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College Students' Energy Drink Consumption and Sponsor Recall

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College Students Energy Drink
Consumption & Sponsor Recall Abstract

Introduction/Background:

There is no shortage of energy drink companies today. Companies like Red Bull, Monster, Bang, Reign and Celsius annually invest millions of dollars to sponsor a variety of athletes and events across numerous sports. These vast investments raise the question: Which partnerships, sponsorships or activities ultimately lead to making an impact on society and attracting new consumers? It is imperative to dissect the factors that impact consumer decisions to purchase specific products in order to more effectively and efficiently allocate the resources within an organization. This research has the potential to aid companies in unearthing decision making patterns of college students regarding energy drink purchases and how these beverages are utilized. The purpose of this research is to evaluate the caffeine consumption habits of college students with relation to energy drink sponsorship/partnership in sport and to test their recall of energy drink sponsorships in sport.

Method:

The current study adopts a self-administered online survey to collect data. The survey consists of 16 questions, measuring four dimensions of respondents. For the first part, the survey measures college students' energy drinks consumption frequency and motivations. The second part includes asking for their free recall of the AMA Supercross Championship sponsor. The third part measures aided recall of the sponsor. To assess respondents' aided sponsor recall, the researcher provides various images of energy drink brands. Lastly, the survey measures demographic information. The researcher adopted some questions to measure energy drink consumption behaviors (Malinauskas et al., 2007); however, the researcher developed the questions to measure the sponsor recall. The researcher's faculty mentor checked the developed items' validity.

The survey's online platform is SurveyMonkey, and the survey link will be distributed to college students, mainly in Sport Management at Kennesaw State University. The researcher will

ask sport management faculty to distribute the survey link to students. Also, the faculty mentor will recruit survey participants for small course credit. KSU IRB approves the study's data collection (#FY22-370). The data collection is scheduled for the last two weeks of March. Collected data will be analyzed on SPSS. Specifically, the respondents' energy drink consumption patterns and sponsor recall rate will be secured.

Results:

The results will be presented

Discussion and Conclusions:

More Discussion will be presented