5.Evidence from Oman and the wider Gulf region supports the importance of investigating this behavior, while international studies provide additional information about sleep, academic demands, and health concerns.These studies indicate that energy drink consumption is relevant within the Gulf region.However, findings from other universities cannot automatically represent students at Oman College of Health Sciences (OCHS), because students may have different academic environments, schedules, knowledge levels, and health-related experiences.The caffeine and stimulant ingredients in these beverages may increase alertness, while excessive consumption has been associated in the literature with physiological and cardiovascular effects.Alafif et al. (2021) investigated energy drink consumption among university students in Saudi Arabia, while Faqeeh et al. (2025) examined energy drink use and associated factors among university students.Individual motivations, academic stress, sleep patterns, knowledge, peer influence, availability, and affordability may all contribute to students' consumption behaviors.If consumption is related to academic stress, inadequate sleep, limited knowledge, peer influence, or easy availability, the identified factors may guide future interventions.In conclusion, existing literature indicates that energy drink consumption is a relevant issue among university students and is influenced by individual, social, environmental, and knowledge-related factors.Studies from Saudi Arabia and other Gulf countries have also reported considerable use among university populations.Mahmood et al. (2024) reviewed evidence related to energy drinks and cardiovascular effects, and Mandato et al. (2025) discussed cardiovascular considerations associated with energy drink consumption.These beverages may be available in supermarkets, shops, cafeterias, vending areas, and other locations around students' daily environments.Their schedules may involve lectures, examinations, assignments, and clinical responsibilities, which may affect stress, sleep, fatigue, and beverage choices.The proposed study addresses this gap by examining the prevalence and factors influencing energy drink consumption among OCHS students.Their consumption has become common among adolescents and university students because students may use them to remain awake, study for long periods, improve concentration, or manage academic demands.University life often involves examinations, assignments, clinical training, social activities, and irregular sleep patterns.In Oman, Khan (2019) reported energy drink consumption among university students and examined related behaviors and perceptions.Alshumrani et al. (2023) examined energy drink consumption and sleep-related factors among university students, supporting the importance of considering sleep when investigating consumption.Students may differ in their knowledge about caffeine, stimulant ingredients, recommended intake, and possible adverse effects of energy drinks.Since OCHS students are studying health-related subjects, examining their knowledge and consumption behaviors is particularly relevant to understanding whether health knowledge influences their choices.Therefore, environmental availability is an important factor to examine alongside individual, social, and knowledge-related factors.Overall, the literature suggests that energy drink consumption is influenced by multiple factors rather than one specific cause.OCHS students may have specific academic and clinical demands because their education includes health sciences courses and clinical practice.Therefore, the proposed study will examine the prevalence and factors influencing energy drink consumption among OCHS students and provide local evidence that may support future health education, health promotion, and further research.Background

and Literature Review Energy drinks (EDs) are beverages marketed to increase energy, alertness, concentration, and mental or physical performance.They commonly contain caffeine and other stimulant ingredients, together with sugar or other additives.Therefore, energy drink consumption among college students is an important health and behavioral issue that requires investigation of both prevalence and influencing factors.They are included only as background information, while the main focus remains on prevalence and factors influencing consumption among OCHS students.Other personal factors may include taste or flavor, affordability, previous experience, and individual preferences.During examinations or periods of heavy academic workload, students may experience increased pressure, fatigue, and lack of time.Exam-related consumption may differ from normal daily consumption, making it important to examine the individual reasons behind energy drink use rather than focusing only on prevalence.University students interact regularly with friends, classmates, roommates, and other peer groups.Although previous studies provide useful information, there is a need for current evidence concerning energy drink consumption among OCHS students across Oman.It focuses on four main categories of influencing factors: individual, social, environmental, and knowledge-related factors.However, institution-specific evidence concerning OCHS students remains limited.