



## **Knowledge and Consumption of Beverages among Adolescent Girls: An Empirical Study**

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*The present empirical study was conducted on 200 adolescent girls of five prominent colleges belonging to Patna town. The purpose was to find out the knowledge and consumption of beverages among adolescent girls. Equal number (40) of respondents were selected from each college using incidental-cum-purposive sampling technique. The respondents were interviewed using an interview schedule to test the hypotheses whether knowledge about the beverages would significantly influence the consumption of beverages among adolescent girl respondents; choice of beverages would significantly be influenced by probable hazardous effect of beverages to health; various other factors would be found effective in the choice of beverages irrespective of their positive and negative effect. The results were analyzed using percentage, which confirmed the formulated hypotheses. It was concluded that- adolescent respondents were found fully acquainted with various types of beverages available in Patna; consumption of beverages is largely affected by their hazardous effect to health; besides enjoyment convenience significantly influenced the choice of beverages irrespective of other factors.*

**Key words:** Beverages, adolescent period.

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