



A Study on Consumer Preference towards Brooke Bond with Special Reference to Coimbatore City

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ABSTRACT

Tea is the most used beverage of all time. Tea is mainly consumed as a refreshing drink. Such a drink is the 2nd most consumed beverage in the world next to the drinking water. A good tea brand must be good at its Taste, Aroma, quality, price, packaging, and its flavour as well. The study aims to examine the general usage behavior of the respondent toward Brookebond tea powder. The data was collected from 150 respondents and the questionnaire was prepared. Respondents were selected by the convenience sampling method in Coimbatore city. the data gathered from the participants in the study was input into SPSS software to analyze the different aspect of data , frequency and ANOVA are used as a tool in this study. As a result of this research, consumers prefers the 3 Roses tea most in the varieties of BrookeBond tea powders, it was preferred mainly on the basis of its taste and brand name. They are mostly influenced by the advertisement of the 3 Roses. It was consumed by the respondents for their refreshment, to get energized and to start a good day.

INTRODUCTION

Tea was initially found in China and has been extolled for its numerous health benefits. China and India are the largest tea producing countries, with India holding the title of being both the largest consumer and producer of tea globally. Being a significant drink for Indian consumers, they are informed about the health benefits and nutritional value of tea. They are also mindful of their tea brand and the brand of tea powders has a significant impact on the market. A successful tea powder brand reaches a wider audience, resulting in repeat purchases and consumption of the same brand.

Regardless of the brand, conducting a survey to gauge consumer preferences is a wise decision. This is the first step in determining the strengths and weaknesses of the product, comparing it to the competition, and identifying areas for improvement. Since tea is a widely consumed beverage, consumer preferences may shift based on factors such as flavor, cost, accessibility, advertising, and packaging.

OBJECTIVES OF THE STUDY

- To know the demographic characteristics of the respondents.
 - To know the general usage behavior of the respondent towards brookebond tea powders.
 - To identify the elements that influences the buying behavior of consumer.
 - To analyze the customer level of satisfaction and preferred type regarding the BrookeBond tea powders.
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SCOPE OF THE STUDY

The world is home to a wide range of beverages, however, tea remains popular among the people. Numerous brands have emerged, each offers a unique selection of flavors. An individual's preference for a particular brand or flavor of tea depends largely on the nature of the product or service being offered. This study helps to identify the factors influencing to prefer brookebond tea powder.

STATEMENT OF THE PROBLEM

In the modern world, the people are having a various types of beverages for their consumption, but tea is playing a major role in the beverages. Tea is considered as the most consumed beverages of all time and it is consumed mostly because of its health benefits. Such a tea should have a good reputed brand for the consumption. The people prefer their brand based on the Taste, aroma, flavor, variety, brand name etc. The purpose of this study is to identify the consumers preference towards the BrookeBond Company tea powders. Analyzing their own satisfaction and the elements that are influencing in the buying decisions of the BrookeBond company tea powders.

RESEARCH METHODOLOGY

The study is based on the data collected from the response through the convenient sampling method. A sample size of 150 was taken for the study. There are two types of data has been evolved in the process, they are primary data & Secondary data. The varieties of the tea we chosen for this study are 3roses, 3 roses natural care, 3roses topstar, Tajmahal, Taaza. The study was undertaken with the those who use Brookebond tea powder. The study is conducted in the Coimbatore city. The study is confined to the period from January and March.

HYPOTHESES

HO1: There is no significant relationship between the opinion regarding the satisfaction level and varieties of tea.

HO2: There is a significant relationship between the opinion regarding the satisfaction level and varieties of tea.

LIMITATIONS OF THE STUDY

- The area of the study is conducted only in Coimbatore city, so the result may not be applicable to other cities.
- Only 152 respondents have been taken for the study, if the responses increase the results may differ.
- The time period for the study was limited from January to march is not applicable.

REVIEW OF LITERATURE

In the following line, the literature survey includes a review of previous study. this review presents a limited selection of focused research that are relevant to the study issue.

Kakali Hazarika (2012)¹ in his research article attempted to identify the interest of Domestic consumer market for Indian tea. The data was collected in a place of Assam, from 215 respondents between the age of 20 and 60. Data was gathered through interviews. the sampling method used here was percentage analysis and chi-square. The researcher concluded that local brands in Assam are not strong enough to compete with other brands. Despite a trend towards packaged tea, consumption of loose tea remains significant.

Singh and Dr. Anita (2012)² in their research article attempted to identify the interest of consumers purchasing behavior of branded tea. The findings of the study is collected from all India level. The researcher utilized 120 respondents, who were surveyed using a questionnaire. The researcher concluded that the majority of individuals consume tea three to four times daily and have a preference for Tata tea over other brands. Based on these results, it was determined that the company should implement strategies to surpass its competitors.

Satnam Kour Ubeja and Dhara Jain (2013)³ in their research article attempted to identify the interest of consumer preferences for branded versus loose tea with the reference to Indore city. The results revealed that out of 200 participants, 90 preferred branded tea while 110 preferred loose tea. The analysis was conducted using factor analysis and ANOVA testing. The researcher concluded that marketers could increase consumer appeal by offering larger quantities of the product at the same price.

Thiyagaraj.V., (2015)⁴ in his research article attempted to Study of Consumer Preference Towards Branded Tea in Tiruppur City . The researcher utilized 120 respondents, who were surveyed using a questionnaire. the researcher had used percentage analysis and chi- square. The researcher concluded that the company in the tea trade can use discount coupons as a promotional strategy to attract a larger customer base and boost sales. Studies suggest that consumers prioritize quantity over price, and are more likely to purchase more tea if offered at a lower cost.

M.Chandrakumar, S.D. Sivakumar, S. Selvanayagi and V. Sakthirama (2016)⁵ in their research article attempted to identify the Consumption behavior of tea and the reason for consuming tea in coimbatore city, The researchers had utilized 300 respondents in which (150 in urban and 150 in rural). The researchers had used the factor analysis method for their studied article. The researchers had concluded their study by that the 80 percent of the people are considering tea as the best beverage for them, then the rural people are mostly prefer the tea because of having a advantage to buy the tea powders in a lower cost and finally the urban people are also prefer tea as their main beverage , especially the urban people buy the tea powders mainly based on the brand's name and the product's reputation among the people.

FINDINGS:

Objective 1: The demographic characteristics of the respondents

Out of 150 respondents, 104(69.3%) were male and 46 (30.7%) were female. 66 (44%) of the respondents were less than 20 years, 72 (48%) of the respondents were 21-30 years, 10 (6.7%) of the respondents were 41-60 years, 2 (1.3%) of the respondents were above 60 years. 44(29.3%) of the respondents were below 20000 of monthly income, 36 (24%) of the respondents were between Rs.21001-30000 of monthly income, 37(24.7%) of the respondents were between Rs.31001-40000 of monthly income, 33(22%) of the respondents were above Rs.40000. 54(36%) of the respondents were collected from rural area, 96(64%) of the respondents were from urban area. 38(25.3%) of the respondents were joint family, 112(74.7%) of the respondents were nuclear family.

Objective 2: The general usage behavior of the respondent

Out of 150 respondents, the maximum of 64(42.7%) respondents were influenced through Advertisement. The maximum of 69(46%) respondents were purchasing the tea powders whenever is needed. The maximum of 47(31.3%) respondents were consuming the tea once in a day. The maximum of 57(38%) respondents monthly cost for the tea powders were between Rs.151-250. The maximum of 53(35.3%) respondents were preferring the package of 100 grams.

Out of 150 respondents, in preferred varieties (multiple option) 3 ROSES was chosen by 99 respondents, 3roses natural was chosen by 60 respondents, 3roses topstar was chosen by 37 respondents, Tajmahal was chosen by 61 respondents, Taaza was chosen by 11 respondents. In most preferred varieties (single option) 3 ROSES was chosen by 75 respondents, 3roses natural was chosen by 24 respondents, 3roses topstar was chosen by 17 respondents, Tajmahal was chosen by 33 respondents, Taaza was chosen by 1 respondents. The rank of the varieties of BrookeBond tea powders on account of the respondents. It is observed as 3 Roses at rank 1 and followed by Taj Mahal, 3 Roses natural care, 3 Roses topstar, and Taaza.

Objective 3: Elements that influences the buying behavior of consumer.

The rank of the satisfaction of the BrookeBond tea powders on account of the respondents. It is observed as the Refreshment as rank 1 and followed by energizing, starting up a good day, habituated, healthy beverage.

Objective 4: the customer level of satisfaction and preferred type regarding the BrookeBond tea powders

Table

	Sum of Squares		df		Mean Square		F		sig	
	Age	Gender	Age	Gender	Age	Gender	Age	Gender	Age	Gender
Between Groups	0.0551	1.7061	1	3	0.0551	0.5687	0.1597	1.6803	0.69	0.174
Within Groups	50.727	49.076	147	145	0.3451	0.3385				
Total	50.782	50.782	148	148						

The one way Anova were analyzed with Satisfaction level and age, gender. There is a impact of BrookeBond tea powder purchasing behavior with the age and gender are independent.

The one way Anova were analyzed with 3 Roses. The result of significant differs in opinion regarding the satisfaction level and 3 Roses tea powder across the taste, which there is an 5%(0.38) level of confidence. The result of significant differs in opinion regarding the satisfaction level and 3 Roses tea powder across the brand name, which there is an 5%(0.026) level of confidence. There is a impact of satisfaction level of BrookeBond tea powder with flavor, price, quantity, safely packed, quality, aroma and health benefits are independent and other factors such as taste and brand name are dependent.

The one way Anova were analyzed with 3 Roses natural care, 3 Roses topstar, Tajmahal, Taaza. There is a impact of satisfaction level of BrookeBond tea powder with flavor, price, quantity, safely packed, quality, aroma, health benefits, taste and brand name are independent.

SUGGESTION

The respondents suggested introducing new varieties and improvement in taste in Brooke Bond, the respondents are expecting a price reduction. They felt that the packaging of the BrookeBond is improved, the respondents says that the mini packages can be given for their convenience.

CONCLUSION

The present study was concentrated on the consumer preference towards BrookeBond tea powders with special reference to coimbatore city. The study aims to examine the general usage behavior of the respondent toward Brookebond tea powder. On account to the respondents the consumers prefers the

3 Roses tea most in the varieties of BrookeBond tea powders, it was preferred mainly on the basis of its taste and brand name. They are most influenced by the advertisement of the 3 Roses. It was consumed by the respondents for their refreshment, to get energized and to start a good day.

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