ISSN (Online) 2249 - 054 X

International Journal of Computing and Corporate Research

Specialized and Refereed Journal for Research Scholars, Academicians, Engineers and Scientists

http://www.ijccr.com

International Manuscript ID : ISSN2249054X-V2I2M14-032012

VOLUME 2 ISSUE 2 March 2012

CONSUMERS BUYING BEHAVIOUR TOWARDS BRANDED TEA'S

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ABSTRACT

The present study is focused to examine the consumers buying behaviour towards Branded Tea's. The study reveals that Tea is by far the most popular beverage in India. The study linkages between branded and local tea. The findings of the study documented that at all India level, tea penetration averages 77.2%. The results indicate that price, gifts, schemes, brand, quality standard, packaging, consumption times, attractive facilities, awareness of the consumers are important factors which affect the consumers buying behaviour toward branded Tea's. In addition to this a number of challenges which are faced by the consumers are identified and discussed in this research paper.

Keywords: *Brand Name, Quality Standard, Adequate Prices, Tastes, Colour, Attractive Schemes and Packaging.*

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1 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. As per a survey of consumption of beverages, Tea accounts for 90% Filter Coffee 4% Malted health beverages 2% instant Coffee 2% and carbonated soft drinks just above 1% of total consumption squashes, concentrates, Mineral water account for a minuscule part of the consumption.

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 labour 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.

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HISTORY OF TEA

Tea is nearly 5000 years old and was discovered, as legend has it, in 2737 B.C. by a Chinese Emperor, when some tea leaves accidentally blew into a pot of boiling water. In the 1600s, tea became popular throughout the Europe and the American colonies. Since colonial days, tea has played a role in American culture and custom. Today American school children learn about the famous Boston Tea Party protesting the British tea tax- one of the acts leading to the revolutionary wars. During this century, during this century, two major Americans contributions to the tea industry occurred. In 1904, ice tea was created at the World's fair in St. Louis, and in 1908, Thomas Sullivan of New York developed the concept of tea in a bag. Tea breaks down in a three basic types. Black, Green and Oolong. In the U.S. 90% of the tea consumed is black tea, which has been fully oxidized or fermented and yields a hearty-flavoured, amber brew. Some of the popular black teas include English breakfast (good breakfast choice since its hearty flavour mixes well with milk). Darjeeling (a blend of Himalayan teas with a flowery bouquet suited for lunch) and Orange Pekoe (a blend of Ceylon teas that is the most widely used of the tea blends). Green tea skips the zing oxidizing steps. It has a more delicate taste and is light green/golden in colour. Green tea a staple in the Orient, is gaining popularity in the U.S. due in, part to recent, scientific studies linking green tea drinking with reduced cancer risk. Oolong tea, popular in china, is partly oxidized and is a cross between black and green tea in colour and taste. While flavoured teas evolve from these three basic teas, herbal tea contain no true tealeaves, herbal and "medicinal" teas are created from the flowers, barriers, peels, seeds, leaves and roots of many different plants.

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TEA INDUSTRY IN INDIA

India has the distinction of being the largest consumer and producer of tea in the world. The country accounts for 30 per cent of global tea production. It is the only country which produces both CTC an orthodox tea's in sizeable quantities. It has a share of 15 percent of the world tea's exports. This year production is expected to exceed 850 million kilos as projected by the Federation of all India Tea Traders Association (FAITTA). In 1997 there was a record production of 810 million kg. against 780 million kg in 1996. South India alone accounted for over 180 million kg. which exceeded the production of countries like Turkey and Indonesia. Organic farming of tea is fast gaining ground in Darjeeling as well. Such organic farming practices wholly depend on the use of natural fertilizer and insecticides. Apart from clinching better export deals in the European markets, such kind of farming has also helped in retention of top soil and keeping it alive with micro- organisms, according to the planters who have resorted to organic farming practices. The use of such practices is on the rise as export markets like Germany is becoming more stringent on the quality aspect of premium teas. With export of organic tea on the rise, most growers are contemplating a conversion of the tea growing area for organic cultivation. As many as 11 gardens in Darjeeling have become fully bio- organic.

MAJOR PLAYERS OF TEA

The packet tea market is dominated by Hindustan Lever with over 45% market share followed by Tata Tea which has an estimated market share of 28%. Rest of the market is highly fragmented. Some of the leading national players are Goodricke, Godfrey Phillips, and Duncan etc. Nestlé's Taster Choice Tea positioned in

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the premium segment, has a minuscule market share. Amongst individual brands HLL's leading brands are Brook Bond, Red Label in the premium segment and Brook Bond A1 targeted at the lower end. HLL has a several other brands like Lipton Yellow Label, Green Label, Taaza and Brook Bond A-1, 3 Roses, Super Dust, Top Star, Ruby Dust etc. positioned in various price segments.

Tata Tea's flagship brand has a 12% market share. Other Tata tea brands are Kannan Devan, Chakra Gold, Gemini, Agni, Lucky Cup etc. Most of Tata tea's brands have a greater hold over the southern market. Its Agni brand has been recording strong volume growth selling over 1mn kg per month.

Duncan's leading brands are double diamond, Rangeeli, Gold Cup, Diamond Dust, Shakti, Sargam etc. Duncan has a 9% market share in the packet tea segment. Duncans has a strong presence in Northern and Western states of India.

Godfrey Phillip initially launched loose blended tea sold in an exclusive outlet called Tea City in Delhi. The company now markets packet Tea under the Tea City brand name in the domestic as well as the overseas market. GPI's tea is mainly exported to Oman where it has a 3% market share. The company is planning to launch its brand in UAE also. In domestic market GPI sells tea under the Super Cup, Utsav & Symphony and Swan lake brands. eveready (erstwhile McLeod Russell) has been aggressively marketing its Tez brand and has increased media spend on the brand. Some other well known tea brands are Wagh Bakri, Girnar, Society, Hasmukhri, etc.

Among the 300 different types of teas, some are:

BLACK TEA

Preferred in India, Pakistan, US, Russia and UK, these teas include Assam, Darjeeling, Sri Lankan and Kenyan varieties. Fresh leaves are allowed to wither and

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darken to take a characteristic blackish-brown colour.

GREEN TEA

Consumed in Japan and China, tea leaves are lightly dried to produce these teas, which should be taken without adding milk or sugar.

OOLONG TEA

China consumes Oolong tea, which has partially withered and oxidized dried leaves.

FLACOURED TEA

Since tea leaves readily absorb flavour, it is possible to infuse it with flavour of rose, jasmine and orange.

TISANES

These are called Herbal teas are strictly not teas at all since they do not have any tealeaves. They are more accurately infusion of water and herbs.

GREEN TEA

Green tea has the following components:

CATECHINS

Reduces incidence of cancer, Reduces tumours, Reduces mutations, Reduces oxidation by active oxygen, Lower blood cholesterol, inhabits increase of blood pressure, increase of blood sugar, kills bacteria, influenza virus, Fights carcinogenic bacteria, Prevents halitosis.

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

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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, Cyelon Tea, Chinese Tea and Kenyan Tea.

The present study has been divided into six sections. The second section deals with the Survey of Literature. The third section narrates the objectives of the study. The fourth section delineated the research methodology. The analysis of the data is discussed in the fifth section. The main conclusions emerging out of the study are presented in sixth section.

2 LITERATURE REVIEW

Over the past three decades the environmental concerns has increased **(Yeonshin Kim &Sejung Marina Choi, 2005)** ecological issues are very important and very much discussed nowadays (**Gupta, Ogden, 2009:376**). To prove that, for example, it is possible to see a lot of articles about ecology in different quality newspapers like Dagan's Nyheter (example: Vi mastebill bastepamiljö. We have to be the best in ecology, Thomas Carlson, 2007), Le Monde (for example: **Emballer sans polluter /Packing without polluting/, L. Be, 2011)** or Los Angeles Times (example: Why isn't more **wine'organic, W. Blake Gray, 2011)**. areas, from agriculture to transport **(EC environmental integration, 2010)**.

According to **Dagan's Industry (DI, 2009)**, sales of organic (environment friendly) foods are rising despite these type of products still have only small share

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on the market. Companies started to use environmental strategies and produce environment- friendly products, which are supposed to be good for humans, nature and company's owner potation on the market **(Espy, Winston, 2009:3, 13)**. Although ecological products market share is not that big, during the last years it was noticed the steadily growing demand on these kinds of products **(SD, 2009)**. A lot of companies from different fields have ecological goods now: everything becomes ecological- from food (ecological milk from Aral) to cars **(Miljötaxi in Stockholm)**. Some other examples of ecological products are recyclable and reusable packaging, nonpolluting products, energy efficient bulbs and etc. **(Marnier et al, 2001)**.

In order to distinguish ecological products from ordinary ones companies put special ECO-labels on them **(Gallastegui, 2002:316**; **Teals, Roe, Hicks, 2001:339)**. An eco- label is a label or logo to certify that a product meets high environmental and performance standards and has less impact on the environment than non-labeled products. Beyond this environmental aspect, it also shows that a company is socially responsible **(Ghauri & Caterer, 2005:475)**. One of the first ecological labels was The EU Evocable. It was established in 1992 to persuade businesses to produce products and services which are good for the environment. The European Eco-labeled products and services are stamped with a flower logo, allowing consumers recognize them simply. **(European Commission Environment - Ecolable, 2008:7)**. It is estimated that Europe's green consumer will increase over 100% in 2009 and reach € 114 billion in 2015 **(eMarketer Green, 2010:7)**. Once the problem is formulated, the researcher has to undertake an extensive literature survey related to problem. The literature survey undertaken here includes books and different websites from the internet.

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Schiffman G. Leon and kanuklazare Leslie - Study of the customer behaviour includes the study what they buy, when they buy it, when they buy it, where they buy it, how often they buy it and how often they use it.

Gupta C.B and Dr. Nair N. Rajan- A business is based on understanding the customer and providing the kind of products that the customer wants.

Mamoria C.B. and Mamoria Satish Consumer behaviour is the process whereby individuals decide what, when, where, how and from whom to purchase goods and services.

Nair Suja R. The success of the firm will be determined by how effective it has been in meeting the diverse customer needs and wants by treating each customer as unique and offering products and services to suit his/her needs.

Bennett Peter D. And Kassarjian Harold- A great deal of research activity in marketing is design to shed light on the customer decision process.

Kothari C.R. For data analysis different statistical techniques are being used such as scaling techniques, correlation, hypothesis testing.

3 OBJECTIVES OF THE STUDY

- To know which brand is preferred by the customer to purchase.
- To study the effect of various promotional schemes given by the companies.
- To study whether the customers are brand loyal or not.
- To study the reasons of being loyal to the brands
- To know the satisfaction level of customers.
- To know the customers awareness regarding tea.

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4 RESEARCH METHODOLOGY

The present study is "DESCRIPTIVE" in nature, as it seeks to discover ideas and insight to bring out new relationship. The main objective of the study is to discover the various measures adopted for motivation of customers and also seeing that whether the customers are satisfied or not. Data collection is done through the structured questionnaire, observations and personal interviews.

Sample Size: 120

Sampling Design: Convenient Sampling method has been used.

Data collection: Data has been collected from the primary as well as secondary source. Primary Data collected through questionnaire while the secondary data has been collected from the company's website and their manuals, handbooks and journals and other records.

5 ANALYSIS AND INTERPRETATION OF THE DATA

Table No. 1 (Consumption Times)

Time	No. of Respondent	% of Respondent
1	13	1
2	23	1
3	43	3
4 or more	41	3
Total	120	1

Table no.1 describes the times of tea consumption in a day. From the analysis of the study it has been found that largest majority of people (36%) are consuming tea three

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times in a day and it is followed by 34% people those consuming 4 times or more than 4 times. Two times in a day consumed by 19% of people, while only 11% are found that they are taking tea one time in whole day. Since it is mete out that the 70% of sample are consuming the tea more than 3 to 4 times.

Table No.2 (Type of Using Tea)

Type	No. of Respondents	% of Respondents
Black	13	1
Dark	53	4
White	21	1
Other	33	2
Total	120	1

Above table 2 stating that largest majority of people 44% are using the dark tea, while 17% and 11% are consuming white and black tea respectively and the remaining 28% respondents likes other type of tea. Since it can be said, that near to half of sample size preferring the dark tea.

Table No. 3 (Awareness of the Ingredients of the Tea)

Awareness	No. of Respondent	% of Respondents
Yes	43	3
No	77	6
Total	120	1

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From the above table no. 3 it has been found that out of 120 respondents, 6% of the respondents are aware of the ingredients of the tea while the remaining 64% respondents are unaware of the ingredients of the tea.

Table No. 4 (Quality Standard)

Response	No. of Respondents	% of Respondents
Yes	49	4
No	71	5
Total	120	10

Table no. 4 describes whether the tea is approved by ISI or any other quality standard. From the analysis it has been found that out of 120 respondents 41% of the respondents check whether the tea is ISI or any other quality standard approved and the remaining 59% respondents did not check whether it is of quality standard or not.

Table No. 5 (Knowledge of Tea)

Source	No. of Respondents	% of Respondents
Sales Promotions	19	1
Advertisement	47	3
Internet	06	0
Family& Friends	48	4
Total	120	10

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The above table no. 5 presents that out of 120 respondents, 39% respondents usually obtain tea information by advertisement, 16% by sales promotions, 5% by the medium of internet and the remaining 40% by their family and friends of the society.

Table No. 6 (Form of Tea)

Form	No. of Respondents	% of Respondents
Loose Tea	67	5
Tea Bags	39	3
Tea Drink	04	0
Others	10	0
Total	120	10

The above table no. 6 shows that out of 120 respondents, 56% respondents prefer to use loose tea, 33% tea bags, 3%tea drinks and the remaining 8% prefer any other form of tea.

Table No. 7 (Brand of Tea)

Brand	No. of Respondents	% of Respondents
Taj Mahal	25	2
Tata Tea	67	5
Tazza	14	1
Goodricke	14	1
Total	120	1

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Table no. 7 relates the brand of the tea which the respondents are using. According to the survey of 120 respondents, it has been found that 56% of the respondents are using Tata Tea, 21% are using Taj Mahal, 11% using Tazza Tea and remaining 12% are using Goodricke Tea.

Table No. 8 (Knowledge about the Tea Manufacturer)

Information	No. of Respondents	% of Respondents
Lack of Knowledge	57	4
Adequate	24	2
Sufficient knowledge	39	3
Total	120	10

From the above table no. 8 it has been found that out of 120 respondents, 47% of the respondents do not have any knowledge about their tea manufacturer, 20% have adequate and the remaining 33% have sufficient knowledge. Approximate half of the respondents do not have knowledge about the tea manufacturer.

Table No. 9 (Package Preference of Tea)

Package	No. of Respondent	% of Respondent
50 gram	17	1
100 gram	29	2
250 gram	55	4
1 kg	19	1
Total	120	1

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The above table no. 9 describes that out of 120 respondents, 46% use 250 gms packaging of tea, 14% prefer to use 50 gms, 24% prefer 100 gms and the remaining 16% prefer 1kg packing of tea.

Table No. 10 (Purchasing of both Local and Branded Tea)

Response	No. of Respondent	% of respondents
Yes	50	42
No	70	58
Total	120	100

According to the above table it has been found that out of 120 respondents, 42% of respondents purchase both local and branded tea and remaining 58% are using only the branded tea. Since it is mete out that the 58% of sample are purchasing the branded tea.

Table No. 11 (Proportion of Tea)

Proportion	No. of Respondent	% of Respondent
1:1	17	3
2:1	04	0
3:1	06	1
4:1	23	4
Total	50	1

Table no. 11 relates to the proportion of the using tea, from the analysis it has been found that out of 50 respondents, 34% of the respondents use both branded and local

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tea in proportion of 1:1, 8% use in proportion of 2:1, 12% in 3:1 proportion and remaining 46% use in 4:1 proportion.

Table No. 12 (Factors affecting Choice of Tea)

Option	No. of Respondents	% of Respondents
Brand	39	32
Price	30	25
Quality	36	30
Advertisement	15	13
Total	120	100

From the above table it has been found that out of 120 respondents, 32% of respondents prefer brand name while making purchase, 25% price, 30% quality and the remaining 13% prefer the advertisement while making purchase.

Table No. 13 (Using Tea Times)

Time Period	No. of Respondents	% of Respondents
6 mnths-1 yr	43	3
1-3 yr	18	1
3-5 yr	48	4
5 yr & above	11	0
Total	120	1

The above table no. 13 explain that out of 120 peoples, 36% people are using a particular brand from 6 months to 1 year, 15% people are using 1-3 years, 40%

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from 3-5 years and remaining 9% from last 5 years and above.

Table No. 14 (Shifting from One Brand to Another)

Response	No. of Respondents	% of Respondents
Yes	57	47
No	63	53
Total	120	100

The above table no. 14 presents that out of 120 respondents, 47% of the respondents shifts from one brand to another and the remaining 53% of the respondents do not shift from their particular brand.

Table No. 15 (Factors affecting shifting of Brand)

Items	No. of Respondents	% of Respondents
Gifts	27	47
Schemes	08	14
Quantity	18	32
Quality	04	07
Total	57	100

From the above table no. 15 it has been found that out of 57 respondents, 47% of respondents shift on the basis of gifts, 14% on schemes, 32% on quantity and remaining 7% on the basis of quality. Since it is mete out that the 47% of sample are shifting on the basis of gifts.

Table No. 16 (Satisfaction with the Tea Price)

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Response	No. of Respondents	% of Respondents
Yes	70	58
No	50	42
Total	120	100

The above table presents that, out of 120 peoples, 58% of the people are satisfied with the prices of the tea they are using and 42% peoples are not satisfied with the prices of the tea they are using.

Table No. 17 (Affect of Price on the Sale)

Effect	No. of Respondents	% of Respondents
Yes	95	7
No	25	2
Total	120	10

From the above table no. 17 it has been found that out of 120 respondents, 79% respondents think that if the prices of the tea will be decreased by the company the sale of the tea will be increased and the remaining 21% are not agree with this.

Table No. 18 (Schemes of Tea Company)

Brand	No. of Respondents	% of Respondents
Tata Tea	45	3
Tazza	23	1

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Taj Mahal	30	2
Goodricke	22	1
Total	120	10

The above table shows that out of the survey of 120 people, 38% people are using Tata Tea, 19% Tazza Tea, 25% Taj Mahal and the remaining 18% people are using Goodricke Tea.

Table No. 19 (Preference of Schemes)

Scheme	No. of Respondents	% of Respondents
Free Gifts	48	40
Coupons	13	11
Extra Quantity	25	21
Refill Jar	34	28
Total	120	100

The above table describe that out of 120 people 40% of the people get more attracted with free gifts, 28% with refilling jar, 21% extra quantity and the remaining 11%get attracted by the coupon schemes.

Table No. 20 (Satisfaction with the Attractive Facilities)

Response	No. of Respondents	% of Respondents
Yes	48	4
No	72	6

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Total	120	1

Table no. 20 describes the satisfaction of the respondents with the attractive facilities of the companies. It has been fond that out of 120 respondents, 50% of the people are satisfied with the attractive facilities of the company and 50% people are not satisfied with it. Since it is met out that the 60% of sample are not satisfied with the attractive facilities of the company.

6. CONCLUSION

In this section paper contains information relating to finding and suggestions of the study. The study reveals that the tea market is demand driven and facing cut throat competition. The pull of the consumer is so strong that the dealers are forced to keep the brand of consumer's choice. Presently, if the company will decrease the price of their tea brand, it will help the company in increasing the sale of their tea.. It has been found from the study that majority of people consuming the tea 3-4 times in a day. Dark tea is also preferred by large number of respondents. More than half of the respondents are unaware of the ingredients of the tea. Majority of the samples did not check whether it is of quality standard or not. Mostly respondents obtain information through friend and advertising. Large numbers of the respondents purchase loose tea. The study reveals that mostly respondents prefer Tata tea than others. Half of the respondents do not have any knowledge about their tea brand manufacturer. 46% of the people use 250 gms packing of tea. A large percentage of the people purchase only branded tea and maximum people give first preferences to brand name in purchase of tea. Due to varieties of tea in the market approximate half of the people shift from one brand to another. Maximum

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respondents are satisfied with the price of the tea. When asked for the most effective consumer promotion scheme most of them pointed out on the spot schemes such as free gifts, refill jars, and extra quantity as the best, out of these most of them cited free gifts as the best that why the company should give more schemes to its customers in a new way. Company should see the strategy followed by the competitors so that they adopt according to them.

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