

**B.V. Patel Institute of Business Management, Computer & Information Technology,
Uka Tarsadia University**

Date: 27/12/2017

Session on Focus Group on “Youngsters Perception and Preference Regarding Cold Drinks”

On 27/12/17 a focus group interview was organized in SYBBA involving the participation of 9 students of the class on the topic 'Youngsters Perception and Preference Regarding Cold Drinks ' moderated by Usman Sharif under the supervision of Dr. Vijay Gondaliya.

The qualitative approaches provided an opportunity to interact with participants in a less formal way. The focus group provided an opportunity to understand the perception and opinion of youngsters about the consumption of cold drinks. Focus groups were conducted comprised nine participants who were students of Second Year BBA:

1. Miren Rameshbhai Kotadiya	201603100310006
2. Patel Khyatiben Vijay	201603100310028
3. Bafna Gaurav Parasmalji	201603100310041
4. Tanvee Amit Panchal	201603100310061
5. Pandey Shubham Kamlesh	201603100310062
6. Patel Nilkanthkumar Nareshbhai	201603100310073
7. Prajapati Jenilkumar Pankajbhai	201603100310076
8. Sonu Rambir Sharma	201603100310089
9. Kajal Bhojawala	201603100310103

Focus group activity was carried out in three levels. In the first level each participant voiced his views on the topic—“Youngsters Perception and Preference Regarding Cold Drinks”. Level two discussions were focused on key issues.

Generally youngster prefer particular brand of cold drinks because of Taste or flavor. Some people also highlighted that to reduce anger or after consuming they become feels relax.

The third level saw a consensus on the following key issues:

- There is some kind of trends now a day that after eating some junk food need some kinds of liquid and people prefer cold drinks. It is also noted that easy to serve and maintain.

- There is mixture of view on brand ambassador and punch line influencing preference of cold drinks.
- Trend of consuming cold drinks generally when they with their friends, in party, occasionally, or with junk food.
- They concluded that it's harmful to Health so to control or avoid the drinks.

All students and participants enjoyed the session and like it. Also, suggested that organize such session for other also.

Prepared by

Usman Sharif- 201603100310094 (SYBBA Student)