

## **THE BUYING PATTERN OF ENERGY DRINK AND ITS USE AMONG THE YOUNG GENERATION OF SAUDI ARABIA**

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**ABSTRACT:** *Energy drink intake has to turn into a favorite exercise around the world, in particular among the younger generation. In Saudi Arabia, there are significant limitations in energy drinks – in abstract, tastes, advertising, the attention of sponsorship, are not permitted," however, it is not limited to the use of social media. The core purpose of this study is to investigate the consumption patterns of energy drinks among young people in Saudi Arabia even after partial restrictions on the promotion of energy drinks. This method of the research was used an exploratory approach in nature with the data collection through survey method (Maxim, 1999) were gathered from the respondents. A self-administered structured questionnaire was developed using survey monkey online services. After getting the responses, the data were edited, tabulated and analyzed using descriptive statistics (Frequency distribution) through the excel sheet and the result was explained accordingly. The result reveals that there is a trend of widespread use of energy drinks among young people, especially students in the age group 23-27 (72.10%). It also indicates that there is a high level of social acceptance of energy drink consumption in the region. The respondents showed a tendency towards buying decisions of it, but between the choice of brands, a certain degree of loyalty was shown. There is a call of some awareness program to increase the knowledge among the youth about the consumption of energy drinks and their effects on health.*

**KEYWORDS:** Energy Drinks, Power Drink, Consumer Behavior, Buying Pattern, Youth, Saudi Arabia,

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### **INTRODUCTION**

Beverage industry and perhaps broader and deeper base in the world in particular among the younger generation. Energy drinks are energy-enhancing products, which aim to increase mental or physical energy and improve alertness. In 1962, a Japanese pharmaceutical company, Taisho, launched Lipovitan D, one of the first energy drinks that still dominate the Japanese market. Lipovitan D contains B, taurine and ginseng vitamins, which are common elements of traditional energy drinks for the consumer with sustainable energy and reduce mental and physical fatigue (Taisho Pharmaceutical Co., Ltd., 2009). It has been confirmed viable energy drinks are to be applied in the beverage market, as shown by the combined consumption of morning, afternoon

and evening, not only for the consumer in general but also for those aged 18-34 in particular (Lal, 2007).

Energy drinks are in the functional beverage category, which also covers sports and food drinks (Datamonitor 2008A). Games juices are designed to be consumed before or during exercise to prevent dehydration, providing carbohydrates and salts usually contain caffeine (Coombes and Hamilton 2000)). Energy drinks part covers a broad range of options, including ready-to-drink (RTD), clips, and in powder form. Globally, energy drinks account for 47.3% of the global market share of functional beverages, while in the United States they represent 62.6% (Datamonitor 2008a, 2008b). The remarkable growth of more than 240% in the US and abroad between 2004 and 2009 was particularly energy drinks((Intel, 2009)). In 2008, sales of the functional beverage industry worldwide reached 26900 million at a CAGR of 8.6% 2004-2008. Energy consumption having made a significant announcement for these drinks is easy and straightforward to easily access grocery supermarkets and supermarkets, which are acceptable and can reach all age groups of the population (Babu et al., 2008). It deserves considering that energy drinks are sold in more than 140 countries, and the other half of the consumers of these drinks consist of children, adolescents and young people (Seifert et al., 2011).

The rise in the expenditure of power drinks, promotion of these products and marketing across all channels of communication, including the Internet, may be intended to encourage adolescents to obtain benefits (Hendrick et al., 2006). It may also be increasingly popular because of sleep pattern. On the other hand, for students to take in the morning before going to school to increase vigilance and concentration (Yeomans et al., 2002; Kapner, 2004). In the marketing of these, energy drinks countries that provide instant energy, reduce fatigue and improve performance (Reissig et al., 2009). This data may encourage consumers to increase their consumption of energy drinks. About 51% of college students in the United States drink energy drinks more than once a month (Malinauskas et al. 2007) and the United Arab Emirates, and 92% of university students consume energy drinks (Jacob et al.).

Sportspersons are initially the main consumers of energy drinks companies. However, because the energy drinks market has grown rapidly and expanded, athletes are no longer the main target. Today, manufacturers of energy drinks are aimed at adolescents and young people (18-34 years) (Heckman et al., 2010). For example, 34% of young people aged 18-24 in the United States are energy drinkers such as attendees (O'Brien et al., 2008; Gallimberti et al., 2013). While athletes are the main goals of the energy market demands have shown that adolescents and young people aged, 16 to 35 became the main target (Babu et al., 2008); Miller, 2008; Bunting et al. 2013). Notwithstanding, up to one in three young people aged among the regular consumption of energy drinks (Goldman 2013). With easy access to energy, drinks between children and adolescents grow and sources of concern, especially in the UK.

"In Saudi Arabia, there are significant limitations in energy drinks – in abstract, tastes, advertising, the attention of sponsorship, are not permitted," however, it is not limited to the use of social media. According to the report of Euro Controller, despite restrictions, the Saudi Arabian market has continued to grow rapidly. "In the last five years, the energy drink market increased by 11% of the value of RCA", it is expected to grow this category is complex value terms of 9% of CAGR

during 2015-2020. The growth of this will fall lowest due to the prohibition of distribution in the years in the area next five years. ([www.foodnavigator.com](http://www.foodnavigator.com))

In addition to a partial prohibition of energy drink products in Saudi Arabia warns of "Significant Losses" In Industry because of new rules that have been prevented in selling energy drinks at sports clubs, government, health and educational institutes. This rule came after studying a partial prohibition from government side on the "negative effects of energy drinks" on health, a category that includes the main brands like Red Bull, Monster, Horse, and Bourne. Experts say that restrictions will have a significant impact on the lucrative Saudi Arabian market, which has one of the top ten ranks of energy drinks market in the World (Al Arabiya News). The consumer is the heart and king of any marketing effort in the modern marketing world. The consumer behavior is a process that allows the organization to understand how consumers choose, buy or sell goods, services, ideas or ideas that suit the needs and wishes to them (Kotler & Keller 2009). The organization should follow a detailed investigation into the fundamental processes of consumer behavior (perception, learning, attitudes, and motivation) to make appropriate marketing decisions. It also helps to understand the consumer behavior and the place to learn about effective techniques and strategies for sellers to achieve a significant competitive advantage in the market. In the modern and competitive world, people must make mental and physical rigor to survive successfully.

According to (Flynn, 1995), age is a vital demographic factor that affects decision-making on the process of purchasing, and it is easy to measure and use many social science theories. People of different ages have different needs, desires, and purchase of various goods and services throughout their lives (Flynn, 1995). Engel et al., 2008 indicated that consumer-purchasing behavior is directly related to the consumption of products and services resulting from the decision-making process before and after it. According to East et al. 2008; it is imperative to know the buying behavior of the consumer, and it has been the most common purchasing element of rational decision-making. Therefore, the main objective of this study is to investigate the patterns of consumption of energy drinks among young people and the use pattern, preferences and reasons for use after partial restrictions on the promotion of energy drinks in Saudi Arabia.

## **LITERATURE REVIEW**

Energy drinks (ED) carbonated beverages, which usually contain large amounts/concentrations of caffeine (Babu et al., 2008; Reissig et al., 2009; Roussos et al., 2009). Several studies have agreed that the effects of these drinks provide greater stamina, maintain vigilance and mood, improve reaction time, concentration, memory, cognitive performance and drive drowsiness reduction during long periods of conduction. These effects may be related, firstly, to the presence of caffeine or synergies with other ingredients such as taurine and glucuronolactone (Heckman et al., 2010; Ballisteri et al., 2010; Van et al., 2008; Alford et al., 2011 and Mets et al., 2011). According to the American College of Health Association, 71% of university students surveyed reported the lack of sleep and were not comfortable for at least five days of the past seven weeks (Mets et al., 2011). Lack of sleep to choose cognitive tasks, at least, it is hard for college students with sleep difficulties to get the highest repetition of stress (Mets et al., 2011; Bigard, 2010). There are also many studies examined the relationship between energy drink consumption and behavioral problems. The

results of a recent survey concluded that increased consumption of energy drinks was linked with an increase in risk captivating behavior (Miller 2008).

Marketing of these drinks have positive effects always; marketer does not take into account the adverse consequences. May be important, especially intake of excessive amounts of caffeine, which can lead to psychosis or mania (Rottlaender et al., 2015) hyperactivity, aggressive and uncontrolled pulse, arrhythmia, acute coronary syndrome, and even sudden death ( Bigard, 2010; and Lloret, J., 2011). Although, some studies had considered the physiological effects of energy drinks with active ingredients such as caffeine, taurine, glucuronolactone. Also, its implications in the long-term are not well known (Reissig et al. 2009; Pennay and Lubman, 2012; Van et al., 2008; Alford et al., 2011). However, scientific literature indicates the incidence of adverse effects and deaths associated with excessive consumption of these drinks (Gunja and Brownm 2012; Iyaduraj and Chung 2007, Rottlaender et al., 2015; Schoffi et al., 2011; Avci et al., 2013 and Rotstein et al.,2013). Many countries and regions have developed guidelines to regulate, distribution, and sale of energy containing significant amounts of beverages product containing caffeine (Thomson and Schiess, 2011; and Breda et al., 2014). Consumption of energy drinks is a specific problem. In current years, there has been an improvement in the use of power drink in teenagers and youngsters in developed countries (Pomeranz et al., 2013; Alsunni, 2011). Moreover, therefore the adversarial impacts and consequences of these age groups are matters. In addition to large amounts of energy drinks contain steroids, especially caffeine, causing both physiological and behavioral changes that particularly affect the heart and blood vessels systems (Marczinski and Fillmore 2014; Bašková et al., 2016; Jessica et al., 2017 ). Furthermore, In another study, it was also revealed the impact of energy drink use with other unhealthy habits such as alcohol, drug abuse, smoking. Moreover, the risk of sexual violence in adolescents and young people (Azagba et al., 2014, Larson et al., 2015). In 2014, after finding the adverse effects of energy drinks through various studies, the government banned on advertising of health drink such as Red Bull required to implement health warnings on the product labeled. Producers are also outlawed from sponsoring any social or cultural event. In the context of trade exhibitions, and a ban on energy drinks in restaurants, cafes, schools, health centers and public and private sports. However, consumers continue to consume these products despite health warnings on these products ([www.euromonitor.com](http://www.euromonitor.com), 2015).

In one study indicated that the Red Bull Energy Drink is a "functional drink" designed to enhance physical and mental performance and "fit for consumption during the sport while driving and recreational activities" (Van 2008).). While Monster Energy provides a huge "massive double injection of huge energy drink from our killer energy brew, it provides the usual buzz twice of an energy drink" (Heckman et al., 2010). Energy drinks are soft drinks, marketing in raising energy levels and alert or encouraging interest (Torpy & Livingston, 2012). Since the Red Bull began in Austria in 1987, the global market for energy drinks has grown steadily, but continues to expand (Reissig et al., 2009; Burrows et al., 2013). It is expected that the market absorbs energy and sports drinks will reach 1.8 billion pounds in 2016, an increase of 95% compared with 2008-estimated (Mintal, 2011). Besides, the volume of energy drinks consumed is expected to exceed 6400 million liters in the same year as mentioned by Canadean, 2012.

This beverage market introduced in Europe, Asia, and dietary supplements for energy developers in the 60s has expanded its use to become one of the most dynamic and fastest growing sectors of the beverage industry (Heckman et al., 2010; and Zenith International, 2012). In the US, the energy drink industry has shown that this upward trend until 2018 is expected to continue steady annual growth in 2008-2013 (Institute of Food Technologists (IFT) 2014). There are hundreds of different brands in the market with attractive packaging designs and colors. That are readily available in supermarkets, and other stores without any restrictions of any kind (Jasák, and Szente, 2012). One of the marketing strategies is to introduce artistic names, highlighting their benefits and motivating the characteristics of [Zenith International, 2012; and Research and Markets 2014). Prakash, 2011 study indicated that most respondents are satisfied with all other factors, except for the price, quality, taste, and flavor. The study suggests that it is not an inevitable part of the manufacturers to offer drinks at the most competitive prices needed, but at the same time, must see that the quality does not deteriorate nor standards.

According to the studied energy drinks market for young people, marketing efforts is especially attractive to college students (Ballistreri and Corradi, 2008). Although, players were initially the main consumers of energy drinks. However, with the growing market of energy drinks and the expansion of many niche markets, athletes are not the main target. Today, most energy drinks that are directed to teens and young adults aged 18-34 because of the lifestyle of this generation to trigger publicity for these products (Lal 2007). The attraction of energy drinks is clearly, shown between the new generations is 34% of the elderly Aged 18 to 24 regular energy users (O'Brien et al., 2008; Mintel, 2011)). The further study also supports that often marketing of energy drinks targeting young people (Harris and Munsell, 2015, Pomeranz et al., 2013) and youth aged 18-34 are the main target group. However, there is concern about the potential risks of consumption of adverse effects of energy on the health of consumers, especially young people, due to the high frequency of caffeine, sugar and other ingredients (Harris and Munsell, 2015, Pomeranz et al., 2013, Reissig et al., 2009). On the other hand, it was said that about 30% of students who use energy drinks, more than 40% reported daily use of regular soft drinks and about 20% reported daily use of soda diet. Special links between energy drinks and substance usage are much stronger than those who differ from regular soda or food and material use. The study found that energy drinks of adolescents showed energy and a larger amount of energy drinks increased the risk of health it is worth mentioning that this study does not prove a causal relationship between behaviors (Yvonne et al., 2014).

According to the study in Saudi Arabian consumer, most students did not recommend (86.2%) consumption of energy drinks; however, 52.2% of them drink it. It was suggested that the health education program educates students on the composition of energy drinks and their health effects. The legislation is needed to ensure that the exact ingredients of these beverages are printed on posters and that adolescents regulate the use of these beverages (Alugmany et al. 2011). Besides one study in the region revealed that there was a high prevalence of energy drinks among students in Saudi Arabia who participated in the study, most of these students do not have accurate information about the ingredients of the product information or potential adverse health effects. This study also supports the above mention research that there is a need to develop stronger labels on energy drinks so that consumers can know the exact amount of each item. Furthermore, there is also a need for prospective studies to determine whether formal educational training can affect

the understanding of food drinks and energy adverse side effects of these beverages and among college students (Aljaloud, 2015).

As revealed by the researcher that Saudi Arabia was one of the top ten countries to consume energy drinks. Among the limited studies, the study of girls in high school in the western region showed that 52.2% of women tried to consume energy drinks (Alugmany et al., 2013). In a study found that about 46% respondents were drinking energy drinks, while 54% of them never drink energy drinks in Saudi Arabia. Among those who drink energy drinks, 37% of them started with it in primary school, 64% of them drink energy daily, and 44% were taken two or more per day. Behind not eating energy drinks are reasons to believe they are unhealthy beverages (about two-thirds are not the user of energy drink). Also, another study suggests people start drinking energy drinks in about 16 years and found that men consume more energy drinks than women in Gulf region too. The results of this review suggested several recommendations for policy formulation, implementation, education and public research that could help official has to decision-making and to achieve the goal of using safe to the energy drinks. (Layla et al. (2016). Moreover, a study revealed that every year, new energy drinks are available in Saudi Arabia. These energy drinks are very popular among university students (Aljaloud (2014)). With a global approach to the energy drinks market of about \$ 15 billion, the overall consumption of energy drinks has increased accordingly, especially among university students. High consumption rates in this population are mainly due to increased concentration on carbonated soft drinks (Kim et al., 2015). Favorite power beverages such as Red Bull, Power Horse, Bison, Red Code, Boom Boom and Blue Horse. Also, the analysis revealed in this study that students used different energy drinks for several purposes in Saudi Arabia (Aljaloud, 2013). However, many of them did not familiarize from where to gather reliable information about harmful effects of it.

### **Research Gap:**

From the above literature, it can be denoted that although there is much research on the power drink in global level as well as regional, however, most of them are in the area of health-related and policy making but very few of them has been examined on consumption patterns of users in Saudi Arabia. Therefore, this research aims to understand the pattern of energy drink use among the young people in Saudi Arabia and the direction associated with buying habits of them.

### **RESEARCH METHODOLOGY**

The future of marketing organization depends on the foundation of the consumer preference. The aim of marketing is too graceful and satisfy target customer has needs and wants perceptions, preferences, and shopping and buying behavior. For the study of consumers' consuming patterns and preferences on energy drinks, the selected brands (such as Bison, Boom, Shark, Bugzy, and XL energy drink brand of energy drinks) available in the market were taken into consideration. The aim of this investigation is to identify consumer response for the energy drink products amongst the young generation of Jeddah City, Kingdome of Saudi Arabia (under the age of 35 year's old user). This paper will perform research using a quantitative approach, with the survey as a data collection method (Maxim, 1999). The primary and secondary data were utilized for the study. With the popularity of the Internet, online surveys have been adopted to collect data in social sciences for years (Wimmer & Dominick, 2006). The survey data were gathered from the

respondents through structured questionnaire that was developed using survey monkey online services. The link to this survey was distributed electronically using WhatsApp and other social media services to the 125 respondents of selected old group among the residents of the city during the month of July to August 2016. For the analysis, only 104 respondents' responses (Yusuf N. et al., 2016) were examined and remaining of it were rejected due to some errors were found in the replies that were not appropriate for the study. Secondary data were gathered from various books, journals, and websites for the purpose. After getting the responses, the data were edited, tabulated and analyzed using descriptive statistics (Frequency distribution) through the excel sheet and the result was explained accordingly.

### **Objectives of the Study:**

The primary aims of the research are to determine the consumption patterns of consumer and their likability among the selected available brands of energy drink in the region. Mainly the study aims at the following:

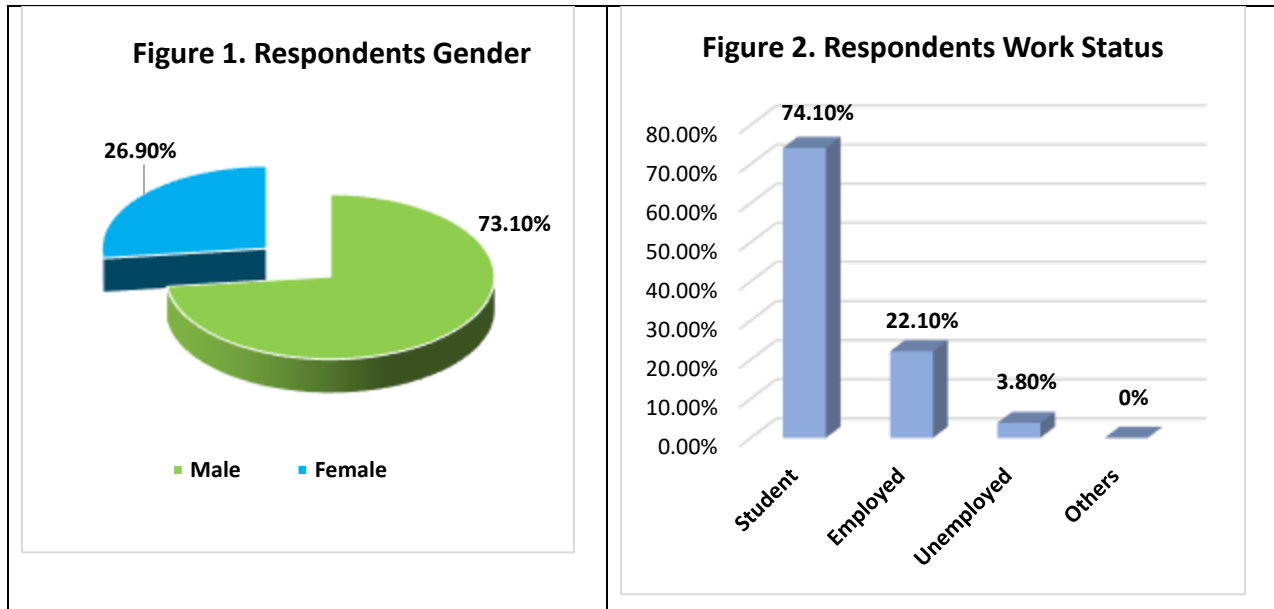
- To explore the most important factor influence consumers to buy the energy drink.
- To know the consumption pattern in quantity (Cans) of energy drink usually customer drinks in a week.
- To discover the highly favorable energy drink brand in the area.
- To assess the most available brand of energy drink in the area.
- To determine the brand of energy drink that producing good taste.
- To evaluate the energy drink product that having a high brand image in the region.

### **Limitations of the Study**

Although real effort has been made to put up for the study, however, the following factors have been unavoidable absent because of their critical limiting factors for this study:

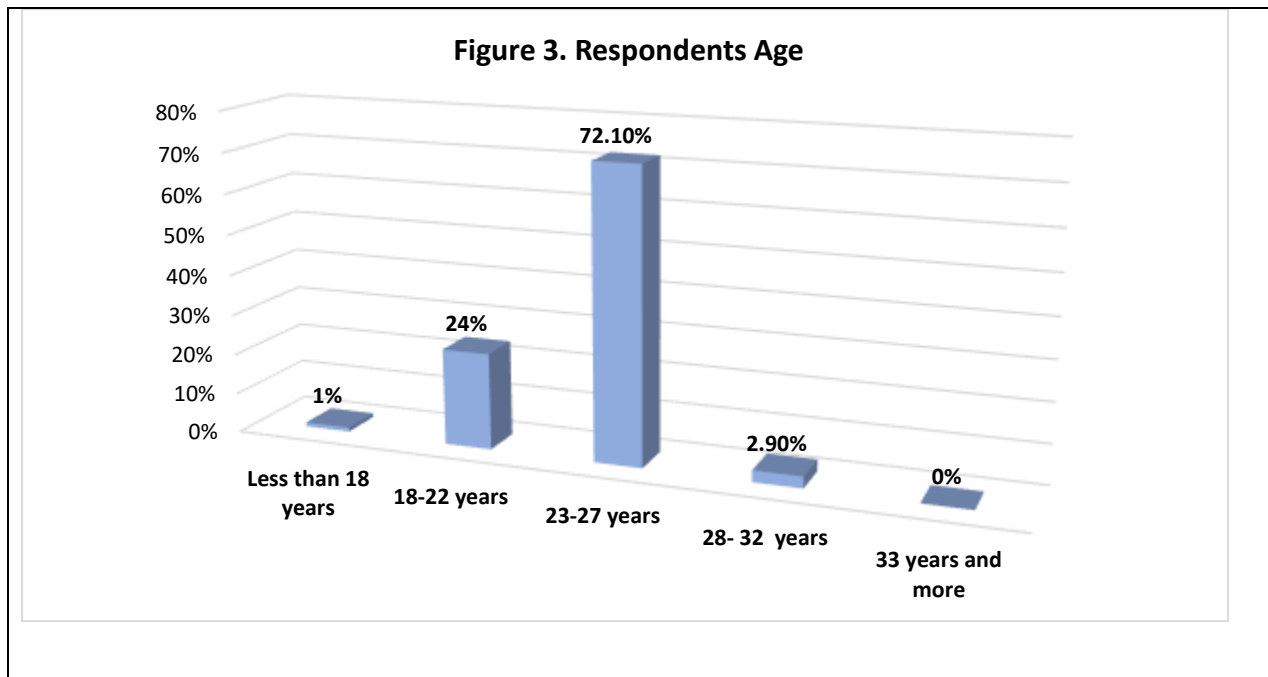
- The study is limited to the Jeddah city only.
- Another limitation of the research is related to the small number of participants, as this may prevent generalizability of research findings.
- The results of the study cannot be universal due to geodemographic differences.
- Even though many numbers of energy drink brands are available in the market, but merely a few of them were measured for the study.

## RESULT FINDINGS

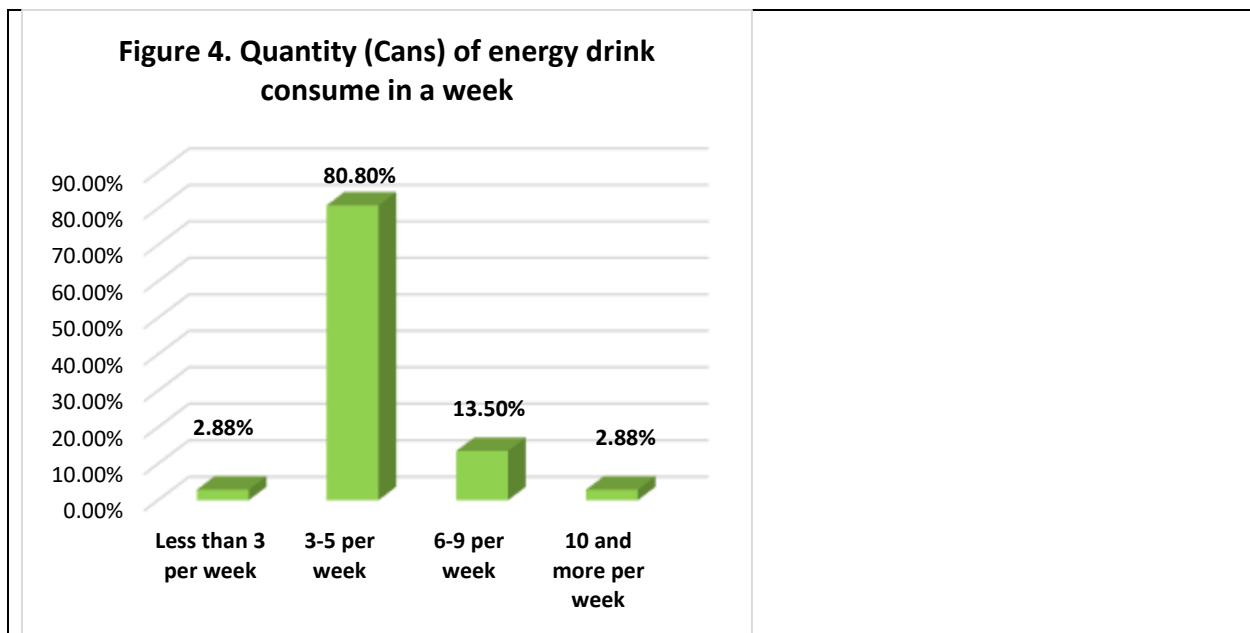


The respondents were classified here on the basis demographic factors such as gender, age, and their work status. From the above figure 1 & 2, it can be seen that 73.10% (76 respondents of the sample) were male and 26.90% (28 respondents) female representing the sample size. The majority of respondents were students followed by employed and unemployed respectively 74.10%, 22.10% and 3.80% of the total sample size.



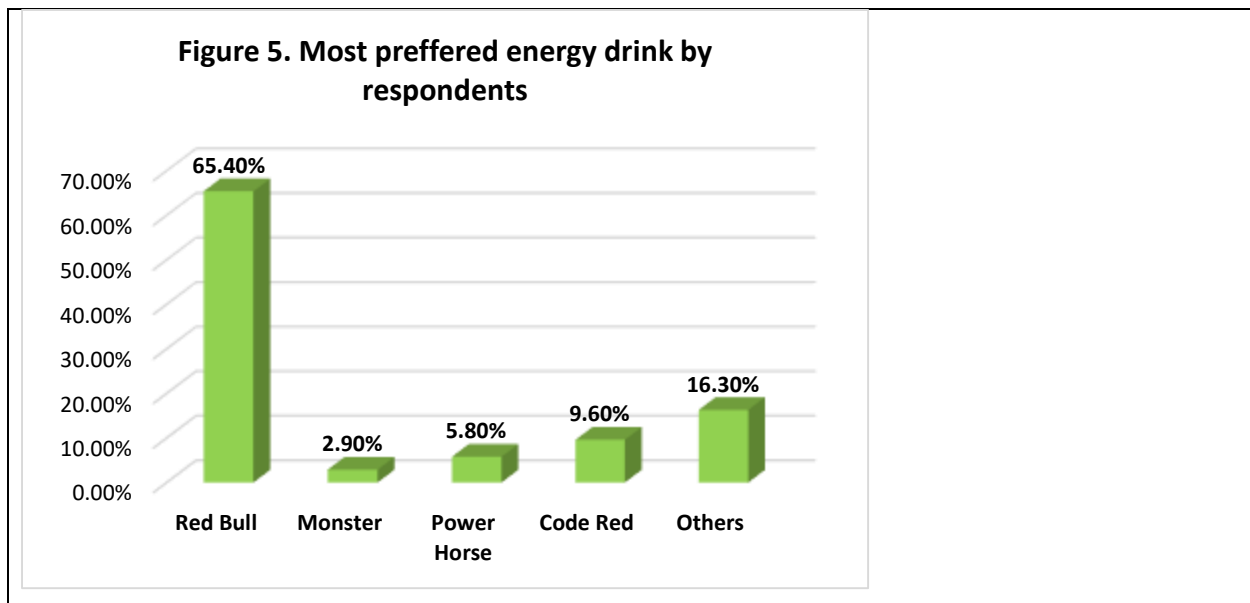


The above figure 3 asserting the age range of 23 to 27 years (75 of Respondents) are in the highest majority of the interviewees. After that 18 to 22 years of age range (25 of those interviewed), 28-32 years of range (3 respondents) and less than 18 years were only one respondent belongs to the total sample size were considered to study.

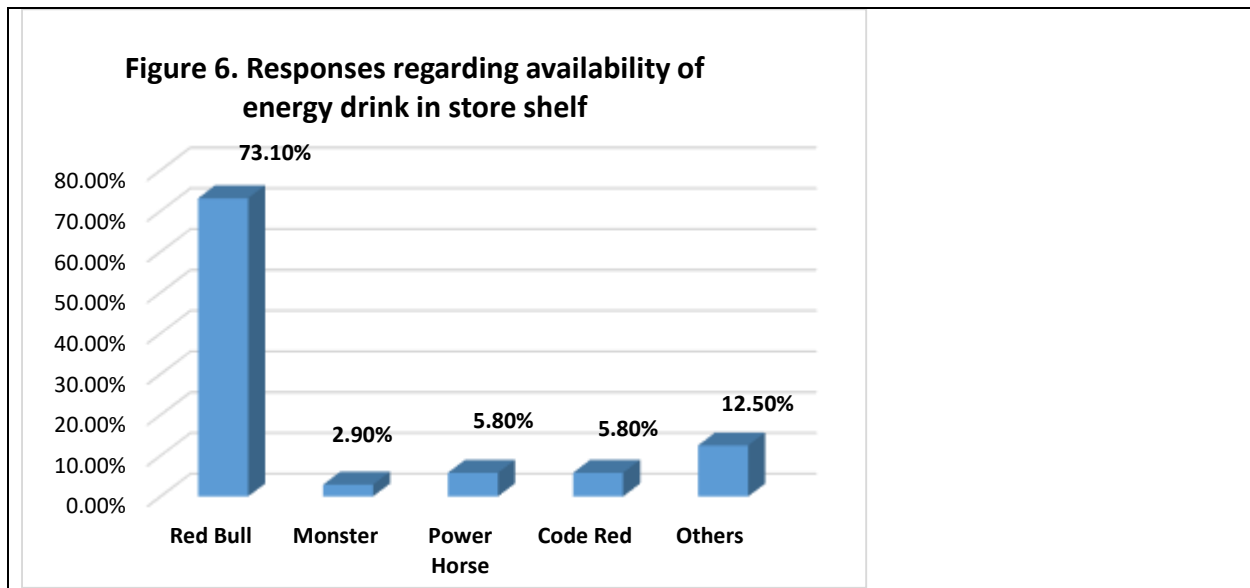


Results on the activities of consuming energy drinks varied among the respondents. The majority (80.80%) of them stated they are consuming the energy drink between three to five cans quantity

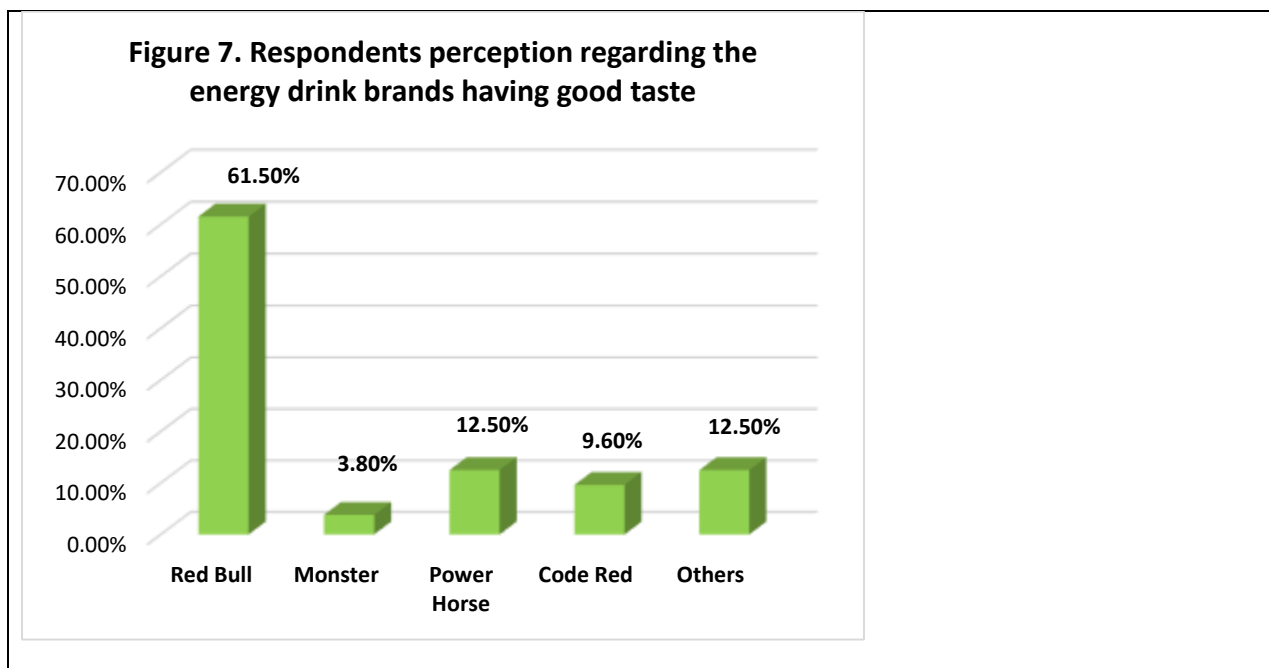
in a week followed by the consumption rate between six to nine cans per week (13.50% of consumers). Moreover, consumption of an energy drink less than 3 and 10 or more cans per week were (2.88% each) both were representing in the same manners. The respondent's differences were due to the differences occurring between regular users who consume energy drinks on a daily basis and occasional users who might use 1–2 or 2–3 cans per week. This finding also supports the conclusion by (Alsunni et al., 2011; O'Brien et al., 2008; Mintel, 2011). However, these results call for raising awareness among the youth on the safe consumption of energy drink units/ cans per week and its consequences of excessive consumption of energy drinks on the health of consumer in the area.

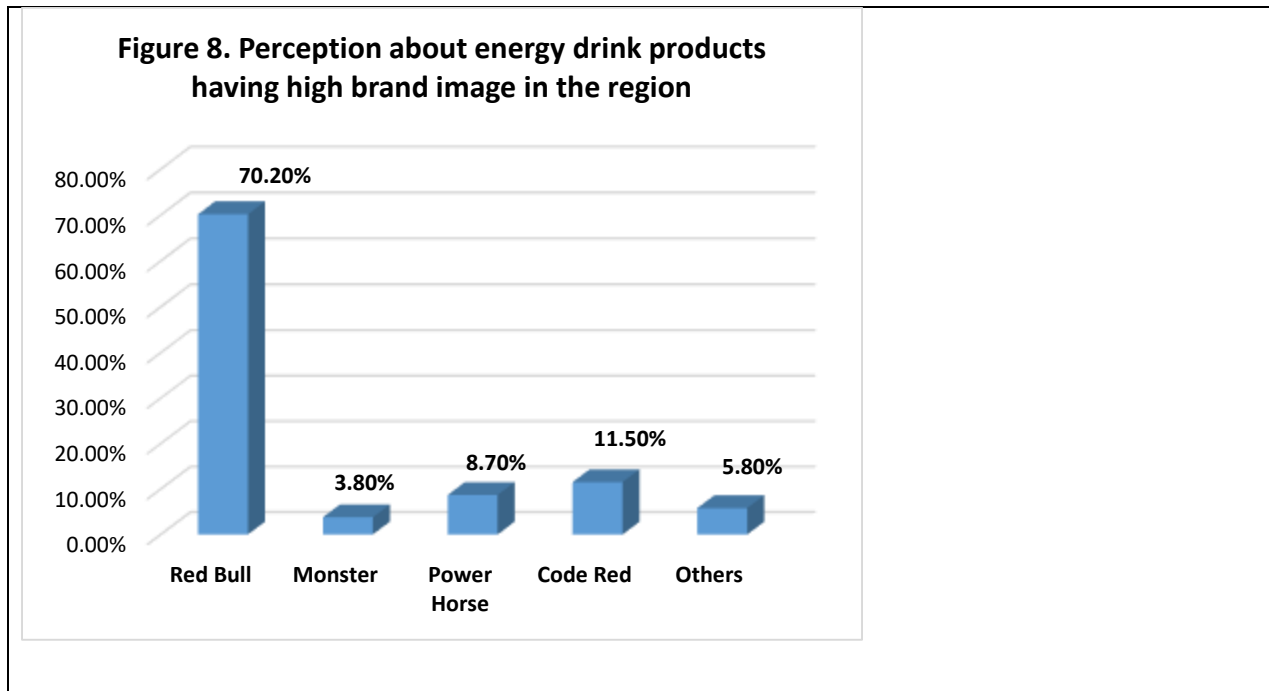


From the figure 5. it can be revealed that the highest majority of respondents (65.40%) preferred Red Bull energy drink among the other brands available in the market. Followed by other brands 16.30% (such as Bison, Boom, Shark, Bugzy, and XL energy drink brand), Code Red 9.60%, Power Horse 5.80% and Monster 2.90% respectively. It shows that Red Bull marketing strategy is having very high impact on consumers mind. Also, they are strategic to sell their product and to give more value to the product in the consumer's mind. As discussed in the literature since 2014 in Saudi Arabia there is a partial ban on the promotion of energy drink although having this situation Red Bull having a strong age in the market. The other sellers of the same field should learn the strategy through using competitive intelligence study to be a good marketer and to gain the value from consumers.



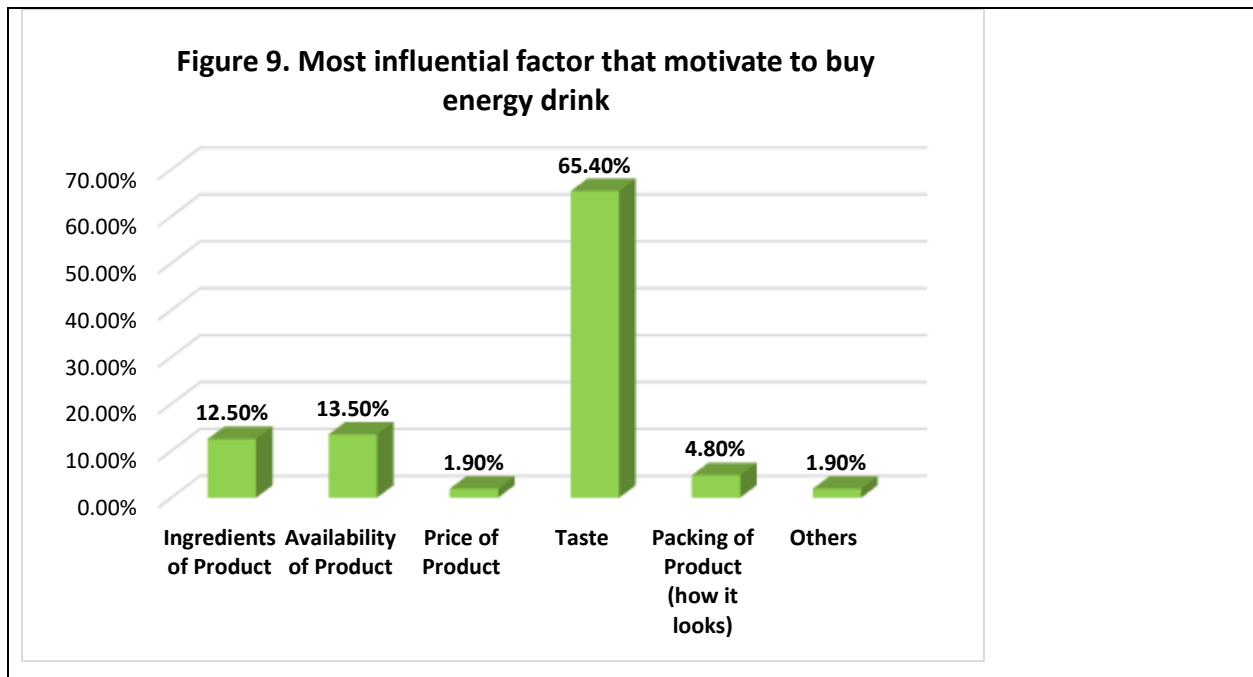
The majority of the respondents (73.10%) are reported that Red Bull energy drink stock was always available on the store shelf whenever it required. Others category (such as Bison, Boom, Shark, Bugzy, and XL energy drink brand) 12.50%, Power Horse & Code Red (5.80% each), and Monster (2.90%) availability were found on the stock shelf as perceived by the consumers. It indicates that the Red Bull distribution strategy is unyielding as compare to the followers of the marketer who are targeting the same segment of consumer. Among the given brands Monster availability in store shelf was reported penniless following Power Horse and Code Red that means these company should look to correct the distribution problems of their products in the region (As shown in Figure 6).





The question was asked to know the perception regarding the brand of energy drink that having the right taste. The majority (61.50% ) of respondents (64 of sample size) reported that as per the taste of the energy drink Red Bull has the excellent taste. Followed by the others category of the product (such as Bison, Boom, Shark, Bugzy, and XL energy drink brand) & Power Horse (12.50% each), Code Red (9.60%) and Monster (3.80%) respectively (See the Figure 7).

The highest majority of the respondents (70.20%) have selected the “Red Bull” for having the great brand image among the given energy drink options. Followed by Code Red (11.50%), Power Horse (8.70%), Others brand (such as Bison, Boom, Shark, Bugzy, and XL energy drink brand,5.80%) and Monster (3.80%) respectively in the consumer's eyes. It shows that again Red Bull having the great value and their brand images in the market. This picture will give the company to gain more benefit and to establish other related product in the market. The Red Bull should try to maintain this picture, and it is advisable to the marketers of this field that they try to improve their image in consumers mind through utilizing better marketing strategies to be a good marketer in this area (See the Figure 8).



The result indicates that most influential factors to buy the energy drink product of selected brand were a taste of the product (65.40%), availability of the product (13.50%). Moreover, ingredients of the product (12.50%), packing of the product (4.80%) and price of the product & Other factors (1.90% each) were in this order. This result gives the direction to the marketers of this field to be a good and leader of the market. They should consider the taste of the product as a high critical factor to attract and sale of energy drink to the consumers then the availability of the product, its ingredients and packing shall also be considered an important factor to lure the customer to buy their product. Adoption of this advice will be a great chance to gain more market share and good impact of their marketing strategy to the targeted consumers (See the figure 9).

## DISCUSSION AND CONCLUSION

All people, young and old, like health drinks. They use healthy beverages, refreshments to relax, and energy. Health drinks have become an integral part of their lives. It is necessary and must ensure that these efforts are combined among different stakeholders. The conclusions of the research direct to an assortment of policy guidance, enforcement, general learning and study that can help formulate strategies and arrange to achieve the goal of the safe use of energy drinks.

The survey result suggests that taking energy drinks; there is a trend and widespread use of energy drinks among young people, especially students in the age group 23-27 (72.10%), 22 years 24%, indicating that 96% of young people are very likely to drink this in Saudi Arabia. In this sense, the drive to stimulate consumption with age should be a cause for concern. This figure is alarming because this high demand by the consumer is after a partial ban on advertising and selling some places as mentioned in the country. This result also supports the previous study (Harris and Munsell, 2015, Pomeranz et al., 2013).

The results of the survey and the trends of participants indicate a high level of social acceptance of energy drink consumption about 94% of young people drank this 3-9 packs per week and was 80% among them within 3-5 packs consumed per week. This result suggests that consumers now have a more severe dose than previous study (Alsunni et al., O'Brien et al., 2008; Mintel, 2011). The of positive attitudes of consumers regarding the energy drink, in particular, this may be because besides being widely marketed and adverse effects did not occur immediately but became apparent only after an extended period. According to the marked, increase in consumption the largest attractiveness in groups of young people. In this context, consumption should be considered as a crucial cycle, and this situation requires proper attention because of the potential effects of the negative impact of energy drinks on health (Rottlaender, 2015; Azagba et al., 2014, Larson et al., 2015).

On the other hand, there is now a partial ban on advertising, sales of energy drinks and some public and indoor places. It is prohibited now to sell energy drinks in restaurants and cafeterias in government facilities. As well as Education places, health services institutes, sports and public and private clubs. Although alternative advertising, such as social networks, focuses primarily on youth campaigns, this may cause the widespread use of energy drinks among them. Moreover, the seller only with this health warning about the use of rare labels once reported in details about the potential health effects, which led to a conscience risk of inadequacy among the general public (Mets et al., 2011). It can contribute the awareness of adverse health effects of energy drink and provide advice and discussions with schools and universities, in collaboration with government agencies and non-governmental organizations. Also, discussion of the proposed legislation to regulate some of the components (especially caffeine), and the detail description of packaging, distribution, and sale of energy drinks should be started (Pomeranz et al., 2013).

In this study, the Red Bull is the most favorite among the energy drink consumers, and the product available in the store in Saudi Arabia. Red Bull list is at the top to maintain its product available for the consumers. Red Bull acceptance rate is very high as the delicious and tasty energy drink product among the consumer. This brand also has the highest brand image among young consumers as compare to other brands in the market serving in the same field. The most influential factor in the purchase of this product is the taste of the product in this study, so it is a clear image of the brand and this is among the best for all the marketing of energy drinks in the region. As for manufacturers, they should be aware that consumers are the focal point in any commercial project. Here is the need to know that the consumer is one of the main determinants or decisive force in the market. Therefore, the marketer should understand about what consumers are very sensitive to the reaction expect from it exactly. There is advice on the urgent need for manufacturers to offer healthy energy drinks at competitive prices, but also has to see that quality or level is not deteriorated and should not affect the health of innocent consumers.

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