



International Journal of Research Publication and Reviews

Journal homepage: www.ijrpr.com ISSN 2582-7421

A Study on Consumer Satisfaction Towards Beverage Products

Dr. P. Pavithra¹, Deepak M²

¹M.Com., M.Phil., MBA., Ph.D., Assistant Professor Sri Krishna Adithya College of Arts and Science

²III B.COM, Sri Krishna Adithya College of Arts and Science

ABSTRACT

This investigation aims to examine the different elements that influence consumer satisfaction regarding beverage products. With the increasing demand for beverages, it is crucial for businesses to examine consumer behavior and preferences to maintain growth and foster loyalty. The study will examine the impact of taste, price, service quality, and product quality on consumer satisfaction and loyalty. This study will examine current research to provide insights into consumer perceptions and preferences, assisting beverage manufacturers and marketers in developing effective strategies to enhance customer satisfaction and loyalty.

INTRODUCTION TO THE STUDY

Over the past 12 years, the beverages sector in India has undergone significant transformations. The tea industry in India is anticipated to achieve an annual growth rate of 25-30%, with the potential to double or triple in size by 2014. This sector is consistently advancing towards solidifying its position as the next flourishing industry. The objective of the consumer is to choose the assortment of goods that provides the greatest level of satisfaction based on their individual criteria.

Tea is a remarkably versatile beverage, functioning as a unique answer for a multitude of occasions and seasons. Tea serves as a source of warmth during chilly days; it offers refreshing coolness in the heat; it brings joy in times of sorrow; it fosters tranquility in moments of high energy; it revitalizes when tiredness occurs—and can be found at almost every street corner. In conclusion, tea acts as a therapeutic experience encapsulated in a cup.

Tea can be classified into two primary categories: branded tea and loose tea. A branded tea encompasses those tea brands that achieve national recognition and demonstrate outstanding market performance, including Taj Mahal tea, Red Label, Tetley Tea, Agni Tea, Tata Tea, among others. A loose tea encompasses all tea brands that achieve recognition at a regional level and demonstrate excellence in competition within the local market across different cities. The branded tea market is anticipated to undergo substantial expansion, with projections indicating it could double in size within the next five years. This growth is largely attributed to consumer preferences that lean towards branded packets of tea rather than unbranded, open-weight options. Consumer preferences denote the personal inclinations and subjective assessments of various combinations of goods, evaluated through the perspective of utility. Consumers are enabled to assess these bundles of goods by considering the utility levels they offer in comparison to their price.

The ability to obtain products does not determine a consumer's likes or dislikes. The complexities of consumer preferences have expanded considerably, rendering them more essential for retailers in today's environment than in the past.

The preferences and values of each individual customer are determined outside the realm of economic analysis. They are certainly shaped by various cultures, educational backgrounds, and personal preferences, along with numerous other influences.

REVIEW OF LITERATURE

Woodard (2021) A study investigating consumer behavior among women in the US, carried out by the National Foundation of Women Business Owners, found that 57% of women business owners who engaged with the Internet made online purchases, compared to 40% of female employees who also utilized the Internet for shopping online.

DATA ANALYSIS & INTERPRETATION

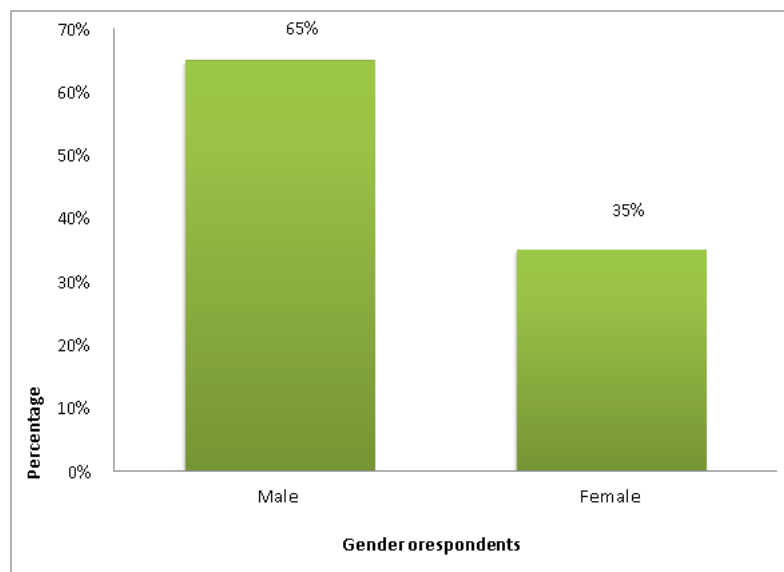
TABLE NO 4.1.1 TABLE SHOWING GENDER

S. No	Gender	No. of respondents	Percentage (%)
1	Male	65	65
2	Female	35	35
	Total	100	100

INTERPRETATION

From the above table, it is found that majority (65 %) of the respondents were male and (35%) of respondents of female.

NO 4.1.1 CHART SHOWING CHART GEND



FINDINGS

- ☐ 56% of the respondents were male.
- ☐ 31% of the respondents were at the age of More than 50.
- ☐ 30% of the respondents were Professional.
- ☐ 63% of the respondents are married.
- ☐ 50% of the respondents were professional.

SUGGESTIONS BASED ON ANALYSIS

- ☐ The management should offer more attractive offers to retain its customers.
- ☐ Pretty combination with good services should be done to retain customers.

CONCLUSION

Even if and when a causative link with health benefits was to be established, Branded tea can be expected to retain some of its defining restrictions. While, a lot more could potentially avail of its antioxidant benefits by consuming Tea moderate quantities.

It has been observed that most customers are attracted towards branded tea similarly most of these customers are not attracted towards various branded tea through advertisement. High customer satisfaction level helps the company to retain its existing customer as well as generate new customer through word to mouth publicity. The researcher has given some policy recommendations for the benefits to the tea companies.

If the above says recommendation is being considered the company may able to maintain the market is scheme as can company top position in particular in the region.

☐ Advertisement does have an impact on the consumer to switch to other brand.