

COMPARITIVE STUDY ON THE KNOWLEDGE OF SPORTS DRINKS AMONG STUDENTS INVOLVED IN SPORTS AND NON-SPORT ACTIVITIES

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ABSTRACT

Sports drinks are a unique category in which the beverage industry marketed to consumers with the primary aim of promoting hydration, replacing electrolytes and sustaining endurance performance capacity. During the last years, sports drinks consumption has continued to gain popularity among young people. However, it is sometimes considered to be sugar-sweetened beverages along with soft drinks and flavored juice drinks, but their ingredients and purported functions differ. Therefore, this study aim to assess the knowledge regarding sports drinks and compare the knowledge between students involved in sports activities and those who are not involved in sports. A total of 100 students were selected in the ratio 1:1 using purposive random sampling technique and had completed a questionnaire to test their knowledge regarding sports drinks. Only 52% from sports group and only 32% could give answer when asked about brand name of sports drinks. Majority of the subjects (82% each) from both the groups were not having any knowledge regarding ingredients used in sports drinks. A chi-square test run to assess the knowledge difference between the two groups with respect to health benefits (P-value =0.054) and its effects (P=0.335) in the body showed no statistical significant difference between the two groups. The study revealed that the knowledge regarding sports drinks was very low in both sports group and non-sports group but no statistical difference were found regarding the knowledge of sports drinks between the two groups.

KEY WORDS: Sports drink, sugar-sweetened beverages, hydration, electrolytes, endurance capacity.

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