



# INFLUENCES OF BRAND PERSONALITY ON CONSUMER CHOICE FOR FOOD PRODUCTS

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## ABSTRACT :

The Indian tea industry, dominated by heritage brands such as Brooke Bond, Tata Tea, Taj Mahal Tea, Lipton, Green Tea by Unilever, and Red Label Natural Care, is undergoing a dynamic transformation driven by evolving consumer preferences, health consciousness, and sustainability considerations. This study investigates the factors influencing consumer behavior, brand loyalty, and marketing effectiveness within this competitive landscape. A structured survey of 142 respondents, using convenience sampling, was conducted to gather primary data, supplemented by relevant secondary sources. The analysis reveals that taste, product quality, brand trust, and health benefits are the predominant factors guiding purchase decisions. Additionally, environmental consciousness significantly affects brand perception, with fair trade certifications and biodegradable packaging emerging as influential sustainability drivers. Word-of-mouth and traditional advertising channels, especially television, remain vital in shaping consumer attitudes. The findings suggest that tea brands can strengthen their market presence by enhancing product quality, diversifying offerings, adopting sustainable practices, and leveraging integrated marketing strategies. This study contributes valuable insights for marketers, brand strategists, and stakeholders in the Indian tea sector.

## INTRODUCTION

The Indian tea industry is one of the largest in the world, with major players like Brooke Bond, Tata Tea, Taj Mahal Tea, Lipton Tea, Green Tea by Unilever, and Red Label Natural Care dominating the market. These brands are well-known for their diverse range of tea products, catering to different consumer preferences—from traditional black tea to herbal and green teas. Each brand has established a strong presence in India and international markets through extensive marketing, quality assurance, and innovation in tea blends. Tea is one of the most widely consumed beverages in India and across the world. The Indian tea market is dominated by several leading brands, including Brooke Bond, Tata Tea, Taj Mahal Tea, Lipton Tea, Green Tea by Unilever, and Red Label Natural Care. These brands have established a strong legacy and continue to be household names, offering a variety of tea blends to cater to different consumer preferences. The tea industry in India is deeply rooted in history, dating back to the British colonial period when large-scale tea plantations were established. Over the years, India has become one of the largest producers and consumers of tea, with major brands leveraging the country's rich tea culture to develop innovative products.

Each of these brands brings unique value to the market:

**Brooke Bond** (owned by Hindustan Unilever) (Amitabh Bachchan); is known for its high-quality blends, including Red Label and Taj Mahal Tea, offering a strong taste and aroma.

**Tata Tea** (P.V.Sindhu); part of Tata Consumer Products, focuses on premium and mass-market tea products, emphasizing sustainability and ethical sourcing.

**Taj Mahal Tea** (A.R. Rahman); a premium brand under Brooke Bond, is famous for its rich flavor and has been endorsed by celebrities over the years.

**Lipton Tea** (Yuvraj Singh); (also owned by Unilever) is a global brand known for promoting health-conscious teas, particularly green and herbal teas.

**Green Tea** (Bipasha basu); by Unilever taps into the growing demand for wellness products, offering antioxidant-rich green tea varieties.

**Red Label Natural Care** (Hrithik Roshan) a special variant of Brooke Bond Red Label, is blended with traditional Indian herbs like tulsi, ashwagandha, and cardamom, appealing to health-conscious consumers.

## OBJECTIVES

1. To analyze the market share and positioning of the tea brands.
2. To understand consumer preferences and purchasing behavior towards these brands.
3. To assess the marketing and branding strategies used by these companies.
4. To explore the impact of sustainability initiatives on consumer perception.
5. To identify challenges faced by these tea brands in the current market scenario.

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## RESEARCH METHODOLOGY

Research methodology is a way to solve the research problem in a systematic manner, it may understand as a science of studying how the research is done significantly. The methodology may differ from problem, yet the basic approach towards the research remains the same.

### RESEARCH DESIGN

The research has used exploratory research design for the study. The purpose of this study is to research for the effect of advertisement towards consumer brand preference in soft drinks.

### SOURCES OF DATA

Both the primary data and secondary data were collected in this research.

#### Primary data:

The study is mainly based on primary data. The data for the study is collected through questionnaire.

#### Secondary data:

The secondary data has been collected mainly through review of literature which includes RESEARCH METHODOLOGY

### SAMPLE DESIGN

Respondents were selected by using convenience sampling method

### SAMPLE SIZE

The sample size consisting of 142 respondents is taken for this study.

### METHOD OF DATA COLLECTING

The data required for the study were collected from the selected sample. The method used for data collection is a structured questionnaire.

### TOOLS

Analytical Tool: Percentage analysis

Presentation Tool: Charts

### Scope of the Study

Covers the Indian tea industry with a focus on the mentioned brands. Includes analysis of consumer behavior, brand perception, and marketing effectiveness. Examines the impact of sustainability and health trends on tea consumption. Provides insights for stakeholders, including marketers, retailers, and policymakers. The Indian tea market, focusing on Brooke Bond, Tata Tea, Taj Mahal Tea, Lipton Tea, Green Tea by Unilever, and Red Label Natural Care. Consumer preferences regarding tea flavors, health benefits, and packaging. Brand marketing strategies, including advertisements, celebrity endorsements, and digital campaigns. Impact of sustainability initiatives such as eco-friendly packaging and fair-trade sourcing.

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## REVIEW OF LITERATURE

**"Marketing Mix of Brooke Bond Tea" (2025) by Hitesh Bhasin**, featured on Marketing91, analyzed the 4Ps—Product, Price, Place, and Promotion—of Brooke Bond Tea. The article detailed Brooke Bond's diverse product range, competitive pricing strategies, extensive distribution channels, and promotional activities that have solidified its market position.

**Smith, L., & Wang, T. (2021)**. "Sustainability and Ethical Sourcing in the Tea Industry: The Role of Unilever and Tata Tea." *International Journal of Business Ethics*. The paper explores how major tea brands, including Lipton and Tata Tea, emphasize sustainability through Rainforest Alliance certifications and ethical sourcing. It finds that eco-conscious consumers are more likely to choose brands that promote fair trade and environmental responsibility.

**"The Study of Consumer Behavior and Preference Towards Various Tea Brands" (2020) by S. S. Soni and S. K. Soni**, published in the *Journal of Emerging Technologies and Innovative Research*, examined consumer preferences among brands like Red Label, Tata Tea, Taaza, Lipton, Taj Mahal, Marvel, and Pataka Chai. The study found that 24% of consumers preferred Tata Tea, followed by 19% favoring Taaza Tea. The research highlighted Tata Tea's strong market presence and consumer loyalty.

## COMPANY PROFILE

### 1. Brooke Bond (Lipton Teas and Infusions)

**Company Overview:** Brooke Bond is a historic tea brand known for its quality blends

**History:** Founded in 1869 by Arthur Brooke in Manchester, England.

**Products:** Offers a variety of teas, including black teas like Red Label and Taj Mahal.

**Revenue:** Specific revenue figures for Brooke Bond are not publicly disclosed.

**Employees:** Integrated within Lipton Teas and Infusions' global operations.

**Headquarters:** Amsterdam, Netherlands (Lipton Teas and Infusions' headquarters).

### Tata Tea (Tata Consumer Products Limited)

**Company Overview:** Tata Tea is a leading Indian tea brand under Tata Consumer Products Limited.

**History:** Established in 1964 as part of the Tata Group's venture into the beverage industry.

**Products:** Offers a wide range of teas, including Tata Tea Premium, Tata Tea Gold, and Tetley.

**Revenue:** 11,602 crore for the fiscal year 2020-21.

**Employees:** Over 5,000 employees in India.

**Headquarters:** Kolkata, India

### Taj Mahal Tea (Hindustan Unilever Limited)

**Company Overview:** Taj Mahal Tea is a premium tea brand in India, known for its rich flavour.

**History:** Launched in 1966 by Brooke Bond, now under Hindustan Unilever Limited (HUL).

**Products:** Specializes in premium tea blends.

**Revenue:** Part of HUL's overall revenue; specific figures for Taj Mahal Tea are not separately disclosed.

**Employees:** Integrated within HUL's workforce.

**Headquarters:** Mumbai, India.

### Lipton Tea (Lipton Teas and Infusions)

**Company Overview:** Lipton is a globally recognized tea brand offering a wide range of tea products.

**History:** Founded in the 1890s by Sir Thomas Lipton.

**Products:** Offers black, green, and herbal teas.

**Revenue:** Specific revenue figures for Lipton are not publicly disclosed.

**Employees:** Part of Lipton Teas and Infusions' global workforce.

**Headquarters:** Amsterdam, Netherlands.

### Green Tea by Lipton (Lipton Teas and Infusions)

**Company Overview:** Lipton offers a range of green teas under its brand.

**History:** Introduced as part of Lipton's expansion into green tea offerings.

**Products:** Various green tea blends, including pure and flavored options.

**Revenue:** Included within Lipton's overall revenue.

**Employees:** Part of Lipton Teas and Infusions' global workforce.

**Headquarters:** Amsterdam, Netherlands.

### Red Label Natural Care (Hindustan Unilever Limited)

**Company Overview:** Red Label Natural Care is a variant of Brooke Bond Red Label, infused with Ayurvedic ingredients.

**History:** Launched to cater to health-conscious consumers seeking traditional wellness benefits.

**Products:** Tea blends enriched with ingredients like tulsi, ashwagandha, mulethi, ginger, and cardamom.

**Revenue:** Part of HUL's overall revenue; specific figures for Red Label Natural Care are not separately disclosed.

**Employees:** Integrated within HUL's workforce.

**Headquarters:** Mumbai, India.

## INTERPERTATION AND ANALYSIS

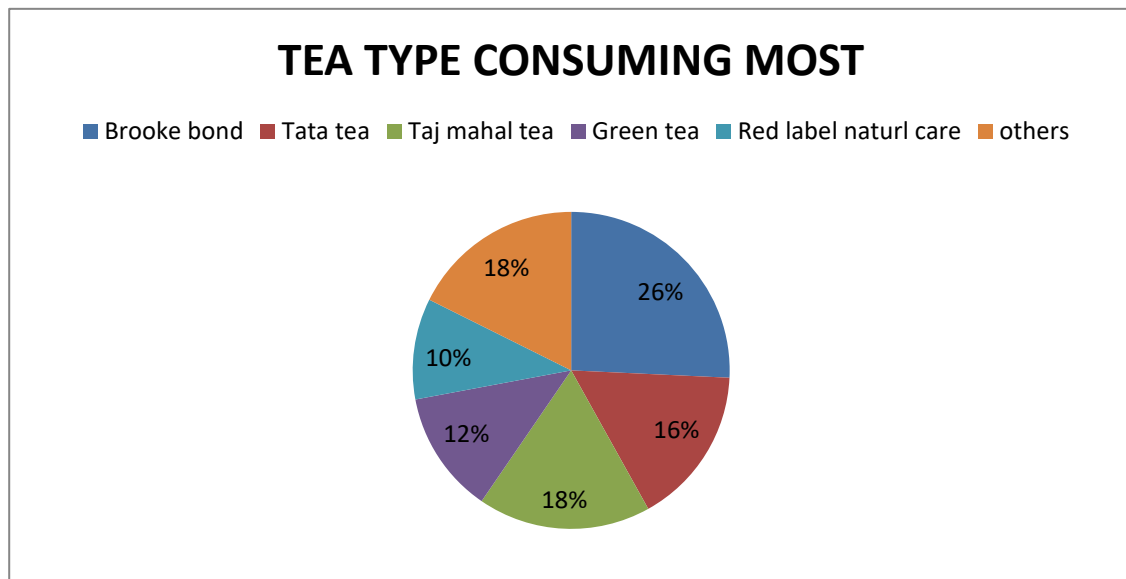
### CONSUMER PREFERENCE FOR FOR BRANDS IN TEA

TEA BRAND	FREQUENCY	PERCENTAGE
Brooke bond	35	24.65
Tata tea	22	15.49
Taj Mahal tea	24	16.90

Lipton tea	6	4.23
Green tea	17	11.97
Red label natural care	14	9.86
Others	24	16.90
<b>Total</b>	<b>142</b>	<b>100%</b>

**INTERPRETATION;**

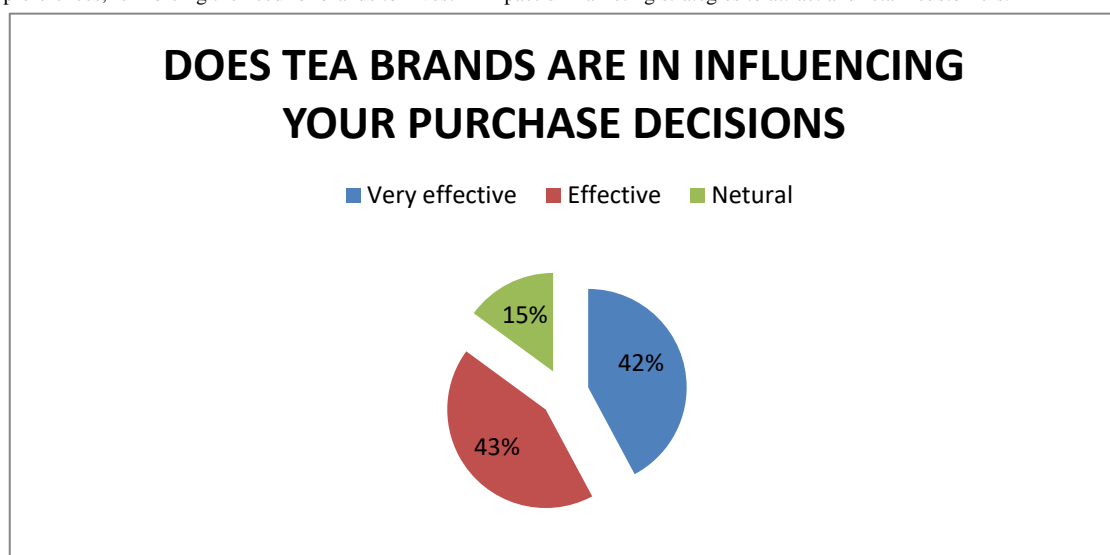
Table 4.5 indicates the most consumed tea types among respondents. Brooke Bond is the most preferred tea brand, accounting for 24.65% of the total consumption, followed by Taj Mahal tea and "Others," both at 16.90%. Tata tea ranks third with 15.49%, while Green tea contributes 11.97%. Red Label Natural Care and Lipton tea have lower consumption rates at 9.86% and 4.23%, respectively. This suggests that traditional tea brands like Brooke Bond and Taj Mahal tea dominate the market.

**CONSUMER PREFERENCE FOR BRANDS IN TEA****IMPACT OF MARKERTING CAMPAIGN ON PURCHASE OF BRANDED TEA**

DOES TEA BRANDS ARE IN INFLUENCING YOUR PURCHASE DECISIONS	FREQUENCY	PERCENTAGE
Very effective	60	42.25
Effective	61	41.96
Netural	21	14.79
<b>Total</b>	<b>142</b>	<b>100%</b>

**INTERPERTATION;**

A significant majority of respondents (42.25%) find the marketing campaign very effective, while 41.96% consider them effective. Only 14.79% remain neutral, suggesting minimal skepticism toward marketing efforts. This data highlights the crucial role of marketing campaign in shaping consumer preferences, reinforcing the need for brands to invest in impactful marketing strategies to attract and retain customers.



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## FINDINGS

- Majority of 51.41% of the respondents are under the age of 18-25.
- Majority of 56.34 % of the respondents are females.
- Majority of 45.07% of the respondents are working professionals..
- Majority of 41.55% of the respondents tea powder monthly.
- Majority of 42.25% of the respondents buy the particular tea brand by seeing quality of the product.
- Majority of 34.51% of the respondents spend on tea brand is 200-300.
- Majority of 42.96% of the respondents are effective about influencing the purchase decision of the tea brands.

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## SUGGESTIONS.

1. Compare Demographics – Analyze differences in preferences across gender, occupation, and location to identify specific consumer trends.
2. Highlight Key Trends – Emphasize the dominance of regular and flavored tea, as well as the growing importance of sustainability and health benefits.
3. Market Implications – Suggest how brands can leverage taste, affordability, and eco-friendly practices to attract and retain consumers.
4. Address Barriers – Discuss price sensitivity as a challenge and recommend strategies like discounts or trial packs to encourage premium tea adoption.

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## CONCLUSION

The tea industry has witnessed significant growth, with leading brands like Brooke Bond, Tata Tea, Taj Mahal Tea, Lipton, Green Tea by Unilever, and Red Label Natural Care playing a crucial role in shaping consumer preferences. These brands have successfully positioned themselves as household names by offering high-quality, flavorful, and health-beneficial tea products. With increasing awareness of health and wellness, these brands have adapted by introducing green tea, herbal infusions, and wellness teas that cater to the evolving needs of consumers. Sustainability and ethical sourcing have also become key focus areas, with many brands shifting to eco-friendly packaging and supporting fair trade practices. Going forward, these brands can continue to thrive by embracing innovation, expanding into new markets, enhancing digital presence, and launching unique tea experiences.