

# Motivations of Caffeine Use amongst College Students



Victoria Min

California State University, Long Beach (CSULB)

College of Health & Human Services (CHHS)

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# Agenda



Background



Research Questions



Methods



Results



Potential Next Steps

# Background

## Caffeine Overdose Killed South Carolina Teen, Coroner Rules

A 16-year-old boy died from a caffeine overdose after drinking caffeine-laden soft drinks, coffee and an energy drink, a coroner ruled Monday.

## Colwyn Bay man died after 200-coffee caffeine overdose

## Family sues Panera Bread after college student who drank Charged Lemonade dies

Sarah Katz, 21, had a heart condition and wasn't aware of the drink's caffeine content, which exceeded that of cans of Red Bull and Monster energy drinks combined, according to a legal filing.

about this case is that, typically, beverages with very high levels of caffeine, like energy drinks, are sold in discrete packaging that are clearly labeled. And the lemonades were out with all the other drinks, and they were able to be refilled over and over again. So it would be difficult for somebody to know exactly how much caffeine they've consumed.



# What is caffeine?



- Highly accessible stimulant (Agoston et al., 2018)
  - Coffee, tea, energy drinks, medications, etc.
- Perceived benefits - Improving mood, increasing physical and mental capabilities (Agoston et al., 2018)
- Perceived drawbacks - Poor sleep quality, higher likelihood of using other substances, cardiac arrest (Cabezas-Bou et al., 2016, Choi, 2020)



# Research Questions

1. What are the patterns and motivators of caffeine consumption among college students\* at CSULB?

\* Why college students?

2. Is there a relationship between motivators of caffeine consumption and college major\*\*?

\*\*What does college major have to do with caffeine?





# Methods

## Tool



Qualtrics Survey

Motives for  
Caffeine  
Consumption  
Questionnaire

## Recruitment



SONA system

CSULB  
Psychology  
Department –  
Class Credit

## Data Collection



1 Semester

August/September 2023  
– December 2023

## Data Analysis



Quantitative: SPSS  
Qualitative:  
Comparisons between  
health & non health  
majors

# Results

## Survey Statistics:

Final Sample: 58 participants

- 51.7% health majors
- 48.3% non health majors

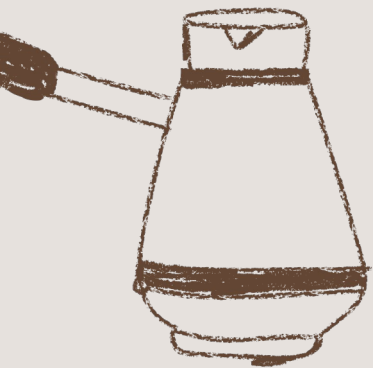
Duration: 8.21 minutes

Details: 17 questions

- General health
- Caffeine consumption
- Motivators & Deterrents
- Demographics

## Demographics:

- 79.3%: Freshmen
- 67.2%: Female
- 60.3%: Hispanic/Latinx
- 58.6%: 18 years old
- 25.9%: \$25,000 - \$49,999
- Health – Nursing
- Non-health - Psychology



# Why do you consume caffeine?

## Most Popular Forms

- 69%: Coffee/Tea
- 55.2%: Soft Drinks
- 22.4%: Energy Beverages
- 3.5%: Other Caffeinated Products



## Most Popular Motivators (amongst majors)

### **Non-Health**

1. Taste (M)
2. Delicious (M)
3. Pleasant/ Enjoyable habit (M)

### **Health**

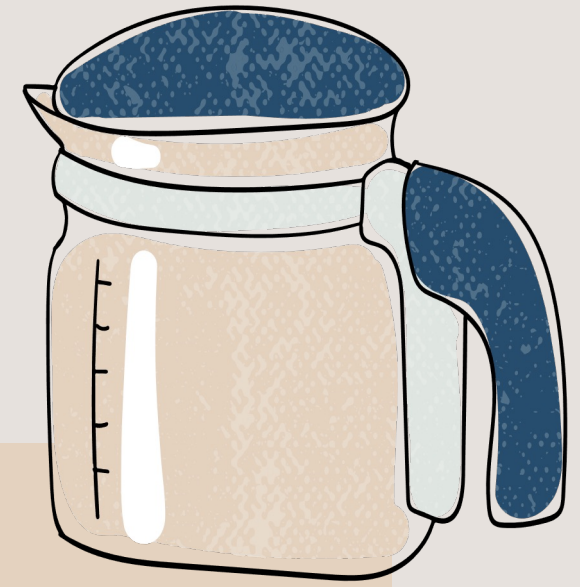
1. Delicious (M)
2. Taste (M)
3. Pleasant/ Enjoyable habit (M)

Themes    Routine (R) – improve creativity, ritual, etc.  
Energy (E) – helps me stay awake/wake up (2), etc.  
Mood (M) - feel motivated to work, etc.  
Health (H) – feels physically & mentally fitter, etc.



# Results Cont.

If you avoid caffeine, why?



Non-Health (n=28)

1. 35.7% - Too expensive (R)
2. 32.1% - Do not like the taste (M)
3. 17.9% - Upset stomach (H); Caused/  
intensified insomnia (H) (2)

Health (n=30)

1. 33.3% - Upset stomach (H)
2. 23.3% - Too expensive (M)
3. 16.7% - Caused/ intensified anxiety (H);  
rapid heart rate (H) (2)

# Results Cont.



## Negative Side Effects?

### Non-Health (n=28)

1. 42.9% - I have experienced none.
2. 39.3% - Stomach pain (H)
3. 28.6% - Abnormal, rapid heartbeat (H)

### Health (n=30)

1. 43.3% - Tremors or shaking (H)
2. 40% - Abnormal, rapid heartbeat (H)
3. 36.7% - Stomach pain (H)



# Potential Next Steps



Students are health-conscious about caffeine.



Compare caffeine consumption motivations among different college within CSULB.



Explore motivations for different substances – vapes, alcohol, etc.



Thank You!



Thank You!

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- The BUILD Program

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- The 2024 CHHS Committee at Week of RSCA

Questions?



# References

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