

## Analyzing Energy Drink Preferences Among College Students In Selected Districts Of Haryana

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### Abstract

The consumption of energy drinks has become a growing trend among Indian youth, especially college students seeking instant energy and alertness. Haryana, with its mix of urban centers like Gurugram and semi-urban areas like Rohtak, provides an ideal setting to study these patterns. This study focuses on 400 college students from both districts to understand their motivations, attitudes, and behaviors toward energy drinks. Using a structured questionnaire, the research applied segment marketing based on demographic, psychographic, and behavioral factors. Cluster analysis identified distinct consumer groups, revealing that price, peer influence, and lifestyle aspirations significantly affect choices. Gurugram students favored premium international brands like Red Bull and Monster, while Rohtak students preferred affordable options like Sting. Overall, awareness of health risks was low, suggesting strong marketing influence. The findings highlight the need for region-specific marketing strategies and awareness programs promoting responsible consumption. The study contributes to segment marketing research and supports the development of culturally sensitive and health-conscious marketing practices.

**Keywords:** Energy Drinks, College Students, Consumer Preferences, Segment Marketing, Haryana, Gurugram, Rohtak, Consumption Patterns, Health Awareness, Marketing Mix

### 1.0 Introduction

Energy drinks have become one of the fastest-growing divisions in the beverage market, especially among young adults and college students. Their popularity is driven by busy academic schedules, competitive environments, lifestyle changes, and the increasing desire for instant energy boosts. In India, during the past decade, more people have consumed energy drinks, and Haryana is no exception. College students often consume energy drinks to enhance concentration and enable them to study longer, for athletic performance, or due to social trends of consumption.

However, these drinks also raise a number of serious health concerns when consumed excessively. High levels of caffeine, sugars added, artificial stimulants, and unregulated consumption patterns have been linked to insomnia, anxiety, increased heart rate, and metabolic issues in the long term. Despite these facts, energy drinks are glamorized through marketing directed toward the youth, sports culture, and social media influence.

The present study has been designed to assess the consumption pattern, brand preference, motivating factors, frequency of intake, and awareness about health implications among college-going students in selected districts of Haryana. Identification of these consumption patterns could be of great help to policymakers, educational institutions, and health professionals in devising awareness campaigns and regulatory frameworks. The socio-

demographic factors influencing energy drink consumption are analyzed in the present study through a descriptive and analytical approach.

The findings will contribute to ascertaining the behavioural trends of college youth and will help analyze whether consumption is necessitated by need, habit, influence of peer groups, exposure to marketing, or pressure of lifestyle.

### **1.1 Background of the Study**

In India, energy drinks came into the market in the early 2000s and popularized this stimulant-based drink with brands such as Red Bull, Monster, Sting, and Cloud 9. Aggressive branding and the marketing of these drinks targeted especially at youth have turned them into symbols of performance, stamina, and modern lifestyles over time. In the last couple of years, fast academic competition, rapid urbanization, expanding gym culture, and increasing stress levels among students have ensured increasing consumption of energy drinks in Haryana.

College students are considered a vulnerable population because of academic pressure, irregular lifestyles, and lack of awareness about the long-term health consequences of certain food items. Energy drinks are also consumed by many students during examinations, sports events, night-outs, or online gaming sessions. Social acceptance and peer pressure have driven consumption patterns. Many studies suggest that students perceive energy drinks as health drinks or sports beverages and underestimate their caffeine and sugar contents.

Being an educational hub with major institutions in districts like Gurugram, Hisar, Rohtak, Sonipat, and Panipat, Haryana provides a relevant demographic for understanding consumption patterns. However, despite the growing popularity of energy drinks, systematic studies focusing on the student population of Haryana remain scanty.

This study seeks to bridge this gap in research by analyzing the preference and awareness level of energy drinks, perceived benefits, and associated health effects among college students.

### **1.2 Scope of the Study**

- Covers selected districts of Haryana, such as Gurugram, Rohtak, Hisar, Sonipat, and Panipat.
- Focuses only on college students aged 18–25 years.
- Shows consumption frequency, brand preference, motivating factors, awareness levels, and health perceptions.
- Offers useful insights to educational institutions and health policymakers.

### **1.3 Limitations of the study**

- Sample limited to selected districts; findings cannot be generalized to the whole of Haryana.
- Self-reported data may involve bias or incorrect recall.
- Study encompasses college students only, not school students or working youth.
- Cultural and socioeconomic factors may cause variability in consumption across districts.

## **2.0 Reviews Of Literature**

- 1. Ali Husna et al. (2025)** conducted a KAP study on energy drink use among college students in Mangaluru and its link to mental health. About 20% consumed energy drinks daily, averaging 450 mg of caffeine—above the safe limit. Regular consumers were 2.8 times more likely to report anxiety and 2.3 times more likely to have sleep issues. This indicates stress-driven consumption. From a marketing view, such students can be targeted with wellness-focused campaigns and low-caffeine or sugar-free variants. Similar patterns may occur in Haryana during exam seasons.
- 2. Hossain et al. (2025)** found that Delhi medical students had high brand awareness of energy drinks (mainly Red Bull, Sting, and Monster) but little knowledge about caffeine content or health effects, often mistaking them for soft drinks. This “uninformed loyalist” segment requires careful marketing—combining brand engagement with educational campaigns to correct myths and promote responsible use. Similar strategies could work in Haryana’s college markets.
- 3. S. Sindhu et al. (2024)** found that undergraduate students mainly consumed energy drinks for taste and mood enhancement, followed by stress relief during exams. Most drank one can weekly and reported side effects like insomnia, rapid heartbeat, and acidity. The study identified two segments: “mood refreshers,” who drink casually, and “performance boosters,” who drink for focus and stamina. Marketers can target these groups with flavor-focused or performance-based messages, especially among Haryana’s hostel and coaching students.
- 4. Siri Kaldenbach et al. (2024)** studied the motivations and effects of energy drink consumption among undergraduate students. They found that taste and mood enhancement were the main reasons, followed by stress relief during exams. Most students consumed one can per week and reported side effects like insomnia, rapid heartbeat, and acidity. The study identified two segments: “mood refreshers,” who drink casually, and “performance boosters,” who drink for focus and stamina. For marketers, this segmentation suggests tailored strategies—flavor and enjoyment for the first group, and focus or energy claims for the second—especially relevant for Haryana’s hostel and coaching students.
- 5. Kaldenbach et al. (2024)** used advanced statistical models and gender-based analysis to study energy drink consumption patterns. They found that frequent consumption was strongly linked to poor sleep and higher insomnia rates, especially among men. This gender-specific insight helps guide targeted communication—“sleep balance” and moderation messages for male heavy users, and “energy safety and empowerment” campaigns for female students, particularly relevant in Haryana’s college settings.
- 6. Sindhu et al. (2024)** found that frequent energy drink users often engaged in risky behaviors such as alcohol use, smoking, and late-night partying. Many reported mixing energy drinks with alcohol, increasing risks of dehydration and heart issues. This highlights a “party mixer” segment, particularly in urban areas like Gurugram and Faridabad. Marketers should approach this group responsibly, promoting safe consumption and discouraging alcohol mixing in compliance with regulations.
- 7. Kelly et al. (2023)** found that regular energy drink consumption among young people in England was linked to poor sleep, unhealthy eating, and lower academic performance.

These findings have influenced policy debates on age-based sales limits. For Haryana, marketers should promote responsible use—focusing on moderation, transparency, and health awareness, especially among first-year college students.

## 2.1 Research Gap

1. International research strongly shows that psychosocial and lifestyle factors influence energy drink consumption.
2. Indian studies largely focus on major metropolitan cities, with limited attention to semi-urban or smaller districts.
3. This gap highlights the need to study diverse regions, prompting the current research to compare Gurugram (urban) and Rohtak (semi-urban).
4. Such comparison helps understand how cultural, educational, and income differences shape students' energy drink choices, offering valuable insights for marketers and policymakers.

## 2.2 Objectives Of The Research

1. To study the preferences of college students in Haryana toward energy drinks.
2. To suggest marketing strategies for energy drinks in Haryana.

## 3.0 Research Methodology

### 3.1 Research Design

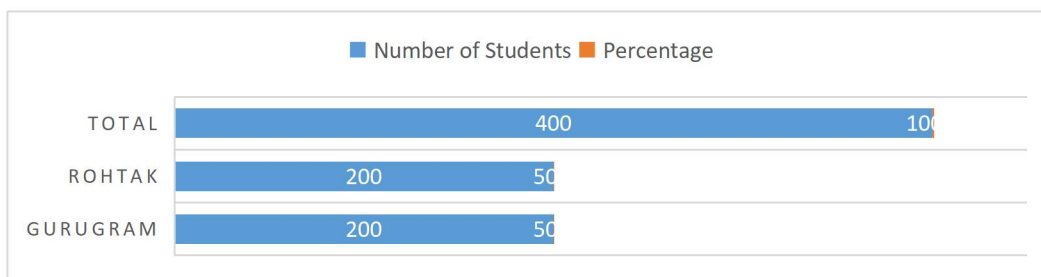
The study employs a descriptive and analytical research framework. The descriptive part's goal is to give a clear picture of how college students drink energy drinks, including their favorite brands, how often they drink them, and the main things that affect their choices. The analytical part looks at how peer pressure, lifestyle goals, and brand loyalty are related to each other. This helps to explain why some people act the way they do when they buy things. The study employs a combination of methodologies to discern trends and investigate their underlying causes.

### 3.2 Sample Size

A total of 400 college students were surveyed, with 200 students from Gurugram representing an urban, metropolitan context and 200 students from Rohtak representing a semi-urban educational environment. This sample size guarantees adequate statistical reliability and facilitates significant comparisons between urban and semi-urban districts. The selection encompasses socio-economic, educational, and lifestyle disparities, facilitating a comprehensive understanding of energy drink consumption trends in Haryana.

**Table 3.3: Sample Size Distribution**

District	Number of Students	Percentage
Gurugram	200	50%
Rohtak	200	50%
<b>Total</b>	<b>400</b>	<b>100%</b>



### 3.4 Interpretation

1. The sample is equally divided between Gurugram (200 students) and Rohtak (200 students).
2. Ensures balanced representation of both urban (Gurugram) and semi-urban (Rohtak) student populations.
3. Enables reliable comparative analysis between contrasting socio-economic and lifestyle environments.
4. Gurugram reflects a cosmopolitan, high-income, brand-exposed market, while Rohtak represents a semi-urban, price-sensitive academic setting.
5. Equal distribution enhances statistical validity and fairness, with no bias toward either district and ensuring both regions are represented accurately in the analysis.

### 3.5 Sampling Technique:

- Stratified random sampling was used.
- Students were grouped by college, course/discipline, gender, and socio-economic background.
- Random samples were drawn from each stratum to ensure diversity and representativeness.
- This method reduces sampling bias and improves the accuracy and reliability of results.

### 3.6 Method of Data Collection:

- Data collected through a **structured questionnaire**.
- Questionnaire sections included:
  - **Demographics:** age, gender, income, academic year
  - **Lifestyle factors:** study habits, physical activity, social behavior
  - **Brand preferences:** preferred drink, frequency, loyalty
  - **Health awareness:** knowledge of caffeine/sugar risks, perceived effects
- Included both **closed-ended and open-ended questions** for quantitative + qualitative insights.
- Questionnaire was **pre-tested** for clarity, reliability, and validity before final use.

### 3.7 Tools and Methods for Statistics:

- **Descriptive statistics:** mean, median, mode, percentage distribution.
- **Inferential insights:** cluster analysis used to classify students into distinct consumer groups.
- Analysis explored **consumption patterns, motivations, brand preferences, and health awareness levels**.
- Methods ensured a clear understanding of student behavior and meaningful segmentation for interpretation.

#### 4.0 Analysis And Interpretation

##### Objective 1: To study the preferences of college students in Haryana toward energy drinks.

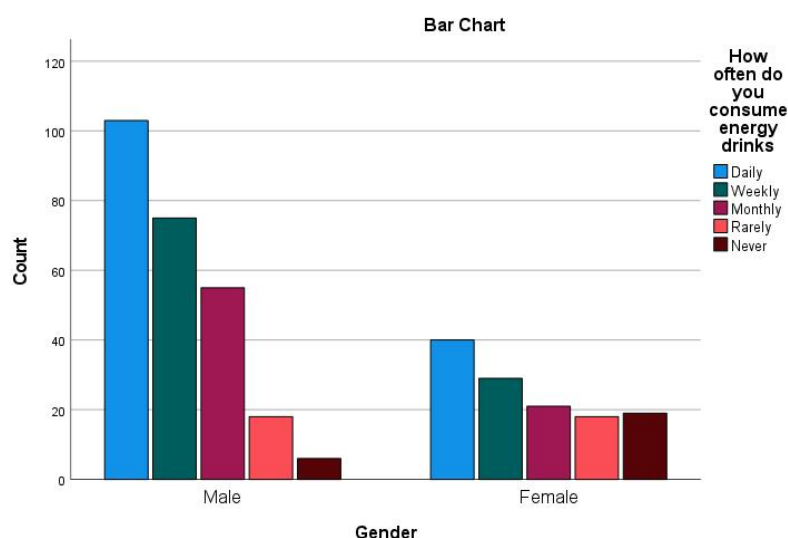
The purpose of the study is to investigate the energy drink preferences of college students in Haryana, with an emphasis on characteristics like frequency and patterns of consumption as well as the impact of influence from peers, gender, pricing, and health awareness. By examining these variables, the study aims to understand the elements that influence students' decisions, their understanding of the effects on their health, and how social and economic issues influence their preferences. Marketers, legislators, and medical professionals can use this information to better understand the requirements of students and encourage them to make educated decisions about the intake of energy drinks.

**Chi-Square Test:** In this study, the Chi-Square test is used to examine at the relationship between categorical variables, like gender, influence from peers, or health knowledge, and how often people drink energy drinks. It works especially well for looking at how nominal or ordinal data is related to each other and seeing if the answers don't follow a very different pattern from what you would expect if the data were independent. We can find patterns or dependencies between variables using the Chi-Square test. This makes sure that the results are statistically true and can be used to understand people's choices and actions when it comes to drinking energy drinks.

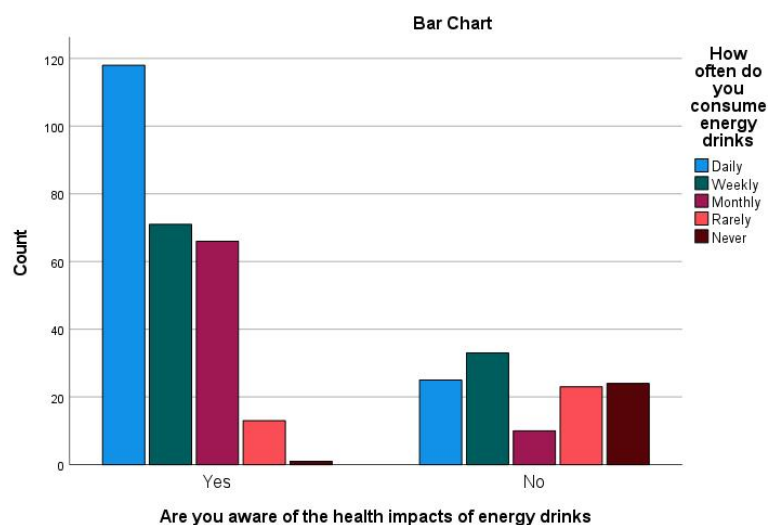
**Table 4.1 Cross Tabulation of Gender, Peer Influence, and Awareness with consumption frequency**

		How often do you consume energy drinks					Total
		Daily	Weekly	Monthly	Rarely	Never	
Gender	Male	103	75	55	18	6	257
	Female	40	29	21	18	19	127
Peer Influence	Yes	98	54	47	24	13	236
	No	45	50	29	12	12	148
Awareness	Yes	118	71	66	13	1	269
	No	25	33	10	23	24	115

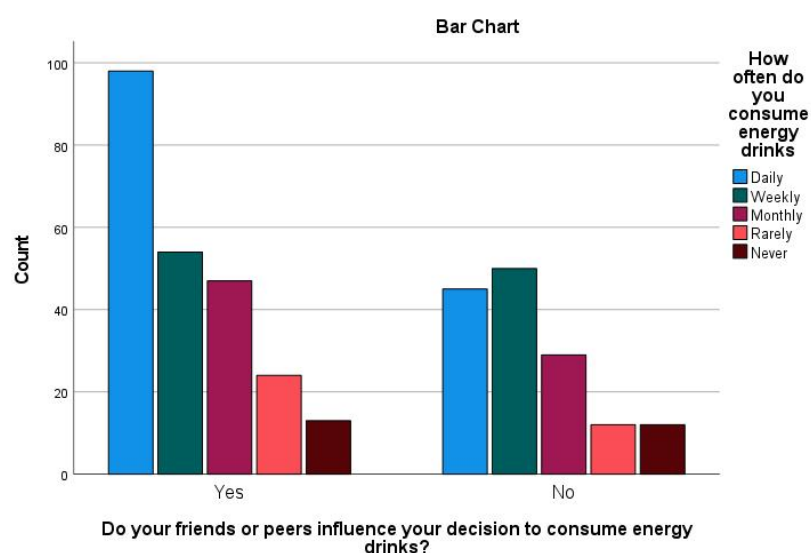
Source: Primary Data



**Figure 1**



**Figure 2**



**Figure 3**

**Figure 1** (Gender vs. Consumption Frequency): This chart shows how consumption frequency varies across gender groups, highlighting differences in behavioral patterns.

**Figure 2** (Peer Influence vs. Consumption Frequency): The chart illustrates the role of peer influence in shaping consumption frequency, indicating stronger effects in certain groups.

**Figure 3** (Awareness vs. Consumption Frequency): This chart demonstrates how awareness levels impact consumption frequency, suggesting that higher awareness often aligns with more consistent consumption.

**Table 4.2 Association between Gender, Peer Influence, and Awareness with consumption frequency**

Chi-Square Tests			
	Value	df	Asymptotic

			Significance (2-sided)
Gender	29.435 <sup>a</sup>	4	.000
Peer Influence	8.373 <sup>a</sup>	4	.079
Awareness	92.720 <sup>a</sup>	4	.000
N of Valid Cases	384		

a. 0 cells (0.0%) have expected count less than 5.

**Source:** Primary Data

The results of the Chi-Square test in table 2 demonstrate a statistically significant relationship between gender and the frequency of energy drink consumption ( $\chi^2 (4) = 29.435, p < .001$ ). This indicates that the rate of energy drink consumption is influenced by gender. The crosstabulation indicates that males tend to consume energy drinks more often, with a greater frequency of daily and weekly usage, whereas females show a higher percentage of responses in the "never" or "rarely" categories. The lack of cells with anticipated counts below 5 guarantees the test's validity, thereby ensuring the reliability of the results.

The results of the Chi-Square test in table 2 suggest that there is no statistically significant relationship between the impact of friends or peers and the frequency of energy drink consumption ( $\chi^2 (4) = 8.373, p = .079$ ). The crosstabulation indicates minor variations in consumption patterns between individuals influenced by friends and peers and those who are not. However, the p-value surpasses the standard threshold of 0.05, implying that the differences observed may be attributable to random chance. The test's validity is confirmed, given that all cells have expected counts of 5 or more.

The results of the Chi-Square test in table 2 reveal a statistically significant relationship between the awareness of health impacts associated with energy drinks and the frequency of their consumption ( $\chi^2 (4) = 92.720, p < .001$ ). This indicates a significant correlation between awareness of health impacts and consumption patterns. The crosstabulation indicates that individuals with knowledge of the health impacts tend to consume energy drinks more frequently (e.g., daily, weekly, or monthly), whereas those lacking this awareness show greater proportions in the "rarely" and "never" categories. The lack of cells with anticipated counts below 5 guarantees the test's reliability.

**Regression Analysis:** Regression analysis examines at how different factors, like health knowledge, peer pressure, price sensitivity, and gender, affect the dependent variable, which is how often someone drinks an energy drink. It provides a greater knowledge of the main forces influencing students' preferences and behaviors by assisting in determining the direction and strength of these relationships, identifying the elements that have a substantial impact on consumption, and measuring their effects.

**Table 4.3: Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.385 <sup>a</sup>	.148	.139	1.133

a. Predictors: (Constant), Gender, Peer Influence, Price Sensitivity, Awareness

**Source:** Primary Data

**Table 4.4: ANOVA**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	84.512	4	21.128	16.449	.000 <sup>b</sup>
Residual	486.821	379	1.284		
Total	571.333	383			

a. Dependent Variable: How often do you consume energy drinks (Consumption frequency)  
 b. Predictors: (Constant), Gender, Do your friends or peers influence your decision to consume energy drinks? (Peer Influence), how much does the price of an energy drink influence your decision to purchase? (Price Sensitivity), Are you aware of the health impacts of energy drinks (Awareness)

Source: Primary Data

**Table 4.5: Coefficients**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.646	.256		2.518	.012
	Awareness	.826	.144	.310	5.721	.000
	Peer Influence	-.024	.121	-.010	-.201	.841
	Price Sensitivity	.090	.056	.083	1.606	.109
	Gender	.193	.135	.074	1.429	.154

a. Dependent Variable: How often do you consume energy drinks

Source: Primary Data

The regression analysis indicates that the model accounts for 14.8% of the variance in energy drink consumption frequency ( $R^2 = 0.148$ ,  $F(4, 379) = 16.449$ ,  $p < .001$ ), suggesting a moderate relationship between the predictors and the dependent variable. Among the predictors, awareness of the health impacts of energy drinks stands out as the sole statistically significant factor ( $B = 0.826$ ,  $t = 5.721$ ,  $p < .001$ ), indicating that increased awareness correlates positively with more frequent consumption. Additional predictors, such as peer influence ( $p = .841$ ), price influence ( $p = .109$ ), and gender ( $p = .154$ ), did not show significance, suggesting they exert minimal to no effect on consumption frequency in this model. The constant holds significance ( $p = .012$ ), indicating that baseline factors not accounted for in the model could play a role in energy drink consumption.

#### 4.6 Respondents' Demographic Profile

The demographic profile of the respondents offers essential insights into the socio-economic and personal attributes that affect energy drink consumption trends among college students in Haryana. The study encompassed students aged 18 to 24 years, representing the conventional undergraduate and early postgraduate demographic. This age range is especially important because it marks a time when people have more freedom to make their own choices about their lifestyle and what they eat and drink. The sample preserved a balanced gender ratio, guaranteeing that insights represent both male and female viewpoints on energy drink consumption. Gender balance is essential for comprehending potential variances in consumption behaviors, brand preferences, and perceptions of health effects, as prior research suggests that male and female students may engage with energy drink consumption differently due to social and cultural norms.

There was a big difference between the two districts when it came to socio-economic background and disposable income. Students from Gurugram, a wealthy and urban area, usually said they had more money to spend. Because they live in cities, they can get more premium international brands like Red Bull and Monster and try out new products that are advertised through social media and lifestyle marketing campaigns. On the other hand, most of the students from Rohtak came from middle-class families, where price and value for

money were more important factors in making buying decisions. Because of this, they liked energy drinks that were cheap, like Sting and brands that were available in their area.

These demographic factors—age, gender, and socio-economic status—not only affect how people buy things, but they also affect how people feel about brand loyalty, how aware they are of health risks, and how well they respond to marketing strategies. Students in cities with higher incomes are more likely to be brand-conscious and influenced by aspirational marketing. On the other hand, students in semi-urban areas care more about cost-effectiveness and peer recommendations. Understanding this demographic composition is essential for interpreting the study's findings, as it elucidates the interplay between personal characteristics, socio-economic factors, marketing messages, lifestyle choices, and consumption patterns in influencing energy drink preferences among college students in Haryana.

#### **4.7 How People Consume Energy Drinks**

To figure out what makes college students buy energy drinks, what brands they like, and how they use them, it's important to know how they drink them. This part looks at how often students in Gurugram and Rohtak use certain brands and when they use them. The patterns show how lifestyle choices, socio-economic background, peer influence, and academic pressures all work together. This information can help marketers and policymakers who want to learn more about how young people behave in cities and semi-urban areas.

#### **4.8 How Often People Drink**

The study found a big difference in how often students from Gurugram and Rohtak drank energy drinks. Gurugram students said they drank energy drinks on a regular basis, averaging 2–3 cans a week. The urban lifestyle, busy school schedules, part-time jobs, and extracurricular activities that require a lot of energy and alertness are the main reasons for this higher frequency. Students said that they often used energy drinks to quickly get over being tired when they had to study for a long time, do homework late at night, or get ready for a competitive exam. Rohtak students, on the other hand, drank energy drinks less often, mostly during times of high demand like tests, sports competitions, or other intense physical and academic activities. The limited frequency among semi-urban students is influenced by factors such as lower disposable income, limited brand availability, and more cautious consumption habits informed by cost and parental guidance.

#### **4.9 Brands That Are Liked**

Brand preference differed markedly between the two districts, indicative of socio-economic disparities and varying exposure to marketing. Students in Gurugram liked international brands like Red Bull and Monster because they are seen as high-end products that show status, modernity, and energy. These brands are also very popular because they spend a lot of money on advertising, sponsor big sports events, and use social media to reach young people in cities. On the other hand, students in Rohtak mostly liked local and low-cost brands like Sting and Cloud 9. These brands are easier to find in stores near you, cost less, and provide enough energy to meet your needs without putting too much strain on your wallet. The difference in brand preference shows how income, marketing exposure, and cultural factors

affect how people shop in cities compared to semi-urban areas.

#### **4.10 Times Of Consumption**

The times when students drank energy drinks showed patterns that were related to both their lifestyle and their schoolwork. In both districts, night study sessions were a major cause of problems because students needed to stay focused and alert while they worked on schoolwork for long periods of time. Another common time for people to drink energy drinks was at peer gatherings and social events, where they were often used as part of group activities that helped people bond and make lifestyle choices together. Also, playing sports and working out made people drink more, especially college students who played sports or did recreational activities where energy drinks were thought to help with stamina and performance. Gurugram students used energy drinks more often in all situations, which is probably because they live in a city and have easier access to energy drink products. Rohtak students, on the other hand, mostly drank them during high-demand or special occasions, which shows a more functional and selective pattern of use.

#### **4.11 Analysis Of Marketing By Segment**

Segment marketing analysis helps us figure out how different groups of students drink energy drinks based on their age, gender, and other traits. Marketers can make personalized strategies that work for each group by breaking the target population into meaningful segments. Researchers can also better understand how socio-economic, lifestyle, and psychological factors affect consumption patterns. This part talks about the three main ways to group students in Gurugram and Rohtak.

#### **4.12 Dividing By Demographics**

Demographic segmentation looks at things like income, location, age, and education level that have a big effect on how people spend their money. Most of the students in Gurugram come from families with higher incomes and live in a city that is open to people from all over the world. They can buy high-end international energy drinks like Red Bull and Monster because they have more money to spend. The urban lifestyle, exposure to global trends, and peer networks further encourage them to buy aspirational products that show status, modernity, and social acceptance. On the other hand, most of the students in Rohtak come from middle-class families where being careful with money is very important. When choosing energy drinks, students in this district put affordability and accessibility first. They often choose brands like Sting and Cloud 9 that meet their needs without costing too much. This demographic difference shows how income levels and living in cities directly affect college students' choices of brands, how often they buy things, and their overall consumption patterns.

#### **4.13 Psychographic Segmentation**

Psychographic segmentation looks at how people act based on their personality, lifestyle, attitudes, and reasons for doing things. In Gurugram, students are mostly influenced by trends, social media, ads, and what their friends say. They want products that not only give them energy but also make them look better socially and fit in with their lifestyle. This group really

responds to marketing messages that show excitement, success, and adventure. Students often make choices based on what they want to buy and who they are. On the other hand, most of the students in Rohtak drink energy drinks for practical reasons, like studying, getting ready for exams, or improving their sports performance. They don't care as much about trends or what they see on social media; they just care about their immediate energy needs. This difference in psychographic profiles shows that city students care more about self-expression and social signaling when choosing energy drinks, while semi-urban students care more about usefulness and cost-effectiveness.

#### 4.14 Dividing By Behavior

Behavioral segmentation divides customers into groups based on how often they use a product, how loyal they are, and how well they respond to marketing. Students in Gurugram are very loyal to brands and buy them often. This is because they live in cities, have disposable income, and are very interested in aspirational marketing. They will probably stay loyal to their favorite brands because they value consistency, taste, and the social image that comes with international products. On the other hand, most of the students at Rohtak only drink energy drinks when they need them, like when they have to take an exam or go to a sports event. This group tends to switch brands, picking products based on price, availability, and their immediate needs instead of brand reputation. Behavioral segmentation shows that students in cities are consistent, brand-conscious shoppers, while students in semi-urban areas are more practical, picky, and cost-conscious. This is important information for customizing pricing and marketing strategies in each district.

**Table 4.15: Brand Preference Distribution**

Brand	Preference in Gurugram (%)	Preference in Rohtak (%)
Red Bull	40%	10%
Monster	30%	5%
Sting	15%	50%
Cloud 9	10%	25%
Others	5%	10%

#### 4.16 Interpretation

Table 4.15 shows a clear and significant difference in brand preferences between students from Gurugram and Rohtak. This difference is due to the cultural and economic differences between urban and semi-urban areas. Red Bull (40%) and Monster (30%) are the most popular brands in Gurugram. Both are well-known energy drink brands that are linked to status, modern living, and youth culture. This means that students in Gurugram are very affected by brand image, social media campaigns, and aspirational marketing. Their buying decisions are less based on price and more on how well the product fits their lifestyle and how good they think it is.

On the other hand, 50% of students from Rohtak prefer brands that are cheap and easy to find, like Sting and Cloud 9. This means that they buy things based on how cheap, easy to get, and useful they are, not how popular the brand is around the world. Red Bull and Monster have much smaller market shares in this area. This could be because their prices are high and they aren't available in many semi-urban areas.

The grouped bar chart makes this pattern even clearer by showing how different the preferences are between the two districts. It shows the difference in consumption between urban and semi-urban areas. Gurugram students are more likely to buy things based on brands and lifestyles, while Rohtak students are more likely to buy things based on cost and usefulness. This information is very important for marketers because it shows that a marketing plan that works for everyone may not work. Instead, energy drink companies should use different strategies in different areas. For example, in urban areas like Gurugram, they should focus on aspirational branding and lifestyle positioning. In semi-urban areas like Rohtak, they should focus on value pricing, wider distribution, and local promotions.

## 5.0 Discussion

This study's results clearly show that college students in Haryana drink energy drinks because of where they live, their social and economic status, and their lifestyle. Students from Gurugram, a big city, often bought things based on their lifestyle and the prestige of the brand, their social image, and aspirational marketing. International brands like Red Bull and Monster are easy to find, and aggressive advertising on social media and sponsorships of high-energy events make drinking a part of urban youth culture. These students see energy drinks as more than just drinks that help them stay awake and give them more energy. They also see them as signs of being modern, sophisticated, and part of a group. Urban students have a lot of money to spend, so they can always buy high-end brands. This shows a clear link between economic ability and lifestyle-oriented spending habits.

On the other hand, students from Rohtak, which is a semi-urban school, were more practical and careful with their money when it came to drinking energy drinks. They mostly used them on occasion, when they needed to stay alert for things like studying for exams, studying late at night, or playing sports. People like Sting and Cloud 9 because they are cheap and easy to find. This shows that people care more about affordability, accessibility, and immediate functional benefits than aspirational value. This difference shows how important regional socio-economic conditions, exposure to cities, and local marketing strategies are in shaping how people buy things. The research underscores that although international marketing strategies significantly appeal to metropolitan students, local and value-driven promotions are considerably more effective in semi-urban environments, characterized by price sensitivity and utility-focused decision-making.

The study also showed that people don't know much about the possible health risks of energy drinks. Even though a lot of people used it, students in both districts didn't know much about the possible bad effects, such as insomnia, a faster heart rate, dehydration, and long-term heart problems. In Gurugram, people were a little more aware because they saw digital information and online campaigns, but students often put lifestyle benefits ahead of health concerns. In Rohtak, low levels of awareness were made worse by not having easy access to health information and relying on peer pressure. These results highlight the necessity for extensive health education initiatives that can enhance marketing tactics and promote informed, responsible consumption.

In general, the discussion shows that drinking energy drinks is a complex issue that is affected by a number of factors, including age, income, lifestyle, peer pressure, and exposure to marketing. To make effective plans for both marketing and public health programs, it's

important to understand how these complicated interactions work.

## 6.0 Conclusion

The study finds that college students in Haryana have very different tastes in energy drinks depending on whether they live in a big city or a small town. This is due to things like income, lifestyle, brand exposure, and knowledge of health risks. Students in Gurugram consume a lot of things, are loyal to brands, and are driven by their lifestyles. Students in Rohtak, on the other hand, only use things when they need them and are sensitive to price. These differences show that there are bigger differences in society and the economy, between cities and rural areas, and in how much people are exposed to marketing campaigns. Even though there are these differences, one thing that stands out is that people don't know much about the health risks that come with drinking energy drinks. This shows how important it is to teach people about these risks in all districts.

### 6.1 Suggestions

**For Marketers:** Marketing plans need to be based on the unique traits of each region in order to be most effective. In Gurugram, the focus should be on campaigns that promote a high-end lifestyle and premium positioning. Urban students are more likely to buy things when they see social media ads, endorsements from popular people, and sponsorships of exciting events. Brand prestige and aspirational appeal are important factors in their decisions. On the other hand, marketing in Rohtak should focus on low prices, easy access, and useful benefits. Campaigns should focus on products that are worth the money and are available in the area. In semi-urban areas, retail strategies that focus on college campuses and local stores are likely to work better than global or digital campaigns.

**For Policymakers:** Because people don't know much about the possible health effects, targeted educational programs are needed in both metropolitan and semi-urban areas. Colleges and youth groups can hold workshops, seminars, and information campaigns to teach students about the short- and long-term effects of drinking too many energy drinks, like heart problems, trouble sleeping, and addiction. Awareness programs should also promote responsible consumption habits, weighing the attractiveness of energy drinks against health concerns. Working together, health authorities, schools, and local communities can help fill the information gap and encourage students to make healthier choices.

**For Future Research:** This study offers insights into Gurugram and Rohtak; however, extending the research to other districts in Haryana would yield a more thorough comprehension of regional disparities in energy drink consumption. Subsequent research may examine gender-specific trends, the impact of digital marketing, and long-term health consequences. Examining the correlation between energy drink consumption and academic or athletic performance would enhance comprehension and facilitate the customization of marketing and health interventions more effectively.

In conclusion, the study emphasizes the necessity for a dual approach: marketers must develop region-specific strategies that align with consumer preferences, while policymakers should execute educational initiatives to enhance awareness of responsible consumption. This

method makes sure that students can make smart choices that take into account their health, lifestyle goals, and functional needs.

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