

# **PERCEPTION OF YOUTH TOWARDS THE CAMPAIGN OF COCA COLA: SHARE A COKE CAMPAIGN IN BAHRIA UNIVERSITY**

**By**

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## MBA Thesis

### 2<sup>nd</sup> Half-semester Progress Report & Thesis Approval

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## ABSTRACT

**Purpose of Study:** The main purpose of conducting this study is to perception of youth towards the campaign of coca cola: share a coke campaign specifically in Bahria University.

**Methodology:** the research is quantitative and descriptive in nature. Regression testing and correlation testing is used in order to determine the relationship between independent and dependent variables. The independent variable includes: attitude, perception and innovation while, the dependent variable is 'perception'. The sample size for this study is comprised of 350 students all selected from BU.

**Findings:** The findings from the study suggest that, there is strong kind of correlation occurs among the variables. The results from the test shows that, the entire three hypotheses got accepted, this means that, customer attitude, perception and innovation have significant impact on the perception of youth.

**Conclusion:** In conclusion, the research highlights the important factors that have some significant impact on consumer behaviour. The students of BU University shows positive response towards the coke campaign and this shows that, a strong perception will result in greater success of a campaign.

**Key Words:** *Share a Coke. Perception, BU.*

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