

FIZZY DRINK CONSUMPTION - IN SEARCH OF ITS DETERMINANTS

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Abstract

Consumption of soft drinks is more and more common these days. It is seen not only as an act of quenching thirst but also as an action with social significance and impact on the human organism. The most diverse, as well as the most criticized among soft drinks, are the so-called fizzy drinks. They are associated with several adverse health effects. The present study aims to investigate what are the main factors that determine the consumption of fizzy drinks in Bulgaria.

The present study was conducted through a survey among 533 people (322 women and 211 men) aged 18 to 65, residents of Stara Zagora, Bulgaria. They were divided into five age groups (up to 20 years, 21 - 30 years, 31 - 40 years, 41 - 50 years, 51 - 60 years, and over 60 years), by sex, as well as according to their education and professional employment. Data were processed with SPSS Statistics.

The results show that sex, age, and education influence are determinants of fizzy drink consumption. Men consume more fizzy drinks than women. Among men, 6.59% consume fizzy drinks daily, while the percentage is 4.9% among women. In terms of age - the largest share of people - 4.13%, aged between 41 and 50 consume carbonated drinks every day. Education also appears to be a determining factor. More highly educated people are less likely to consume carbonated beverages. Of the respondents with a higher education, 15.49% never consume fizzy drinks, while most of the respondents with a primary education consume carbonated beverages. No statistically significant relationship was found between professional employment and drinking carbonated beverages.

Researching the factors that influence the consumption of fizzy drinks can change people's choices for fizzy drink consumption.

Key words: Fizzy drinks, Soft drinks, Determinants, Factors, Health.