



## **A Study on Consumer Purchase behaviour towards Branded Tea's with Special Reference to Coimbatore City**

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### **ABSTRACT**

Tea is the most ancient beverage mankind has been enjoying, is still popular drink Consumption of tea has always been a social and more habitual concept for most of the Indian consumers. Tea is an aromatic beverage commonly prepared by pouring hot or boiling the water over cured leaves. More than 75% of all tea produced in this world is black tea, 20% is green and rest of the accounted for by the white tea.

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### **INTRODUCTION**

Tea plays a vital role in the national economy through export earning, trade balancing and as well as employment generation. It produces 2% of the world population and exports 3% of the world export. It is providing direct employment to about 0.11 million ethnic minority people, 50% of whom are women and their civic needs and amenities are provided by the industry free of cost along with about 0.4 million depends on the permanent workers. Furthermore, another 0.6 million people are also dependent on the tea in its export, packing, broking and local trade, supporting factories and workshop chest manufacturing and transport industry etc. It gives 200 million as the interest against production and development loan from the tea industry. The practice of Ayurveda has resulted in a long-lasting tradition of herbal teas. Teas are also mixed with traditional herbs.

### **STATEMENT OF THE PROBLEM**

At present there are various beverages which consumers prefer but tea has become one of the most popular drink. People prefer tea due to taste, habit, etc. The purpose of the study is to identify and analyse the factors which influences the consumer's preference and satisfaction towards tea products.

### **OBJECTIVES**

- To know the level of awareness of high-quality tea products among the consumers.
- To examines the consumer preference towards tea product.
- To know the factors influencing the satisfaction level of the consumer.
- To study the factors influencing to purchase tea products.

### **SCOPE**

The present study is an attempt to analyse consumer preference and satisfaction towards tea product in Coimbatore. Taking the consideration of all theoretical concept about the consumer behaviour, this study is confined to the scope of the consumer awareness in tea, means by which the consumer population is informed for the presence of the product in the market, its effectiveness is used on. Based on the satisfaction level of the consumer, tea can make changes in their product and services.

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### **REVIEW OF LITERATURE**

In the present era, marketers are focusing customer rule that is customer is their first preference. To keep deep eye on customer's primary responsibility to the organisation is to gain the knowledge about the customers. In this way marketers will be successful in fulfilling the needs and wants of the customers

and seek the better opportunities in the market. Researcher find out that marketers need to understand these four things in order to serve their customers better

- **Ubeja, S.K., & Jain.D (2013)** “A Study of Consumer’s Preference towards Branded & Loose Tea with Reference to the Indore City.” The beverages sector in India has undergone significant transformation in the past 12 years. Within the beverages sectors, tea industry in India is grown up to 25-30% annually and would double or triple times in the size by 2014. This industry is gradually inching its way towards becoming the next booming industry. Tea is available in two broad forms i.e., branded tea and loose tea. A branded tea meant by those all-tea brands which are known at national level and are performing very well in the market, while a loose tea means all tea which are known at regional level are performing very well with competing in local market in every city.
- **Chung S.J & Vickers.Z (2013)** “Long term acceptability and choice of teas differing in sweetness.” We measured people’s choice and changes in choice of three types of tea, each at a low and low and an optimum level of sweetness. Twenty-eight tea drinkers participated in an initial taste test session and 20 additional consumption sessions. During the first session they tasted six samples, ranked then in ordered preference and otherwise familiarized themselves with the samples prior to the long-term experiment. In each of the consumption sessions they selected a tea, drank it, ranked how they will like it, how tired they were of it, and their satisfaction with having chosen.
- **Sakthirama.V & Venkataram.R (2013)** “An analysis on food choice motivates of organic tea in Coimbatore.” Among the different organic products, tea is one of the major consumer food products. This study focused on identifying various factors influencing food choice motivates the organic tea consumed by the consumers in Coimbatore city. The result of the study indicated that among the various motives health and health benefits like safety and natural content were the major factor influencing the consumption of organic tea.
- **Ghosh M.U.N.M.U.N & Ghosh R.I.N.D.A.M (2013)** Consumer buying behaviour in relation to consumption of tea “Tea is a part and parcel of Indian social, economic and cultural life. Indians cannot think of the day without their favourite cup of tea. It is the most popular non-toxic beverage in the world enjoyed by the rich and poor alike. The present paper focuses on issues that influence the behaviour of various tea consumers”

## TEA

Tea is an aromatic beverage commonly prepared by pouring hot or boiling water over cured leaves of the tea plant, *Camellia Sinensis*. After water, tea is the most widely consumed beverage in the world. It has a cooling, slightly bitter, astringent flavour that many people enjoy. Tea has been promoted for having a variety of positive health benefits, though generally these benefits have not been adequately demonstrated in humans.

The history of tea is long and complex, spreading across multiple cultures over the span of 1000 years. The earliest credible record of tea drinking dates to the 3rd century AD, in a medical text written by Hua. Drinking tea became popular in Britain during the 17th century. In popular Chinese legend, Shennong, the legendary Emperor of China and inventor of agriculture and Chinese medicine was drinking a bowl of boiled water due to decree that his subjects must boil water before drinking it sometime, when a few leaves were blown from a nearby tree into his water, changing the colour. The emperor took a sip of brew and was pleasantly surprised by its flavour and restorative properties. A variant of the legend tells that the emperor tested the medical properties of various herbs on self, some of them poisonous and found tea to work as an antidote. A similar Chinese legend goes that the God of agriculture would chew the leaves, stem and roots of various plants to discover medicinal herbs. If he consumed a poisonous plant, he would chew tea leaves to counteract the poison. A rather gruesome legend dates back to the Tang Dynasty. In the legend, Bodhi dharma, the founder of Chan Buddhism, accidentally fell asleep after meditating in front of a wall for 9 Years. He woke up in such disgust at his weakness that he cut off his own eyelids

## DIFFERENT TEA VARIETIES

1. Darjeeling
2. Assam
3. Dooars and Terai
4. Kangra
5. Nilgiri

## TEA INDUSTRY IN INDIA

Tea isn’t simply tea in India but it is like a staple beverage here and a day without it is impossible and incomplete. Indians prefer their steaming cup of tea because for them it acts as an energy booster and is simply indispensable. This popular beverage has a lot of health benefits too as its antioxidants help to eliminate toxins and free radicals from the blood.

Originally tea is indigenous to the Eastern and Northern parts of India, but the tea industry has expanded and grown tremendously over the years, making India the largest grower and producer of tea in the world. The tea production in India was 979000 tonnes as of 2009. In terms of consumption, export and production of tea, India is the world leader. It accounts for 31% of the global production of tea. India has retained its leadership over the tea industry for

the last 150 years. The total turnover of this industry is roughly Rs.10000 crores. Since 1947, the tea production in India has increased by 25% and the land are used for production has increased by 40%.

## ANALYSIS AND INTERPRETATION

Analysis of Data is a process of inspecting, cleansing, transforming, and modelling data with the goal of discovering useful information, informing conclusions, and supporting decision-making. Data analysis is a process for obtaining raw data and converting it into information useful for decision-making by users. Data are collected and analysed to answer questions, test hypotheses or disprove theories

### PERCENTAGE ANALYSIS

Percentage method refers to the specific kind which is used in making comparison between two or more series of data collected. Percentages are based on descriptive relationship. It compares the relative items. Through the use of percentage, the data are reduced in the form with base equal to 100%, which facilitate relative comparison.

FORMULA:

$$\text{PERCENTAGE} = \frac{\text{NO.OF.RESPONDENTS}}{\text{TOTAL NO.OF.RESPONDENTS}} * 100$$

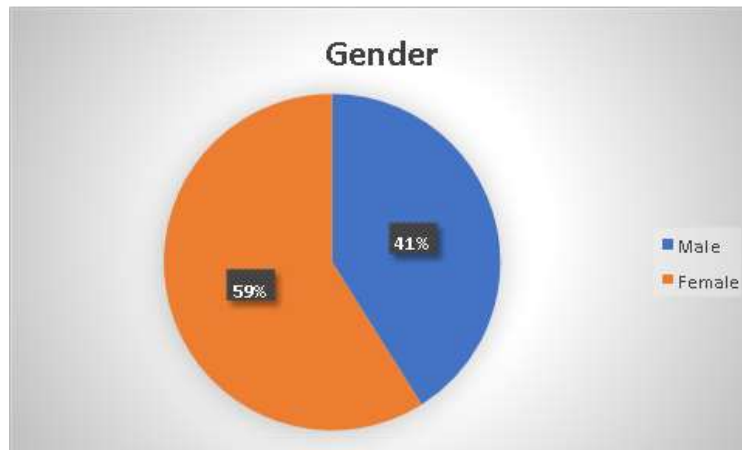
**Table showing the Gender of the respondents**

Gender	Frequency	Percentage
Male	62	41%
Female	89	59%
<b>Total</b>	<b>151</b>	<b>100</b>

### INTERPRETATION

The above table shows that 59% of the respondents are female and 41% of the respondents are male.

**Chart Showing Gender of the Respondents.**



### WEIGHTED AVERAGE SCORE METHOD

A weighted average is an average in which each observation in the data set is assigned or multiplied by a weight before summing to a single average value. In this process, each quantity to be averaged is assigned a weight that determines the relative importance of each quantity. Weightings are the equivalent of having that many like items with the same value involved in the average.

**Table showing the Reason for buying the product**

Items	R5	R4	R3	R2	R1	Total	Weighted Average	RANK
Price	5	12	285	32	36	370	2.45	IV
Quality	20	280	60	80	17	457	3.02	II

<b>Quantity</b>	25	240	105	80	11	461	3.05	I
<b>Advertisement</b>	35	12	210	44	39	340	2.25	V
<b>Others</b>	35	32	246	56	26	395	2.61	III

**INTERPRETATION:**

From above table we can know that quantity is the main reason for buying Tea product followed by Quality, Other factors, Price and Advertisement.

**RANKING ANALYSIS**

A ranking is a relationship between a set of items such that, for any two items, the first is either 'ranked higher than', 'ranked lower than' or 'ranked equal to' the second. In mathematics, this is known as a weak order or total pre order of objects. It is not necessarily a total order of objects because two different objects can have the same ranking. The rankings themselves are totally ordered. For example, materials are totally pre ordered by hardness, while degrees of hardness are totally ordered

**Table showing Ranking of choice of preference of tea**

Items	R1	R2	R3	R4	R5	Total	Rank
<b>Taste</b>	10	24	60	50	98	242	<b>V</b>
<b>Brand Name</b>	20	28	102	108	52	310	<b>IV</b>
<b>Availability</b>	20	20	138	76	58	312	<b>III</b>
<b>Colour</b>	20	76	111	62	60	329	<b>I</b>
<b>Packet Size</b>	50	40	96	58	70	314	<b>II</b>

**INTERPRETATION**

From above table colour influences the consumer to choose a particular tea brand followed by Packet size, Availability, Brand name and Taste.

**CHI-SQUARE ANALYSIS**

A CHI-SQUARE is a statistical tool commonly used for testing the independence and goodness of fit. Testing independence determines whether two or more observations across two population are dependent on each other. Testing for goodness of fit determines if an observed frequency distribution matches a theoretical distribution.

**FORMULA:**

$$\text{CHI-SQUARE VALUE } (\Sigma) = \frac{(\text{OBSERVED VALUE} - \text{EXPECTEDVALUE})^2}{\text{EXPECTED VALUE}}$$

EXPECTED VALUE = ROW TOTAL \* COLUMN TOTAL

DEGREE OF FREEDOM = (ROW - 1) \* (COLUMN - 1)

**HYPOTHESIS**

H0: There is no significant relationship between dependent variable and independent variable.

H1: There is significant relationship between dependent variable and independent variable.

Significance value for chi-square is 5% (i.e., 0.05). If the calculated value is less than the table value, it is accepted. Else in other situation it is rejected.

**Table showing the relationship between Monthly income and Monthly purchase of tea.**

Monthly Income	Above 300	Below 100	I don't know	100-300	Total
<b>Below Rs.10,000</b>	7	7	7	10	31
<b>Rs.10001-20000</b>	8	20	10	7	45

<b>Rs.20001-40,000</b>	10	20	10	16	56
<b>Above Rs.40,000</b>	4	10	3	2	19

**CALCULATION OF X<sup>2</sup>**

<b>O</b>	<b>E</b>	<b>(O-E)</b>	<b>(O-E)<sup>2</sup></b>
7	5.95	1.05	1.1
8	8.64	-0.64	0.4
10	10.75	-0.75	0.56
4	3.65	0.35	0.12
7	11.7	-4.7	22.09
20	16.98	3.02	9.12
20	21.13	-1.13	1.27
10	7.17	2.83	8.09
7	6.15	0.85	0.72
10	8.94	1.06	1.12
10	11.12	-1.12	1.25
3	3.77	-0.77	0.59
10	7.18	2.82	7.95
7	10.43	-3.43	11.76
16	12.98	3.02	9.12
2	4.4	-2.4	5.74
<b>Total</b>	<b>150.94</b>	<b>0.04</b>	<b>81</b>

**CHI - SQUARE VALUE ( $\Sigma$ ) =  $\frac{(\text{OBSERVED VALUE} - \text{EXPECTED VALUE})^2}{\text{EXPECTED VALUE}}$**

**EXPECTED VALUE**

$$= 81/150.94$$

$$= 0.53$$

**DEGREE OF FREEDOM = (ROW - 1) \* (COLUMN - 1)**

$$= (4 - 1) * (4 - 1)$$

$$= 9$$

**CALCULATED VALUE X<sup>2</sup> = 0.53**

**TABLE VALUE = 16.92**

**HYPOTHESIS**

**H<sub>0</sub>:** There is no significant relationship between monthly income and monthly purchase of the respondents.

**H<sub>1</sub>:** There is a significant relationship between monthly income and monthly purchase of the respondents.

Level of significance = 0.05

Degree of freedom = 9

Chi-square value X<sup>2</sup> = 0.53

Table value = 16.92

### INTERPRETATION:

From the above table it can be interpreted that, the calculated value {0.53} is less than the table value {16.92} at the level of 5% significance. Hence  $H_0$  Null hypotheses is accepted.

Thus, there is no relationship between monthly income and purchasing of tea.

## FINDINGS

### PERCENTAGE ANALYSIS

1. 59% Of The Respondents Are Female.
2. 37% Of The Respondents Were Less Than 20 Years Of Age.
3. 47% Of The Respondents Are In Urban.
4. 38% Of The Respondents Earns Between Rs. 20001 – Rs. 40000.
5. 73% Of The Respondents Are From Nuclear Family.
6. 56% Of The Respondents Have Completed Their Under Graduation.
7. 42% Of The Respondents Were Students.
8. 65% Of The Respondents Are Unmarried.
9. 48% Of The Respondents Have 4 Members In Their Family.
10. 86% Of The Respondents Consumes Tea.
11. 46% Of The Respondents Have Chosen 3 Roses Tea
12. 42% Of The Respondent's Drink Tea For Refreshment.
13. 48% Of The Respondents Purchase Tea Based On The Needs.
14. 30% Of Respondents Buy 500g Of Tea.
15. 28% Of The Respondents' Drink Tea Once In A Day.
16. 31% Of The Respondents Prefer To Drink Tea In The Evening.
17. 73% Of The Respondents Consider Tea As A Part Of Nations Culture.
18. 28% Of The Respondents Prefers To Buy Tea In Retail Stores.
19. 77% Of The Respondents Preferred To Refer Their Tea To Others.
20. 38% Of The Respondents Spend Below Rs.100.

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## SUGGESTIONS

1. The emerging suggestions from the analysis of the data area Despite being one of the largest producers and the largest consumer of tea, the Indian plantation sector lacks appropriate mapping of production and consumption levels. Due to absence of accurate estimates the formulation of long-term industry wide action plans has been affected.
2. The fact which emerges from the present crisis is that Indian tea has not been globally competitive. It has concentrated more on building up its large estates and 223 has given less attention to processing and improving the quality by proper blending and marketing for higher price realization of their products.

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## CONCLUSIONS

This study was taken in Coimbatore city with 151 respondents selected in random. The study mainly focuses on consumer preference and satisfaction towards tea products. In today's highly competitive market landscape consumers has different choices and preferences and the study focuses mainly on understanding the satisfaction level of customers. The customer satisfaction is one of the important components which determines the growth and profitability of the organisation. The study is mainly focused on understanding the satisfaction level and its impact in improving the profitability of the organisation

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## REFERNCE

### AUTHORS

1. Nigel Melican: Nigel Melican is a renowned figure in the tea industry, particularly known for his expertise in tea tasting, blending, and market trends. He has authored various articles and papers on consumer preferences, tea production, and industry insights.
2. Jane Pettigrew: Jane Pettigrew is a respected authority on tea, with several books and articles exploring various aspects of tea culture, history, and consumer preferences. Her works often delve into the nuances of tea tasting, brewing techniques, and the evolving tastes of tea enthusiasts worldwide.

### LINKS

- <https://en.wikipedia.org/wiki/Tea>
- <https://www.britannica.com/topic/tea-beverage>
- <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4055352/>