

Factors Influencing Beverage Purchase Decisions Among Physically Active Young People Aged 15–35: A Cross-Sectional Survey

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Abstract

Sports and functional beverages are no longer bought only by competitive athletes, yet little is known about what shapes the choices of ordinary active consumers. This study examined how brand, nutritional information, price and packaging influence beverage purchases among physically active people aged 15 to 35. A cross-sectional online survey was completed by 103 respondents using purposive sampling method, conducted from June 2026 to August 2026. Differences by gender, age group, primary activity (gym, running, sport) and weekly training frequency were examined using descriptive statistics, t-test, ANOVA, Tukey HSD Post Hoc. Nutritional information ($M = 4.09$) and price ($M = 3.85$) were rated as more important than brand ($M = 3.49$) and packaging ($M = 3.32$). Women reported more favourable packaging attitudes than men ($p = .048$, $d = 0.44$). Runners reported higher price sensitivity ($p = .010$, Tukey-adjusted) and gave price greater importance ($p = .029$) than team and racquet sport participants. No significant differences were found by age group, training frequency or purchase frequency. Beverage firms can utilize these findings in order to market to their target consumer base more effectively, which will allow them to achieve greater sales and revenue.

Keywords: Consumer Preferences; Sports Drinks; Functional Beverages; Price Sensitivity; Packaging; Physical Activity; Young Adults