or experience to evaluate the product or services being promoted. Many national advertisers are voluntarily retesting these questionable marketing practices, in order to maintain and enhance their images with their target public. Although marketers may not be able to sell consumers things they do



not truly need, advertising often motivates consumers to buy and consume larger amount of certain products (Schiffman and Kanuk, 2007).

Dowling and Staelin (1994) defined as consumer perception as the uncertainty and adverse effect consequences of engaging in an activity. Consumer behavior is motivated to reduce risk when consumers intend to buy a product or a service; they often hesitate to make the final decision because they can't sure that all of their buying goals will be accomplished with the purchased, (Bauer, 1960, and Tailor 1974).

Abraham Maslow's theory states that human needs are arrange in hierarchy from the most possessing to the least pressing. In order of importance, they are psychological need first when person succeeds in satisfying an important need he or she will then try to satisfy the next most important need (Kotler and Keller, 2006).

A buyer decisions are also influenced by personal characteristics. This includes the buyer's age and stage, in the cycle, and values. Age and stage in the life cycle explain that adult experience certain 'passages' or transformation" as they go through life. Occupation and economic circumstances, marketers try to identify the occupational group that have above average interest in their product and service. Personality is often described in terms of traits as self confidence, dominance, autonomy, deference, sociability and adaptability; this can be useful in analyzing consumer brands choices (Kotler P., 2006).



Definition of Terms

Aggressive. It is the act of being energetic or sometimes too much active

Consume. Individual who uses goods and services for their needs, wants and their satisfaction.

Caffeine. A chemical substance found from tea leaves and acts as stimulants that increase body ability.

Dehydration. This is the removal or loss of water from the body due to sweetening or insufficient water intake.

Energy drink. A product that in liquid form with different ingredient to stimulate the body.

Energy. Considered as power to do action and a capacity to become strong and active.

Energy Booster. Is a stimulant that increase energy for a good performance as well as increase subjective alertness.

Perception. An interpretation, observation and idea that each individual posses regarding a situation and case.

Stimulant. Something that is added to complete or make things larger and have better result.



METHODOLOGY

Locale and Time of the Study

This research study was conducted at La Trinidad, Benguet from December to January 2010. It covered five schools of La Trinidad, Benguet namely: Benguet State University (BSU), Cordillera Career Development College (CCDC), Trinidad Valley Institute and Technology (TVIT), Benguet Vocational School (BVS), and Eastern Luzon College (ELC).

Respondent of the Study

The respondent of this study were the college students of the different schools in La Trinidad Benguet, fifty respondents has been taken from each of the five schools.

Data Collection

In gathering the information and data needed, a survey questionnaire was used. The questionnaire has been formally administered by the researcher. And direct interview has applied in some cases where the researcher was the one who fill up the questionnaire base from the answer of the person interviewed.

Data Gathered

The data gathered include the following: consumption level of the college students drinking energy drinks, the level of awareness of students in the desirable and adverse effect of energy drinks, the level of acceptability of students toward the



said energy drink and the factors affecting the buying decision of college students toward energy drink.

Data Analysis

The data gathered has analyzed using simple statistical tools such as frequency, percentage and mean.



RESULTS AND DISCUSSION

Socio Demographic Profile of the Respondents

Table 1 presents the profile of the respondents in terms of gender, civil status, ethnic affiliation, religion, educational level, daily allowances and health status.

Gender. In terms of gender of the respondents it shows that 48.8% are females and 41.6% are males while the 9.6% did not indicate their gender. This shows that most of the respondents are female.

Civil status. Of the 250 respondents 87.2% were single and 2.8% were married while 10% did not dictate their status. This presents that some students were married.

Place of origin. Of the 250 respondents, 61.6% were from Benguet, 22% were from Mt. Province, 4.8% from Ilocos Region, .8% from Tagalog Region, and 7.2 % did not indicate their origin. This shows that most of the students are from Benguet considering that the schools selected are located in the area of La. Trinidad, Benguet.

Religion. Considering the religion of the respondents, majority or 57.6% were Roman Catholic, 10.4% Anglican, .4% Iglesia ni Cristo, 2% Jehovah's Witnesses, 4.8% Assembly of God and 21.6% were other type of religion while 3.2% did not indicate their religion.

Educational level. The table shows that majority or 25.6% were first year, 19.2% were second year, 14.4% were third year, 16% were fourth year and 24.4% vocational, one respondent did not indicate his or her educational level.

Daily allowance. Based on the given allowances of the students, most 31% of them received an amount of less than Php. 25. Next is Php. 26-50 with 24.4%, Php. 51-75



Table 1. Socio demographic profile of the respondents

PARTICULARS	FREQUENCY	PERCENTAGE
Gender		
Female	122	48.8
Male	104	41.6
No answered	24	9.6
Total	250	100.0
Civil Status		
Single	218	87.2
Married	7	2.8
No answer	25	10.0
TOTAL	250	100.0
Ethnic Affiliation		
Benguet	154	61.6
Mt. Province	57	22.8
Ilocos Region	12	4.8
Tagalog Region	2	0.8
Others	18	7.2
No answer	7	2.8
TOTAL	250	100.0
Religion Affiliation		
Anlican	26	10.4
Roman Catholic	144	57.6
Iglesia Ni Cristo	1	0.4
Jehovah Witnesses	5	2.0
Penticos	12	4.8
Others	54	21.6
No answered	8	3.2
TOTAL	250	100.0
Educational Level		
First Year	64	25.6
Second Year	48	19.2
Third Year	36	14.4
Fourth Year	40	16.0
Vocational	61	24.4
No answer	1	0.4
TOTAL	250	100.0



Table 1 continued...

PARTICULARS	FREQUENCY	PERCENTAGE
Daily Allowance		
Less than Php. 25	79	31.6
Php. 26-50	61	24.4
Php. 51-75	41	16.4
Php. 76-100	41	16.4
More than Php. 100	17	6.8
No answer	11	4.4
TOTAL	250	100.0
Heath Status		
Sickly	3	1.2
Not so Healthy	39	15.6
Healthy	173	69.2
Very Healthy	33	13.2
No answered	2	0.8
TOTAL	250	100.0

with 16.4%, Php 76-100. with 16.4% and 6.8% from the respondents received an allowance of more than Php. 100 while 4.4% from the respondents did not indicate their daily allowance that they are receiving. This shows that most of the student has low or exact money for their school needs only.

Health status. The table shows that 69.2% considered their self as healthy person, 15.6% not so healthy, 13.2% very healthy, 1.2% for sickly while .08% did not indicate their general health status. It implies that most of the students from the different school were in good condition or healthy.



Drinking Energy Drink

Table 2 shows that out of the 250 respondent only 58% stated that they were drinking energy drink and 42% were not dinking. It implies that majority of the respondents drink energy drinks.

Consumption Pattern

Table 3 shows that 25 respondents drink energy drinks daily with an average of 240 and 591 ml. There were 58 respondents who drink an average of 240 and 591 ml. weekly, 34 respondents drink an average of 350 ml. twice a week and 22 drink an average of 240 ml. per month . The over all average is 271.63 ml. This implies that on the average, students take in energy drinks on a weekly basis. Caffeine level of the specified volume is not bad to health because it is less 300 mg.

Table 2. Number of respondents drinking and not drinking energy drink

PARTICULAR	FREQUENCY	PERCENTAGE
Drinking energy drink	145	58
Not drinking energy drink	105	42
TOTAL	250	100



Table 3. Frequency of consumer

VOLUME OF ENERGY DRINKS IN (ml)	DAILY		ONCE A WEEK		TWICE A WEEK		MONTHLY	
	(F)	(%)	(F)	(%)	(F)	(%)	(F)	(%)
350	2	8	10	10	10	24	-	-
250	1	4	-	-	3	9	-	-
240	6	24	20	20	4	12	12	35
100	-	-	4	4	1	3	-	-
50	3	12	1	1	-	-	1	3
237	-	-	2	2	-	-	-	-
355	1	4	1	1	-	-	1	3
591	6	24	4	4	2	6	1	3
No specified volume	6	24	16	16	14	41	7	21
Total	25	100	58	100	34	100	22	100
Average Volume- 271.63								

Place of Purchase

Table 4 shows that 7.6% buy in sari-sari store, 53.10% in grocery store, 33.10% in school canteen, 2.06% in bars, 2.7% and from other sources like through street vendors while 1.37% did not answer. This implies that most of the students prefer to buy in grocery store considering that price in grocery store is cheaper.



Table 4. Place of buying energy drinks

PARTICULARS	FREQUENCY	PERCENTAGE
Sari-sari Store	11	7.59
Grocery Store	82	56.55
School Canteen	59	40.69
Bars	3	2.07
No answer	6	4.12

*Multiple response

Other Consumers in the Family

Table 5 shows that aside from the students themselves, there are other members of the family who drink energy drinks. 20% of the respondents said the parents are also drinking energy drinks, 47.5% mentioned their brothers, 26.21% their sisters, while 28.97% said no other members of the family take in energy drinks. These findings shows that some members of the family drink energy drinks and this may have influence them to drink too.

Kinds of Energy Drink

From Table 6 it can be seen that Red Bull is consumed by majority 57.93% of the respondents. This was followed by Cobra with 26.90%, Extra joss 22.07%, Blue Men 11.72%, Sting 6.90%, Lipovitan 5.52%, Samurai 3.45%, Power Gold and I-on .69% each. There were 7.59% who did not answer. This finding implies that the Red Bull, Cobra and Extra joss were the brands of energy drinks usually consumed by the students.



Table 5. Other consumers in the family

OTHER CONSUMER IN THE FAMILY	FREQUENCY	PERCENTAGE
Parents	29	20.0
Brother	69	47.59
Sister	38	26.21
None	42	28.97

*Multiple response

Table 6. Different kind of energy drinks consumed

BRAND	FREQUENCY	PERCENTAGE
Red Bull	84	57.93
Cobra	39	26.90
Extra joss	32	22.07
Blue Men	17	11.72
Sting	10	6.90
Lipovitan	8	5.52
Others	7	4.83
Samurai	5	3.45
I-On	1	0.69
Power Gold	1	0.69
No answered	11	7.59

*Multiple response



Temperature of Energy Drink Preferred

Table 7 shows that the temperature of energy drinks refers to whether it is chilled or not chilled. The result shows that majority (70.34%) of the respondents preferred chilled energy drinks and 24.83% preferred the not chilled while one percent did not give any answer. The finding implies that majority of the students consume energy drinks that are chilled.

Taste Preferred

Table 8 shows that majority (75.17%) wanted the sweet taste of energy drink, 10.34% for very sweet, 6.90% for bitter and 5.52% for others like sour taste. There were 2.07% who did not indicate the taste of energy drink they preferred. This shows that the young ones prefer to drink sweet drinks. Sugar contributes in increasing energy but this is likely to cause weight and tooth decay if consumed too much according to (Griffiths, 2009).

Table 7. Temperature preferred

TEMPERATURE PREFERRED	FREQUENCY	PERCENTAGE
Chilled	102	70.34
Not chilled	36	24.83
In different	5	3.45
No answer	2	1.38
TOTAL	145	100.0



Table 8. Taste preferred

TASTE PREFERRED	FREQUENCY	PERCENTAGE
Bitter	10	6.90
Sweet	109	75.17
Very Sweet	15	10.34
Others (Sour)	8	5.52
No answer	3	2.07
TOTAL	145	100.0

Effect of Consuming Energy Drink

Table 9 shows that the respondents have different reaction as to the effect of energy drinks in their body after 15 to 30 minutes from drinking. It presents the feeling of the respondents after drinking energy drinks. About 15.17% there was no change in their feelings but 28.28% had active body, 13.19% feel stronger, 8.97% had alert mind and 33.10% said their body had good condition. This implies that the caffeine content of energy drink had an effect to consumers while others just fulfill their satisfaction.



Table 9. Effect of energy drink after 15 to 30 minutes

EFFECT	FREQUENCY	PERCENTAGE
The same	22	15.17
Active body	41	28.28
Strong body	20	13.79
Alertness of the mind	13	8.97
Good condition	48	33.10

*Multiple response

Using Energy Drink as Chaser

Chaser refers to something that liquor drinkers mixed with their drinks to dilute the alcohol content of the liquor. This may be soft drinks, water or energy drinks. Table 10 presents that only 24.14% use energy drinks as chaser while majority (69.66%) just take it as pure drink. There were 6.21% who did not give their response.

Table 10 further present the effect when the drinkers use it as chaser. These were as follows: not easily get drunk by 31.43%, bitter taste and odor reduced by 22.86%, active feelings by 14.29% strong body by 2.86% but 2.86% felt bad (head ache) where they mix the energy drinks with liquor.

This finding reveals that energy drinks when used as chaser had different effects to each drinker.



Table 10. Energy drink as chaser and its effects

PARTICULAR	FREQUENCY	PERCENTAGE
As chaser		
Use energy drink as chaser	35	24.14
Do not use energy drink as chaser	101	69.66
No answer	9	6.21
TOTAL	145	100.0
Effects		
Do not easily drunk	11	31.43
Reduces the bitter taste and odor	8	22.86
Feeling active	5	14.29
Make body strong	1	2.86
Feel bad	1	2.86
No answer	9	25.71
TOTAL	35	100.0

Different Factors Influencing Students

Table 11 shows that most of the respondents were not influenced by outside factors in order to drink energy drinks. According to them, they drink it because they want or it's their own desire. However, some of them were influenced by outside factors like: influence of family members by 8.97%, suggestion of friends by 17.93%, product availability in the market by 4.14% and influence of advertisement by 13.80%.



Table 11. Different factors influencing students in drinking energy drink

FACTORS	FREQUENCY	PERCENTAGE
Influence of any family member	13	8.97
Suggestion of friends	26	17.93
Availability of the product in the market	6	4.14
Self interest	66	45.52
Influence by advertisement	20	13.80

*Multiple response

Energy Drinks by the Respondents

Table 12 shows that 62.07% the respondents slightly accepted energy drinks as their regular drink while 18.63% accepted it very much and 1.38% do not accept energy drinks as their regular drink, there were some that they did not give their response.

The reasons of the respondents for accepting the product as their drink as follows: it has good effect to the body as mentioned by 45.52%, it is now the trend to drink energy drinks by 10.34%, it can quench thirst by 4.14% and reason that it is expensive was 1.38% and it can cause illness was 8.28%.

Factors Influencing Students Not to Drink Energy Drinks

Table 13 shows that 40% were not interested at all, 24.76% said that energy drink is high in caffeine content, 20% said that they are not aware about the product, 17.42% said that it is expensive and one respondent said he is healthy so he does not need energy drink. While 8.57% did not indicate the factors why they are not drinking energy drink. This implies that some want to consume energy drink but it is expensive. Most of the



students have an allowance of less than Php. 25 thus it is not enough to set extra budget just to buy energy drink.

Table 12. Acceptability of energy drinks by the respondents

PARTICULARS	FREQUENCY	PERCENTAGE
Acceptability of consumer		
Very much accepted	27	18.62
Slightly accepted	90	62.07
Do not accept	2	1.38
Totally do not accept	0	0
No answered	26	17.93
TOTAL	145	100.0
Reasons		
It has a good effect on the body	66	45.52
Affordable to buy	4	2.76
It is now the trend to drink energy drinks	15	10.34
It can quench thirst	6	4.14
Expensive	2	1.38
Cause illnesses	12	8.28

*Multiple response



Table 13. Factors affecting students not to drink

FACTORS IN NOT DRINKING ENERGY DRINK	FREQUENCY	PERCENTAGE
Expensive	18	17.14
High caffeine content	26	24.76
Healthy anyway	1	0.95
Not aware	21	20.0
No interest at all	42	40.0

*Multiple answer

Alternative Drinks for non Drinkers of Energy Drinks

Table 14 shows that majority (62%) drinks water instead of energy drinks, 18% drink coffee, other alternative drinks mentioned by a few respondents were: C2, milo, yogurt, soft drinks, vitamins and juices. This implies that they prefer water as an alternatives knowing that it is healthful, serve as cleanser, avoid dehydration and cheaper.

Willingness of Non Consumer to Drink if they were Given a Chance

Table 15 shows that majority (62%) don't want to drink even if they were given opportunities and while 39.05% want to drink. This shows that many students do not want to consume energy drinks of any kind.

Perceived Benefits from Energy Drinks

Table 16 shows that most of the respondents (41.40%) perceived that energy drinks increase their body energy, 25.81% increased mental alertness, 18.82% increase physical performance, 13.98% prevent them from sleepiness, and 5.38% avoided



dehydration. There were 24.73% that did not respond. This finding implies that people wants to drink energy drinks to gain more energy in their body.

Other benefits of energy drinks claimed by a few of the respondents were as follows: it acts as body cleanser, alleviate hang over from alcoholic intoxication, quench thirst, faster metabolism, and lessen sleeping habits.

Table 14. Different alternatives for energy drink

ALTERNATIVE DRINKS	FREQUENCY	PERCENTAGE
Water	31	62
Coffee	9	18
C2	2	4
Milo	1	2
Yugurt	2	4
Soft Drinks	3	2
Vitamins (Enervon tablet)	2	4
Juice (calamansi, orange etc.)	2	4

*multiple response

Table 15. Willingness of non consumer to d rink energy drink if they were given a chance, like when their allowance increase and others.

WILLINGNESS	FREQUENCY	PERCENTAGE
Yes	41	39.05
No	62	59.05
No answer	2	1.90
TOTAL	105	100.0



Table 16. Benefits that can be perceived from energy drink

BENEFITS	FREQUENCY	PERCENTAGE
Increase body energy	77	41.40
Increase mental alertness	48	25.81
Increase physical performance	35	18.82
Prevent sleep	26	13.98
<u>Other benefits</u>		
Act as cleanser	4	2.15
Alleviate Hang Over	1	0.52
Quench thirst	3	1.61
For faster metabolism or digestion	2	1.08
Lessen sleeping habit	2	1.08
None	85	45.70
No answer	89	47.85

*Multiple response

Sources of Information Regarding Energy Drink

It can be noted from Table 17 that most of the students got the information about energy drinks from advertisement (46.24%), 31.14% from their friends, 9.14% from brochures and articles they read, and 5.38% from promo information drives. This finding shows that students were informed about energy drinks from various sources.



Table 17. Source of information regarding energy drink

SOURCE OF INFORMATION	FREQUENCY	PERCENTAGE
Promotion	10	5.38
Brochures and articles	17	9.14
Advertisement (TV and Radio)	86	46.24
Shared by friends	58	31.18

*Multiple response

Awareness on the Desirable and Adverse Effects of Energy Drinks

Table 18 shows that for the desirable effects mentioned by Zeratsk were as follows: increase body energy, increase mental alertness, increase physical performance, and prevent sleepiness. The result of the analysis showed that the respondents were just slightly aware of this effect. However, as found earlier, most of the respondents themselves experienced these effects.

The adverse effects as mentioned by Griffiths were nervousness, head ache, sleepiness, abnormal heart rhythm, and increase urination. The results showed that the respondents were slightly aware on the nervousness effect, sleepiness, and increase urination but were not aware on the following effects: headache, and abnormal heart rhythm.



Table 18. Respondents level of awareness on the desirable and adverse effect of energy drink

PARTICULARS	1		2		3		4		Mean (u)	Description
	F	(%)	F	(%)	F	(%)	F	(%)		
<u>Desirable Effect</u>										
Increase Body Energy	54	81	29	43.55	14	7.53	3	1.61	1.78	Slightly aware
Increase mental alertness	30	16.1	79	42.47	32	17.2	3	1.61	2.06	Slightly aware
Inc. Physical Performance	39	21	80	43.01	19	10.22	6	3.23	1.95	Slightly aware
Prevent Sleep	43	23.1	66	35.48	24	12.9	11	5.91	2.02	Slightly aware
<u>Adverse Effect</u>										
Nervousness	20	10.8	51	27.42	47	25.27	21	11.29	2.5	Slightly aware
Head ache	22	11.8	37	19.89	52	27.96	24	1.9	2.58	Not aware
Sleepiness	27	14.5	45	24.19	42	22.58	25	13.44	2.47	Slightly aware
Abnormal Heart Rhythm	17	9.14	37	19.89	43	26.34	35	18.82	2.84	Slightly aware
Increase Urination	42	22.6	57	30.65	26	13.98	14	7.53	2.07	Slightly aware
Others (Diabetic)							1	100.0	4.0	Totally not aware

Legend: 1-Very much aware

Range: 1-1.8=1

2-Slightly aware

1.8-2.6=2

3-Not aware

2.6-3.4=3

4-Totally not aware

3.4-4.2=4



SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Summary

The study was conducted to identify the perception of college students in La Trinidad, Benguet on energy drink. It aimed to determine the level of consumption of college students in La Trinidad, Benguet, the level of awareness of students on the desirable and adverse effect of energy drink, the level of acceptability of energy drinks by students in La Trinidad Benguet, to be able to identify the factors affecting the consuming or buying decision of college students in drinking Energy Drink.

The 250 respondents of the study were composed of the following schools: Benguet State University (BSU), Benguet Vocational School (BVS), Eastern Luzon College (ELC), Trinidad Valley of Institute Technology (TVIT) and Cordillera Courier Development College (CCDC). Out of the 250 respondents, 58% consume energy drink.

Most of the respondents consume 240ml of energy drink a week. They commonly buy in grocery stores and only a few buying from school canteens, sari-sari stores and bars. Most of them preferred the chilled energy drink and sweet taste of the drinks.

The factors influencing the respondents who purchase or consume energy drink includes: influence of any family member, suggestion of friends, availability of the product in the market, self interest and influence by advertisement. The factors influencing the respondents who does not able to purchase or consume energy drink includes: expensiveness of the product, high caffeine content, not aware of the product and no interest at all.



For those who consume energy drinks the slightly accepted the products, the reason for accepting the product were the following: energy drinks gives extra energy and it is good for body conditioning. However some of them do not want the product because it will damage the health. Some are not interested in the product. The respondents were slightly aware on the desirable effect such as: increase body energy, increase mental alertness, increase physical performance and prevent sleepiness. They are not aware of the adverse effect like head ache and abnormal heart rhythm. In like manner they were slightly aware of the nervousness, sleepiness and increase urination effects.

Conclusions

The following conclusion was made based on the findings of the study:

1. Most of the respondents or consumers consume energy drinks moderately which is not delicate to the health of any consumers.
2. Groceries are more preferred by the students to buy energy drink. This is because groceries offer a lesser price for their products than those of the mini stores.
3. Mixing energy drinks and alcohol is done by the students.
4. Energy drink is slightly accepted by most students.
5. Increasing body energy is the well known benefits of energy drink that the students perceived. This is because of the influence of advertisements.
6. Some students have better alternatives for energy drink, which is healthier and less expensive like water, milo and juice.
7. Most students are not aware to the adverse effect of energy drink. Sometimes consumers are mostly looking only on the favorable effects while ignoring its adverse effect, the important is that they are comfortable and satisfied.



Recommendations

1. Energy drink is preferred to consume only when needed because this kind of products has a high content of caffeine that is not good when too much consume.
2. Mixing energy drink and alcohol must not be done because this could fall into possible addiction of the students.
3. To accept or reject a certain product is normal even this is already proven by the trusted units of government like Department of Health (DOH). But customers should know that anything taken in too much is not good for the body.
4. Energy drinks may give some temporary good effect to the consumers but consumers should also be aware of the adverse effect because they may out weigh the beneficial effect in the long run.
5. In buying or consuming of any foods and drinks, consumers should become aware to its desirable and adverse effect before consuming the product to have a healthy body instead of a weak body.



LITERATURE CITED

- ANONYMOUS. 2007. A Brief History of Energy Drinks. Retrieved September 29, 2009 from <http://www.energysip.com/history.html>.
- BAUER, R. 1960. Determinants of perceive health and safety risks. Retrieved December 5, 2009 from <http://www.allbusiness.com>.
- DOWLING, G. R., and R. STAELIN 1994. On-line Shopping Behavior. Retrieved December 5, 2009 from <http://www.cluteinstitute-onlinejournals.com>.
- DANIEL J. S. 2008. What is the safe or recommended amount of caffeine one should take in one day? Retrieved on February 5, 2010 from <http://nutrition.about.com>
- GRIFFITHS, R. 2009. Quality health's Medical Advisory Board. Retrieved September 29, 2009 from <http://www.qualityhealth.com>.
- KOTLER, P. and K. KELLER 2006. Marketing Management 12 edition. Pearson Education Inc., New Jersey. 07458 P. 175.
- KOTLER, P., S. ANG, K. KELLER, and C. TION TAN 2006. Marketing Management. (4 ed). Prentice Hall Pearson Education. South Asia, Jurong Singapore. 629733. Pp. 185-186.
- SCHIFFMAN, L. and L.KANUK 2007. Consumer Behavior.9th edition. Pearson Education, Inc., New Jersey, 07458. Pp. 109-110, Pp. 446, Pp. 527-528.
- SCHIFFMAN, L. and L. KANUK 2001. Consumer Behavior. (7 ed). Prentice Hall, Inc., New Jersey , 07458. Pp. 459-460.
- STEIRNET, B. 2008. Energy drink ingredients, caffeine spark health concerns. Retrieved October 3, 2009 from <http://www.ksatecollegian.com>.
- TAYLOR, L. 1974. Scientific Management. Retrieved December 5, 2009 from <http://www.answers.com /topic/scientific-management>.
- WIKIPEDIA, N.D. 2009. Perception. Retrieved September 30, 2009 from <http://en.wikipedia.org/wiki/perception .com>.
- ZERATSKY, K. 2008. Can energy drinks really boost my energy? Retrieved September 29, 2009 from <http://www.nutition.com>.



APPENNDIX A

Letter to the Respondent

Republic of the Philippines
Benguet State University
DEPARTMENT OF AGRICULTURAL ECONOMICS
AND AGRIBUSINESS MANAGEMENT
La Trinidad, Benguet

December, 2009

Dear Students:

I am a fourth year students of Benguet State University, taking up Bachelor of Science in Agribusiness Enterprise Management. I am conducting a research study entitled “A Survey on the Perception of the College Students in La Trinidad, Benguet on Energy Drink”.

In this regard, may I ask for your participation toward the success of my study by answering the survey questionnaire honestly and accurate base from your perception as a respondent. And I assure that your answers will be respected and will be kept in touch.

Thus, your support will be very much appreciated.

Respectfully yours,

ALONA L. CASIONAN
Researcher

Noted by:

EVANGELINE CUNGIHAN
Adviser



APPENDIX B

Survey Questionnaire
A Survey on the Perception of College Students in
La Trinidad, Benguet on Energy Drink

Name (Optional): _____

Sex: _____

Address: _____

Civil Status: _____

Note: Check the appropriate answers from the following question and please specify what is asked.

2. Ethnic Affiliations/Origin:

- Benguet Tagalog
 Mt.Province Others (Pls.specify) _____
 Ilocos Region

3. Religion Affiliation:

- Anglican Jehovah Witnesses
 roman Catholic Assembly of God
 Iglesia ni Cristo Others (Pls. specify) _____

4. Education Level:

- First Year College Fourth Year College
 Second Year College Vocational
 third year Others (Pls. specify) _____

5. Daily Allowances:

- Less than P25 P75-P100
 P25-P50 More than P 100
 P50- P75

6. How do you consider your general status?

- Sickly Very Healthy
 Not so healthy Others (Pls. specify) _____
 Healthy

7. Do you drink Energy Drink?

- Yes No

If No, proceed to number 18.



15. Have you tried to mix it with alcohol?

Yes

No

If yes, how does it feel or how does it affect you? Pls. specify

16. What factors influence you to drink Energy Drink?

Influence of any family member

Suggestion of friends

Availability of the product in the market

Self interest

Influence by advertisement

Others (Pls. specify) _____

17. How is your acceptability on drinking energy drink? Pls. check and state the reason.

For Consumer of Energy Drink	Level of acceptability	Possible reason
Very much accepted		
Slightly accepted		
Do not accept		
Totally do not accept		

For consumer of energy drinks proceed to number 22.

18. What is your reason of not consuming Energy Drink?

Expensive

High caffeine content

Not aware

No interest at all

Others (Pls. specify)

19. Do you have any alternatives for energy drink?

Yes

No

If yes, please specify.

20. Willingness of non Consumer to drink if they were given a chance

Yes

No

If Yes continue if No end.



21. After drinking energy drink for about 15 to 30 minutes, what did you feel?

- the same
 Active body
 Strong body
 Alertness of the mind
 Good condition
 Others (Pls. specify)

22 What are your sources of knowing its benefits?

- Promotion Shared by friends
 Brochures and Articles Others (Pls. specify)
 Advertisement (TV and Radio)

23. How is your level of awareness on drinking energy drink towards its desirable and adverse effect?

Desirable Effect	Level of awareness
Increase body energy	
Increase mental alertness	
Increase physical performance	
Prevent sleep	
Adverse effect	Level of awareness
Nervousness	
Head ache	
Sleepiness	
Abnormal hearth rhythm	
Increased urination	
Others:	

24. Is there any other benefits of energy Drinks you are aware? Pls. specify:

