

RESEARCH OBJECTIVE:

- Understanding target groups' life styles, profiles and cold beverage consumption and purchase habits

This discussion guide is intended as a 'checklist' for the moderator. Moderator will treat this as a menu from which to select areas and guide the general flow of discussion. The guide is thus a springboard for discussion. Participant' responses may often lead the discussion in new directions or change the order of topics. Some questions or techniques may be skipped if issues have already been sufficiently covered at an earlier stage.

Please be flexible in probing answers and reach the answers of "why and how come?" and please do not forget that this is not a questionnaire that needs to be followed & applied question by question.

INTRODUCTION

10'

- Moderator introduces herself and her company.
- Moderator explains the aim of research and the kind of help expected from participants
- Participants are asked permission for audio recording.
- Participant introduce himself/ herself
- Could you talk about yourself a bit?
- How would you describe yourself in 3 words?
- If I asked your parents to describe you in 3 words what would they say? And your friends?
- What are the things that you like to do in general? Do you have any hobbies/interests?

Exploration of cultural background: Documentary

Imagine that we are going to participate in a documentary... we will be the stars of this documentary that will present Uzbekistan and her culture, in other words it would be all about us and our lives in Uzbekistan! Since it is a documentary, everything has to be 'real life'. The documentary will give other people/ our guests here a good idea of what it is like for us to live in Uzbekistan country. So let us decide on all the important things that we will need to include to give people a real understanding of what it's like to live here...

- How do we experience being a ... (enter respondent's life stage: student, teen, mother) in... Tashkent/ Samarkand?
- What do we like about it? What don't we like?

- How would we describe Uzbekistan? What is typical?
- What about our way of living?
 - How is it similar/different from other countries (e.g. neighbouring countries, but also other continents)?
- What would we include in the documentary on...?
 - Cultural values? How does this influence our daily life
 - Tradition? How does this influence our daily life?
 - Uzbekistan special symbols? What are the symbols / values that are specific to Uzbekistan and Kazak people?
 - What are the things that are very special to our country, our culture that we will not see any other country? *(Please probe ONLY for points/values, unifying themes Uzbekistan special!)*
 - *Things that are becoming popular nowadays?*

UNDERSTANDING LIFESTYLE

30'

Typical day

ASK TO ALL → Now, could you please tell me about your typical day? What are the things you do from the moment you wake up until the moment you go to bed?

(Moderator, ask for the typical day when there is school and holidays)

ASK TEENS & UNIVERSITY STUDENTS ONLY →

- What are the things you do at school?
- What do you do when you come back from school?
- What are the things you like to do after school? What do you enjoy most? Why?
- **ASK TO ALL** → **SPARE TIME** → What do you do in your spare time?
 - Do you listen to music? Why? What do you like about listening to music? Why don't you like?
 - What kind of music do you enjoy listening? *(moderator, try to understand whether they like western / local / Russian music or etc.)*
 - Do you have any favourite singers? Why do you like him/her?
 - What about sport? What can you say about the relation between you and sport in general?

Moderator: probe whether females are involved with football. If not → ask what kind of sports are they involved with?

 - What about football? Do you play football? With whom? Where? How does it make you feel?

- Do you watch football games? Do you follow the league?
Local? International?

ASK TO ALL → What about your weekends? How do you spend your weekends?

- With whom do you mostly spend your time? Family? Friends? Relatives? Alone?
- What things do you do at home? Where do you go out, with whom?
- How would you describe your life in general? How satisfied are you with your current life?
 - What are the things that you would like to change and keep exactly the same in your life? Why?
- Think about a moment that you feel “happy”. Can you tell us the moment? What are the things that make you happy?

Relation with Others

- Who are the important people in your life? Else? Who else?
- Who do you spend most of your time with? Why?
- Sometimes we are influenced by others in our decisions? Do you feel the same from time to time? If so, from whom the most? Why is that?

Relation with money

- What does money mean to you?
- Where do you get money?
- What do you spend your money on? Else? What else?
- **ASK teens →** How much money are you given as pocket money? Is it daily? Weekly? Monthly?
 - How do you spend your money? For example, how much money do you spend to eating / drinking?

Relation with Family & friends

- What about your family / friends?
- What do they mean in your life?

- Where are your friends from (*neighbourhood, school, work etc...*)
- What are the things you do when you are with your friends/ your family?
- Now I would like each of you tell us a memory about the times when you are with your friend/s that you thought/felt it is one of the best moments of your life.
Where were you? What were you doing?

Dreams and Aspirations

- Now imagine that we have a time machine which could bring us 10-15 years after. We get into it and we travel to the future. What kind of a life do you have in that future? How do you see yourself?
(*Occupation, physical appearance, marital status, wealth, social economic condition, location (Uzbekistan or somewhere else?), popular or not?, famous or not? Etc...*)

Assess trends

- What are the major trends that are popular among your friends? How is it affecting your life?
- Do you follow them? How come? Why? Why not?

MEDIA CONSUMPTION HABITS

10'

- *Assess the media usage habits*
 - Which communication channels do you prefer most and why? Else? What else?
 - Which ones are you actively using?
 - i. to what extent and how often?
 - ii. When, where and how long are you using them?
 - Do you watch TV? How much time in a day do you spend by watching TV?
 - Do you have favourite shows / TV programs?
 - What are they? Why do you like them?
 - What is your favorite TV channel? Why?
 - Which programs do you prefer watching? Why?
 - How about your relation with internet and social media?
 - Do you use internet or not?

- If yes → for what?
- How do you access internet?
 - i. Do you have a computer? What are the things you do with your computer?
 - 1. How much time do you spend in front of it?
 - 2. What are the aspects you like about spending time with computer?
 - 3. What are things you do most in internet?
 - 4. Do you have some favourite websites? What are they? Why do you like them?

UNDERSTANDING ATTITUDES TO AND MOTIVATIONS TOWARDS COLD BEVERAGES & PURCHASE	35'
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In all target group, we will talk about general perceptions about nonalcoholic ready to drink beverages. We aren't interested in their hot beverage consumptions.

- Now, I want to close your eyes. I am going to tell you a word. Please tell me all the images coming before your eyes and associations coming to your mind when you hear this. Please do not restrict yourself and try to tell rational things. All answers are welcomed, especially emotional ones: cold beverages
 - *They will possibly start by Coke. We have to ask them what else there are as cold beverages. They will possibly come to the flavored CSDs, but they will name them possibly with the brand names such as Fanta, Sprite, etc. When we ask them what else they will possibly cite lemonades and ice teas. We should ask them how they name all of them together and adapt the below question accordingly for each of the mentioned beverage.*
- When do you consume these drinks? According to what does it change?
 - What do you like in these cold beverages?
 - What would you lose if cold beverages would no more exist?
 - What else? Which of them are more relevant to you than others? Why?
- Which cold beverages do you like more and consume more frequently than the rest? *Moderator notes the most liked types and then asks for each of them (cola flavored, fruit flavored, plain CSDs, ice teas & lemonades):*
 - Please tell me about all the associations coming to your mind about *(insert the name of the most preferred beverage type)* Please do not restrict yourself and try to tell rational things. All answers are welcomed, especially emotional ones.

- *After participant finished all his/her comments, moderator asks about the most-repeated comments and the most interesting comments: What makes it you to remember this thing about it?*
- When is that cold beverage is good for? How come?
- What was your main motivation to consume it?

Cola flavored CSD perception:

- Now I want to tell you a new word. Please tell me all the associations coming to your mind when you hear this: cola. For the most-repeated comments and the most interesting comments:
 - What makes it you to remember this thing about Cola flavored CSD?
- Do you like Cola flavored CSD or not?
 - What do you like in cola? Why?
 - Why it is important to you?
 - Please tell me about the last moment you consumed this beverage:
 - When was it?
 - In what kind of a situation (occasion) you consumed it?
 - Are there any other important occasions and reasons why you consume this beverage? What are they?
 - What makes this beverage to fit into this type of occasion well in your eyes?

Fruit flavored CSD perception:

- Now I want to tell you a new word. Please tell me all the associations coming to your mind when you hear this: Fruit flavored CSDs like Fanta.
 - What makes it you to remember this particular thing about Fruit flavored CSD?
- Do you like Fruit flavored CSD or not?
 - What do you like in Fruit flavored CSD? Why?
 - Why it is important to you?
 - Please tell me about the last moment you consumed this beverage:
 - When was it?
 - In what kind of a situation (occasion) you consumed it?
 - Are there any other important occasions and reasons why you consume this beverage? What are they?
 - What makes this beverage to fit into this type of occasion well in your eyes?

Plain CSD perception:

- Now I want to tell you a new word. Please tell me all the associations coming to your mind when you hear this: Plain CSDs like Sprite.
 - What makes it you to remember this thing about Plain CSD.?
- Do you like Plain CSDs like Sprite or not?
 - What do you like in Plain CSD? Why?
 - Why it is important to you?
 - Please tell me about the last moment you consumed this beverage:
 - When was it?
 - In what kind of a situation (occasion) you consumed it?
 - Are there any other important occasions and reasons why you consume this beverage? What are they?
 - What makes this beverage to fit into this type of occasion well in your eyes?

Ice tea perception:

- Now I want to tell you a new word. Please tell me all the associations coming to your mind when you hear this: Ice tea
 - What makes it you to remember this thing about Ice tea?
- Do you like it or not?
 - What do you like in ice tea? Why?
 - Why it is important to you?
 - Please tell me about the last moment you consumed this beverage:
 - When was it?
 - In what kind of a situation (occasion) you consumed it?
 - Are there any other important occasions and reasons why you consume this beverage? What are they?
 - What makes this beverage to fit into this type of occasion well in your eyes?

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Purchase: *Now, let's talk about your non-alcoholic ready to drink cold beverage purchase.*

- From where do you buy *non-alcoholic ready to drink cold beverage* that we talked about till now? (grocery, market, supermarket etc.) → *ask for each of the mentioned POS -> Why do you?*
- What about your purchase frequency, how many times do you buy during a day/week?
 - What determines that frequency?
- Which moment of the day do you feel like buying a *non-alcoholic ready to drink cold beverage*? Why these moments?

UNDERSTANDING BRAND IMAGES

15'

- Please tell me all the cold beverage brands that you know. Else? What else?
- Now I want to tell you a new word. Please tell me all the associations coming to your mind when you hear this: Coca Cola.
 - What can you tell him about this brand?
 - What's typical about it?
 - What are its attractive aspects? How come...?
 - Less attractive aspects? How come...?
 - What do you like about it?
 - What do you dislike about it?
 - What kind of values do you associate with this brand?
 - At which occasion do you prefer to drink it? How come does it fit that situation and not the others?
- Now I want to tell you a new word. Please tell me all the associations coming to your mind when you hear this: Pepsi Cola / RC COLA (*Ask according to the one the person is consuming more*).
 - What can you tell him about this brand?
 - What's typical about it?
 - What are its attractive aspects? How come...?
 - Less attractive aspects? How come...?
 - What do you like about it?
 - What do you dislike about it?
 - What kind of values do you associate with this brand?
 - At which occasion do you prefer to drink it? How come does it fit that situation and not the others?
- Let's now imagine a person similar to you, age and gender, life style etc...: S/he has a favorite beverage: **COCA COLA / PEPSI / RC COLA** . Please now describe her just as she appears in your minds. Elaborate him/her in detail.
(*ASK ONLY FOR THE BRAND THAT THE RESPONDENT IS RECRUITED AS ITS USER*)
 - Who s/he is in terms of age, gender, SES, etc.?
 - How is her lifestyle?
 - What kind of a dressing s/he has?
 - What kind of music s/he likes?
 - What kind of a life s/he aspires?
 - How is her personality?
 - What does s/he give value most?

- Please now tell me what in this specific drink is fitting well to the person we have pictured above?
 - Why she likes this beverage?
- Do you remember any advertisements by **COCA COLA / PEPSI / RC COLA**? (*ASK ONLY FOR THE BRAND THAT THE RESPONDENT IS RECRUITED AS ITS USER*)
 - Which are they?
 - What messages they were giving? What were those advertisements trying to tell people like you?
 - How did you find those messages? Were they relevant to you and your life?
 - Do you like **COCA COLA / / PEPSI / RC COLA** advertisements in general or not? Why? Why not?
 - What is the thing that you most like about **COCA COLA / / PEPSI / RC COLA** advertisements?
 - What is the thing that you don't like much about **COCA COLA / / PEPSI / RC COLA** advertisements?

Thanks and Close

Reference: This focus group guide was designed by Moreinfor Research Agency in Tashkent, Uzbekistan.