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Caffeinated beverage and energy drink consumption pattern in Omani University students

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The rapid economic development in Middle East countries including Oman had witnessed a diversion from traditional to western diet leading towards deleterious health effects. The trend of consuming Caffeinated Beverages (CB) and Energy Drink (ED) among students is increasing rapidly. Knowledge and awareness about healthy diet can help combat against various diseases. Our aim is to study the consumption pattern, knowledge, awareness and negative health impacts of CB and ED in Omani University student. This cross-sectional study included 150 healthy male and female students (18-35 year age) from different departments of A'Sharqiyah University, Oman. A face to face questionnaire, including socio-demographic characteristic, knowledge and awareness about CB and ED, frequency of consumption, reasons for use, basis to buy and its side-effects was used. The frequency of consumption of CB (except Nescafe) and ED was significantly high in males than females ($p < 0.001$). The reasons for consumption of CB were to feel active, minimize headache and feel relax in both genders while for ED were to boost energy, exam, reduce fatigue, socializing with friends and better performance. Female preferred taste to choose the CB and ED products, while caffeine content, quality of the product and popularity were main basis in males respectively. Females were more aware about negative health effects of CB than males (67 vs. 51.1%), while males exhibited more knowledge and awareness about ED than females. High frequency of insomnia was observed in all participants consuming CB, while insomnia and irritability were significantly high in males consuming ED than females.

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