

“Consumer buying behavior in relation to consumption of TEA”

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Abstract

Tea is an integral part of Indian social, monetary and social life. Indians can't think about a day without their most loved cup of tea. It is the most famous non-inebriating refreshment on the planet delighted in by the rich and poor the same. Being most mainstream devoured drink, in numerous societies tea is expended at raised get-togethers. In any case, paying little mind to its wide utilization purchaser standard of conduct changes from time and this conduct change is affected by numerous elements like notoriety of a brand, steadiness, fragrance, shading, cost and some more. The current paper centers around issues that impact the conduct of different tea customer. The real need and conduct of the purchaser towards tea. Further to discover the most appropriate characteristic that commands the dynamic of the purchaser while choosing specific tea brand parametric strategy for assessment is utilized to contemplate the pattern investigation thinking about various brands and the properties that influences the acquisition of the brands. Model is prepared for considering the prescient capacity of the traits like, dedication, shading and cost. Accordingly, the examination builds up a solid stage where we can approve relationship of buyer conduct with utilization. Design going through various measurable test and spotlight on the region and parts of diverse conduct of customer comparable to utilization of tea.

Keyword- types of tea, which tea brand mostly prefer, why people drink tea?

Introduction

Tea is the most widely consumed beverage in the country India and China are Respectively the largest and second largest producer and consumer of tea. These two Countries together account for half of world's tea production. However, they export Less than a quarter of their production, due to largest domestic demand.

Tea plantations in India are concentrated in North East (Upper Assam and West Bengal) and South (Kerala and Tamil Naidu). North East account for 75% of Production while the Southern region accounts for the balance. Although, yield per Hectare is lower in North East tea quality is superior. For a long time, Indian tea Producers were getting artificially high price for tea the erstwhile USSR used to but Under bilateral treaty. The rubble (USSR currency) was artificially overvalued. The Collapsed of the USSR has been a major blow to the industry. Paradoxically, Indian is not Globally competitive in production of tea which is lab or intensive. Competing countries Kenya, Sri Lanka were under developed and have comparatively lower labor cost and Much liberal laws. More importantly, average age of tea bushes in India is relatively High, therefore productivity is lower. Income tax liability for tea companies is calculated In a unique way. 60% pre tax profit are deemed to be agriculture income, taxable by the State government and 40% corporate earnings taxable as corporate profits. The effective Tax rate works out to be significantly higher.

TEA VARIETIES -

Tea can be distinguished as Green and Black depending on the apparent Colour. Black tea manufactured by deliberate fermentation of leaf juice, has stronger taste and liquor. Green tea manufactured by preventing the fermentation, is light and perceived to have medicinal values. Leaf tea can be processed as orthodox or CTC (crush, tear and curl) production entails an accelerated fermentation. Quality of tea is measured on parameter of liquor, aroma/flavour, leaf appearance etc. Tea is also classified on the basis of area of cultivation. The most common varieties are Darjeeling Tea, Assam Tea, Dooars Tea, Ceylon Tea, Chinese Tea and Kenyan Tea.

Customer behaviour study is based on consumer buying behaviour, with the customer playing the three distinct Roles of user, payer and buyer. It has shown that consumer behaviors is

difficult to predict, even for experts in the Field. Relationship marketing is an influential asset for customer behavior analysis as it has a keen interest in the re-Discovery of the true meaning of marketing through the re-affirmation of the importance of the customer or buyer. Buying Pattern of consumer varies accordingly based on type of products. There are different factors that directly or indirectly Affect consumer buying behavior.

Review of literature

- Tea report (2006) discussed briefly about the consumption pattern of tea in the country and consumer's insight Towards the consumption of the beverage. It focused on the aspect of brand loyalty and individual perception while buying And consuming tea. It also emphasized on impact of advertisement on consumer and retailer and the availability of different Brands in the market.
- Ramanuj Majumder (2010) discussed in detail about the importance of understanding the consumer for the benefit Of marketers and cited many live examples of the cities how marketers in India have utilized the knowledge of consumer Behaviour to evolve it marketing strategies. He also focused on issues of decision making and the theoretical foundations of Consumer behaviour and offered many practical insights of Indian Market.
- Ronald A. Fullerton (1994) examined one episode on the consumer behaviors research and particular attention is Paid to their study, "Tea and the Viennese". The research combined quantitative and qualitative analyses and evinced an Unusually high skill in interpreting consumer experience.
- Moonesha Pachauri (2002) developed a framework for the study of consumer behaviour and it is helpful to begin by considering the evolution of the field of consumer research and the different paradigms of thought that have influenced the discipline. Overall, it is argued that the study of consumer behaviour is rapidly evolving as researchers recognize and implement new techniques and trans-disciplinary perspectives to understand the nature of purchase and consumption behaviour. This wider view attempts to study consumer behaviour in the light of rapidly evolving lifestyles, values, priorities, and social contexts.

Objective of study

- To conclude behavioral factors are accountable for making a choice of a tea brand and consumer buying Behaviour is closely associated with the behavioral traits.
- To trace out the most acceptable attribute that governs the decision making of the consumer while selecting Particular tea brand.

Methodology

Behavioral pattern of tea consumers considering the Following trait in mind like popularity of a brand, consumer satisfaction, brand loyalty, taste, aroma, colour, price and Availability of a specific brand. The entire study aims to relate these behavioral traits with tea consumption and to Statistically conclude that all these behavioral factors are truly responsible for making a decision while selecting a tea Brand.

- Consumer view point.
- Number of people aware of tea brands available in the market.
- People using branded tea.
- Most popular used tea.
- Bases on which people buy tea like Quality, Price, taste, aroma etc.

Primary data –

- Survey method
- Questionnaire

Analysis

gender * why do you drink tea Crosstabulation

Count

	why do you drink tea						Total
	family tradition	it is healthier then other	dietary reason	i dont like cofee	for removing a stress	Other	

gender	male	15	8	17	19	12	4	75
	female	5	4	2	5	6	5	27
	le	20	12	19	24	18	9	102

These are the cross tabulation of gender wise and why they are drink tea. The total number of respondents is 102. The number of male respondent is 75 and the number of female respondent are 27. 15 male and 5 female respondent are answered they drink tea because of family tradition. Total 20 respondents answered they drink tea because of family tradition. Male 8 and female 4

total 12 respondent are answered they drink tea because it is healthier then other drinks. Male 17 female 2 total 19 respondents answered they drink tea because of dietary reason. Male 19 female 5 total 24 respondents answered they drink tea because they don't like coffee. 12 male and 6 female answered they drink tea because of removing stress. And the 9 respondents have other reason of they drink tea including 4 are male 5 are female.

Count

	which tea brand do you mostly use						Total
	wagh bakri	tata gold	society tea	Tetley	hindaraj	other	
less then 20	0	1	0	0	0	0	1
21-30	11	10	24	11	9	6	71
31-40	1	6	7	3	4	0	21
41-50	1	0	6	1	0	0	8
more then 50	0	0	1	0	0	0	1
Total	13	17	38	15	13	6	102

age * which tea brand do you mostly use Crosstabulation

These cross tabulation is indicate that which age group selected the choice of tea Brand . Less then 20 age group 1 respondent use Tata gold tea Brand. In 21 to 30 age group 11 respondent are use wagh bakri , 10 respondent use Tata gold, 24 respondent use society tea brand ,11 respondent use Tetley tea and 9 respondent use Hindaraj tea and 6 respondents are use other tea brand. In 31 to 40 age group 1 respondent are use wagh bakri ,6 respondent are use Tata gold ,7 respondent are use society tea , 3 respondent are use Tetley and 4 respondent are use hindaraj tea brand. In 31 to 40 age group Total 21 respondent.1 respondent are

use wagh bakri ,6 respondent are use tata gold, 7 respondent are use society tea ,3 respondent are use Tetley , 4 respondent are use hindaraj .

In 41 to 50 age group Total 8 respondent use different brand .1 respondent in these group use wagh bakri tea, 6 respondents are use society tea and 1 respondent are use Tetley in these group. In 41 to 50 age group no one can use Tata gold and hindaraj tea brand. More then 50 age group Total 1 respondent. And these 1 respondent are use Society tea brand.

Conclusion

Tea is a popular beverage and due to its extensive consumption worldwide consumer becomes very fussy or Particular about the brand and quality of the tea. The consciousness about the beverage quality adds to many factors like Popularity of the tea brand, colour, aroma, price etc. The entire study is made to find out whether all these factors like popularity of particular tea brand, colour, aroma, price and brand loyalty really influences tea consumption behaviour of a consumer. All these attributes/traits are highly responsible with tea consumption. Our study proves that while considering a particular tea brand things like popularity of a particular tea brand, loyalty towards specific brand and other qualitative factors like colour, aroma etc are associated while choosing that particular brand. A consumer depends totally on these entire factors for choosing a specific brand of his/her need This study also justifies a close association of consumer behaviour with consumption pattern. The primary survey portrays significantly how attributes like brand loyalty exists supremely in consumer and the study also depicts brand loyalty as the dominating attributes amongst all. Overall the study illustrates a clear insight in the area of consumer buying behaviour.

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