

CONSUMER BUYING BEHAVIOUR TOWARDS SELECTED TEA BRANDS

By

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(2019-31-016)



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MAJOR PROJECT REPORT

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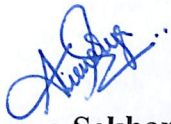
2021

DECLARATION

DECLARATION

I, hereby declare that this project report entitled "CONSUMER BUYING BEHAVIOUR TOWARDS SELECTED TEA BRANDS" is a bonafide record of research work done by me during the course of research and the project report has not previously formed the basis for the award to me of any degree, diploma, associateship, fellowship or other similar title, of any other University or Society.


Vellanikkara,
07-10-2021


Aiswarya Sekhar V.B.
(2019-31-016)

CERTIFICATE

CERTIFICATE

Certified that this thesis report entitled "CONSUMER BUYING BEHAVIOUR TOWARDS SELECTED TEA BRANDS" is a record of research work done independently by Ms. Aiswarya Sekhar V. B. under my guidance and supervision and that it has not previously formed the basis for the award of any degree, fellowship, or associate ship to them.



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CHAPTER-I

DESIGN OF STUDY

Chapter – I

DESIGN OF STUDY

1.0 Introduction

Consumer buying behaviour plays a vital role in marketing. Consumer buying behaviour is the study of persons, groups, or organizations and the procedures they use to select, secure, use, and dispose of things, services, experiences, or ideas to meet requirements, as well as the impact these processes have on the consumer and society. It can be considered as a systematic process in which an individual interacts with his surroundings in order to make market decisions about products and services. Consumer buying behaviour is the process which starts before purchasing products and services and extend till after purchasing products and services.

First the consumer identifies the need, it may be part of regular, habitual or any other reason. The need can be to change the earlier brand due to less features, non-availability, less performance, or for seeking new variety. Once they identify the need they go for collecting information. It is not compulsory that they go for searching the information, the source of information will also approach them as in the form of advertisements, posters, hoardings, flyers and other social media promotions. Even though most credible information is coming from family, friends, relatives and sometimes from retailers. Once the appropriate information received the consumers evaluate this information for selecting the best which suit to their need. After that they go for purchase and post purchase behaviour also plays important role. Because after purchasing the product consumer compare it with earlier information which they had received. If the two stages of information are not matched with each other it will create dissatisfaction among them. The product performance exceeding expectation leads to satisfaction and the product performance not meeting the expectation leads to dissatisfaction.

As a result, conducting a study on the topic of “consumer buying behaviour” researcher gets the idea about why consumer purchase a product, why they choose particular brand, how efficient the promotions to reach the consumer, how much influence can make such promotion among them, what all features are consumers expect from the brands, from where consumers purchase product, quantity, size of package, price etc.,

what is the reason for satisfaction, dissatisfaction, loyalty etc. All these information helps the company to take quality decisions which help them in future to achieve goal and objectives.

Tea is part and parcel of societal, economical, and cultural lifestyle of Indians. It is the world's most popular non-alcoholic beverage, enjoyed by both the rich and the poor. Tea is the most widely consumed beverage, and it is consumed at regular basis as habit and high in social gatherings in many countries especially in India. In India's economy, the tea industry plays a unique and essential role. India is the second largest tea grower and one of the largest tea consumers in the world. Consumption rate in India climbed at a pace of 2.95 percent every year, but there has been decline in production in 2018 and 2019. There are several categories of tea, it includes black tea, green tea, white tea, herbal tea, purple tea etc. Even though major economic and consumption rate is occupied by the black tea. As a result, i selected black tea for my study.

Consumer behaviour patterns change over time, and these changes are influenced by a range of factors including brand popularity, loyalty, aroma, colour, price, and many others. Brands plays an important role in purchasing behaviour of tea. Because a day without their favourite brand of tea is unthinkable for Indians. Each brand has own different taste, strongness, brew time, aroma, flavour, ingredients, packaging and health benefits based on the processing and production. All these factors make a huge impact on consumers and the consumers choose brands according to their taste and preference. There are several brands available in the market I selected only four brands under my study. My study is focus on consumer buying behaviour of selected Tea brands in Thrissur corporation.

1.1 Statement of the Problem

As market become more consumer-centric, an organization's or an industry's ability to survive and compete depends on understanding consumer buying behaviour. There are several tea brands are available in the market Kannan Devan, Red Label, Lipton, Three Roses, Taj Mahal, Lipton, AVT etc. As a result, competition is comparatively very high. Among those brands this study is mainly focused on widely consuming four tea brands in Thrissur corporation. By conduction a study on those four brands (Kannan Devan, Red Label, AVT, Lipton) companies can understand what the

consumers are expecting from them, can we provide the same features as their wish, where the competitors are focused and so on. The marketer must understand beat and pulse of the consumers to acquire loyalty. Study on consumer buying behaviour helps to get a clear idea about the consumers and how they behave in the market place while purchasing Tea. So, this study is necessary for organizations to take appropriate steps to boost brand loyalty, brand image, and achieve repeated sales.

Tea brands play a major role in Indian society because Indians begin their day with a cup of their favourite brand of tea to awaken their senses and refresh themselves. Indians very specific about selecting tea brands for getting exact strength, flavour, aroma, taste etc. because most of them are consuming tea in regular basis. Each brands have its own characteristics. As a result, conducting a study on tea brands is relevant in all time. Accordingly, the marketer can take appropriate decisions to win the market.

A consumer goes through different stages while purchasing a tea brand and a number factors make a huge impact on the purchase decision. Identifying these factors as well as analysing their effect on purchase decision is not easy. Regardless widespread use of tea, consumer behavioural pattern of tea changes over time, and these changes are driven by a variety of elements such as brand loyalty, popularity, aroma, colour, price, taste and many more. Through conducting a study on this topic helps to get a clear information on why consumers are selecting a specific brand over others. So, in order to sell a product or persuade customers to acquire one, to win them over, marketers must conduct research.

1.2 Objective of the Study

- To study the consumer buying behaviour towards selected Tea brands in Thrissur corporation.

1.3 Data Source and Methodology

a. Type of Study

Consumer buying behaviour toward selected Tea brands was studied using descriptive research. It is primarily concerned with the answers to queries such as how, what, when, and where.

b. Data Source

Primary source of data was used for the study.

c. Sampling Design

The study was used non-probability sampling based on non-random criteria.

i. Selection of Area

The area selected for the study is marketing.

ii. Selection of Location

The location selected for the study was Thrissur Corporation from Thrissur district as it is the most populated area. From Thrissur corporation 10 divisions were selected through convenient sampling method.

10 divisions selected for the study includes: -

- Punkunnam
- Kuttankulangara
- Ollukkara
- Nadathara
- Chelakkottukara
- Valarkavu
- Kuriachira
- Ancheri
- Ollur
- Ayyanthole

iii. Selection of Respondents

A total of 100 respondents were selected from ten divisions, with 10 respondents selected from each division through quota sampling for getting 25 respondents for each brand.

1.4 Method of Data Collection

The data for the study was gathered from a primary source using a pre-structured questionnaire. The questionnaire was designed in such a way to collect all relevant information related to the objective and variables.

The respondents' data was collected using a Likert scale. It is a 5-point scale which has a range from 0 to 4 which is assigned to the statements and respondents were instructed to mark towards 4 (strongly agree), 3 (agree), 2 (moderately agree), 1 (disagree), and 0 (strongly disagree) were the five points assigned in an order.

1.5 Variables selected for study

- Demographic variables: age, gender, educational qualification, employment status, marital status, average annual income of household, size of household.
- Psychological variables: brand image, experience from previous usage.
- Social variables: influence of family, neighbours, colleagues, friends and relatives, celebrity endorsement, retailer's influence.
- Marketing variables: period of usage, preferred package, price affordability, product availability, preferred information channel, word-of-mouth, shop display, product appearance, advertisements, promotional offers, taste, strongness, aroma, colour, brew time, flavour, health effects.
- Buyer's response variables: product choice, brand choice, purchase quantity, purchase frequency, point of purchase, likelihood of future purchase.

1.6 Period of survey

Survey was conducted for a period of 28th July to 31st August, 2021.

1.7 Statistical Tools used for the study

Percentage analysis

Percentage analysis is a statistical tool to represent data as a percentage for better understanding of collected data.

$$\text{Percentage} = \frac{\text{no. of favorable consumers}}{\text{no. of total consumers}} \times 100$$

Index method

The respondents were asked to rate the statements for the construction of indices representing selected variables on scale of different spans in Likert Scale for determining the consumer buying behaviour towards selected tea brands. Five-point Likert scale was used to collect the responses. Respondents rated each statement starting from 0- 4. A rating of 0 represented the highest negative degree of opinion and 4 represented highest positive degree of opinion. The other responses were plotted as agree, moderately agree, disagree scores were assigned as 3,2,1 respectively.

The overall score for each statement is calculated by adding the scores given by all respondents for each statement. The total score received by each statement is then divided by the statement's highest potential score to generate the index value.

The total score of the statements was also added together to arrive at a composite score and the composite index is calculated by dividing the composite score by the maximum score.

Maximum obtainable score for a statement = Maximum score obtained for a statement ×
Total number of respondents

$$\text{Index of the statement} = \frac{\text{Total score obtained for the statement}}{\text{Maximum obtainable score for the statement}} \times 100$$

$$\text{composite index} = \frac{(\text{total score obtained for a parameter})}{(\text{max score} \times \text{no of respondents} \times \text{no of statements})} \times 100$$

Chi square test

A chi-squared test is fundamentally a data analysis based on the random collection of variable observations. It's usually a comparison of two sets of statistical data. The chi-square test is used to determine how likely the observations are based on the null hypothesis being true.

A hypothesis is a possibility that a given condition or statement is true that can be tested later. Chi-squared tests are frequently constructed using a sum of squared errors over the sample variance. It can be used to see if there is a significant difference between the normal and observed frequencies in one or more categories. It expresses the probability of independent variables.

Formula for calculating Chi square test: -

$$\chi^2 = \sum (O - E)^2 / E$$

- χ^2 = Chi-Square value
- \sum = Summation
- O = Observed frequency
- E = Expected frequency

Calculation of Probability value (P – value)

In statistics, the chi-square test used to compute the p-value. The difference in p values implies various hypothesis interpretations.

$P \leq 0.05$ - Hypothesis rejected, probability at 5% is considered as significant. It implies that there is significant evidence against the null hypothesis.

If the probability is greater than 5% null hypothesis is considered as correct. This indicates that the null hypothesis is retained and the alternative hypothesis is rejected.

$P > .05$; Hypothesis Accepted, probability at 5% is considered as not significant. It indicates that the observed data not fit well. There is no correlation among the selected variables.

1.8 Evaluation Scale used for the study

In this study, the following evaluation scales was used to understand the consumer buying behaviour towards selected tea brands.

Influence level	Index range
Very low influence	0-20
Low influence	21-40
Moderate influence	41-60
High influence	61-80
Very high influence	Above 80

1.9 Operational Concept used in study

Consumer buying behaviour: - Behaviour of any individual who search, select, use, dispose and recommend the tea brands to others.

1.10 Scope of the Study

- Consumer behaviour aids in the forecasting of demand and market opportunity of the product. This helps the company to determines its consumers requirements and desires by observing their behaviour. Forecasting makes it simple to identify unmet market demands. If they can understand what its consumers want, it helps to design and manufacture a product that meets their needs.
- Consumer behaviour enables marketers to understand how customers spend their money on purchases. A marketer can simply get an idea of how to improve their buying choice by knowing the customer's behaviour. The marketer can assist and advise them on how to save money and provide them with better possibilities. As a result of their actions, customers become aware of the opportunities open to them.

- Every firm requires proper development and design of all critical factors such as product, price, place, and promotion. This study assists them in determining the preferences and dislikes of their consumers. This enables marketers to create the best marketing mix plans and increase the success of their marketing campaigns with minimum cost. The appropriate application of a marketing mix aids businesses in attracting more customers and thereby generating profits.
- Creating a product portfolio is a difficult task for any company. Every company should create a portfolio that includes tea categories. Consumer behaviour aids in determining the customer's class and needs. It aids businesses in developing products that meet the needs of their customers. In this method, a company may create the best portfolio possible and better serve its clients.
- A thorough grasp of consumer behaviour allows a company to gain a better understanding of its tea consumers. This, in turn, aids organisations in better strategizing and implementing marketing strategies.

1.11 Limitations of the Study

- Only 25 respondents were selected for each brand so, result cannot be generalized.
- Data collection was through online media as a result faced some difficulties in reaching respondents who were not having internet connection.

1.12 Chapterization

- Chapter I: Design of the study
- Chapter II: Review of Literature
- Chapter III: - Profile of Tea industry
- Chapter IV: Consumer Buying Behaviour – A Theoretical framework
- Chapter V: Consumer buying behaviour towards selected Tea brands – An Analysis
- Chapter VI: Summary of Findings, Suggestions and Conclusion

CHAPTER-II

REVIEW OF LITERATURE

Chapter- II

REVIEW OF LITERATURE

Any project begins with a search for previous research in the issue under consideration and related fields. Consumer purchase behaviour has long been and continues to be a subject of intense study by academics and advertisers. This chapter summarizes the reviews of existing literature related to the study's objectives.

Kumar A. et al. (2005), In fifteen distinct brands of Indian tea leaves, thermal neutron activation analysis was utilised to look for Na, K, Mn, Cu, and Br). Mn was also studied using spectrophotometry and atomic absorption spectrometry (AAS). Mn concentrations in Indian tea ranged from 371 to 758, with a mean of 575.96 g/g, whereas Mn concentrations in US tea ranged from 79 to 768 g/g, with a mean of 329.231 g/g. The contents of Na and Cu in tea leaves from India were also substantially varied.

Patwardhan A.M. (2005), it has been discovered that brand name and quality are major variables in tea selection, and that a large portion of customers have poor quality judgement. Consumers appear to be based on comparative study, but once a favourite brand is chosen, there is a tendency to stick with it. In the purchasing of tea, the buyer places a high value on the brand and shop image. Good store layout, display, and packaging can help to establish an image in the minds of customers, resulting in increased brand loyalty and store visits. Brand names that indicate product features as well as the location of the business should be designed. Brand names that are meaningful and appropriate are more effective. Brand names that are meaningful and appropriate are easier to remember and generate stronger recall. It has been discovered that consistent good quality is one of the most important customer expectations and the primary basis for customer loyalty. As a result, when preparing a brand, significant focus should be given to quality. Different clients have different perspectives on quality. For this reason, retailers should arrange a variety of brands to appeal to all types of clients.

V.N. Asopa (2007), The Indian tea industry must adapt to shifting market conditions, reconsider its business approach, and reposition its products. The first step in that approach is a total change of the tea industry, which includes rethinking the

responsibilities of major organisations like the Tea Board and Producers' Associations, as well as creating a solid working relationship with labour. Non-tariff trade restrictions such as maximum residual limits (MRL) and social clauses generate market access concerns and discriminatory treatment.

Klondy T.D.M. (2009), the study included 256 participants who were willing to participate and were chosen using quota sampling based on age and gender. To determine the degree of correlation between different study components, researchers utilised analysis of variance, factor analysis, and cluster analysis. Herbal teas were the most popular beverage among the respondents, who strongly think that they aid digestion and relieve stress. The light and clear green colours, citral scent, and distinct taste of lemongrass teas were shown to be the sensory qualities that drove acceptance.

Zammit (2010), the issues that different product categories' brands face in gaining and maintaining brand loyalty are defined. A survey was undertaken to determine whether or not this product has any loyal customers. This is significant for the Tetley tea importer, since they have stopped importing Tetley square teabags and have now released the unique Tetley Round Teabags in Malta, with the innovation being that these teabags are round, as the name implies. The study's findings aided in the creation of a profile of Tetley's loyal customers. This profile is necessary for the organisation to develop advertising strategies and messages that are targeted at both loyal customers and brand switchers.

Udo-Imeh P.Y. (2010), the purpose of this research was to explore how personality affects buying decisions. Personality was defined using the five personality qualities of agreeableness, extraversion, openness to experience, conscientiousness, and neuroticism. Personality has a significant impact on purchasing behaviour, according to the data, with agreeableness being the strongest of the five predictor variables and neuroticism being the weakest. Furthermore, according to the study, socio-demographic variables have a considerable moderating effect on the effects of personality on purchasing behaviour.

Lakshmi Y.P.S. et al. (2010), "Study of Factors That Influence Consumer Behaviour Towards Cosmetics" was the subject of a study. This research gave a comprehensive overview of how people are persuaded and what causes them to do so. It's

a difficult concept to grasp, yet it's essential for good marketing. People's actions, reactions, and responses to the items they buy and the services they seek are referred to as consumer behaviour. Personality, perception, attitude, and learning influence customer buying behaviour on the one hand, and product, pricing, physical attributes, advertising, and societal influence on the other.

Carrington M.J. et al. (2010), this comprehensive conceptual model corrects major flaws in the ethical consumerism literature and advances our knowledge of ethical consumer behaviour. Furthermore, the operationalization of this model provides insight and strategic guidance for marketing managers aiming to bridge the ethically conscious consumer's intention–behaviour gap.

Chatterjee A. et al. (2010), in this paper, they discovered a functional linear relationship between brand equity and brand loyalty, as well as between customer willingness to pay and brand loyalty. Finally, they created a simple linear model to calculate the brand equity of many Indian tea enterprises. To explore the linear relationship between the variables, this study used multiple regression models. This study has established a weighted average linear equation to quantify brand equity of tea brands as FMCG products after establishing a linear link between the variables. The proportional impact of predictor variables in determining tea brand equity is also demonstrated in this study.

Chen S. H. et al. (2010), the standard that health claims have a favourable influence on the likelihood of purchasing tea drinks is of the utmost importance. Furthermore, consumers choose tea products with catechins, cold extraction processing technology, and paper packaging. However, it can be seen that when the price rises, the consumer's utility declines. The study also discusses the negative correlation between pricing and purchase intent. Respondents favoured tea drinking goods with health claims, according to the findings. This outcome reflects consumers' concerns about their health when using chemicals such as Catechins.

Tinne W.S. (2011), the purpose of this study is to determine the elements that influence consumer impulse buying behaviour in superstores. Discount offers, varied schemes, promotional activities, retail store offers, product presentation, salesperson behaviour, product popularity, effect of reference group, customer income level, and

festival season all have an impact on consumer impulse buying behaviour. This study discovered that as individual wealth rises and more individuals move toward western culture, people's purchasing power has increased significantly. As a result, commodity impulse purchases are on the rise, according to pricing tactics, store characteristics, situational circumstances, and promotional activities.

Hassan A. et al. (2012), the study found that why people drink branded or unbranded tea, and why they prefer branded tea over unbranded tea among the upper, medium, and lower classes of society. The findings supported the hypothesis that most respondents prefer branded tea to unbranded tea because they believe it is healthier. Almost 93 percent of respondents preferred branded tea to unbranded tea, not just because they thought it was healthier, but also because it was more affordable.

Wira A.Y. (2012), this study looks at consumer behaviour in Indomaret West Boulevard, Kelapa Gading, North Jakarta, in terms of brand loyalty and impulse purchases for Sariwangi Tea. The goal of this study is to see how brand loyalty affects customer impulse purchases of Sariwangi tea. In general, consumer loyalty and spontaneous purchases of Sariwangi tea are positive.

ChandraSekhar B.V.N.G. (2012), The robust Indian brands have a strong brand value, buyer demand pull, and a competent and dedicated vendor organisation that has been built over an unknown period of time. By recognising local needs, the brand may be made more significant. Offering the same goods under several brand names in different locations could be considered a strategy. On occasion, it is difficult to overlook on a promotion a current item to the rural purchaser that is not at all like his urban counterpart - such as enlarged calcium or home-grown substance or a microbe control recipe in toothpaste. The provincial market features a number of well-established country stores, which have an impact on the variety of things available. The organisations are seeking to stimulate growth in rural areas. They are acknowledging how folks in the country are currently in a better position in terms of discretionary cashflow. The availability of low-interest loans has also increased the affordability of purchasing high-priced things for rural residents. Advertisers should be aware of a shopper's value affectability in a provincial area.

Modi S. et al. (2012), according to this article, it's really difficult to figure out why consumers buy. The buyer's psychology is a black box whose operation can only be deduced in part. The customer is subjected to a variety of impulses that follow a convoluted path through his mind, finally leading to overt purchasing responses. The study's findings clearly illustrate that a variety of elements influence a consumer's purchasing decision in one way or another. It has also been noted that Indian consumers are emotional, with family necessities taking precedence over fuel efficiency or car pricing.

Singh M. et al. (2012), conducted a study on the topic “consumers buying behaviour towards Branded Tea’s”. Tea is by far the most popular beverage in India, according to the survey. The study looked at the differences between branded and local tea. According to the study's findings, tea penetration averages 77.2 percent in India. Price, presents, schemes, brand, quality standard, packaging, consumption hours, attractive facilities, and customer knowledge are all essential elements that influence consumers' buying behaviour toward branded Teas, according to the findings. In addition, a variety of consumer challenges are highlighted and examined in this study article.

Hazarika et al. (2012), according to research conducted by the Indian Tea Board, 89 percent of individuals drink tea as a habit, 8% for mental refreshment, and 3% to satisfy hunger. In India, the tea business is directly responsible for economic and social development in remote locations where there is little else to do. In the international arena, the industry lends India and Assam a respectable identity. A worldwide tea sector problem has been seen in recent years as a result of low international and national (auction) prices, which is felt most acutely in India. It is difficult to keep up with the shifting market conditions in the tea industry. India, on the other hand, has an alternative.

Ghosh M. et al. (2013), opined that the tea is ingrained in the social, economic, and cultural life of India. A day without their favourite cup of tea is unthinkable for Indians. It is the world's most popular non-alcoholic beverage, enjoyed by both the rich and the poor. Tea is the most widely consumed beverage, and it is consumed at high social gatherings in many countries. Consumer behaviour patterns change throughout time, regardless of how widely it is used, and these changes are influenced by a range of characteristics such as brand reputation, loyalty, aroma, colour, price, and many more.

Boran T. (2013), based on the opinion of the researcher, Consumer purchasing behaviour is one of the most well studied topics in marketing. One of the fundamental principles illuminating the purchase process of customers is the "country of origin effect." The COO effect is critical for the buying process, persuasion, and product appraisal, according to numerous studies. Another major factor in COO impact research is consumer ethnocentrism.

Goutam D. (2013), conducted a study on the topic "Influence of brand ambassadors on buying behavior of soft drinks". According to study, today's 'Celebrity Endorsement' has sparked a heated debate about whether it contributes to the brand building process or is just another clumsy way to make a brand more visible in customers' eyes. Although it has been observed that the presence of a well-known personality benefits in the resolution of the problem of over-communication, which is becoming more prominent these days, this strategy has a few bad implications for the brand. Companies spend a lot of money on advertising in order to hire the perfect star. Because it has been supported by a reputable source, consumers view the brand to be of higher quality.

Ubeja S.K. et al. (2013), according to the study's findings, India's beverage industry has witnessed considerable changes in the last 12 years. India's tea industry is predicted to develop at a rate of 25-30 percent per year by 2014, doubling or tripling in size. This industry is on its way to become the next big thing, slowly but steadily. There are two sorts of tea: branded tea and loose tea. A branded tea is one that is well-known on a national level and performs well in the market, whereas a loose tea is one that is well-known on a regional level and competes well in local markets in every city.

Kelly M. (2013), consumers compare national and retail brands when shopping for groceries, according to the findings of this study. The overall preference is for national branded products; however, brand preference varies by product category. For example, national branded teas and coffees are highly preferred. National brands, on the whole, gain from brand equity and brand image, according to the consensus. Their high levels of advertising, quality controls, and excellent reputation allow them to charge such a high price, although many national and retail brands are of equivalent quality but cost less. When it comes to deciding which brand to buy, price and incentives play a big role. Packaging, the store, the ingredients, and brand loyalty are some of the other factors to

consider. According to the data, many consumers make purchases out of habit and are loyal to specific brands and stores.

Nicole L.N. et al. (2014), in order to ensure long-term sustainability, the study's purpose was to discover out what elements influence customers' purchase decisions at certain milk tea stores. Milk tea is regarded as a refreshing drink by the majority of those surveyed. More importantly, customers want a wider range of menu items that are both healthy and affordable. Based on the findings, management should develop excellent tea items that are both accessible and reasonable while also being of high quality in order to ensure complete consumer happiness and loyalty.

Sharma M.K. (2014), according to the article, the concept of "cognitive dissonance" is crucial in consumer behaviour, and marketers are keen to track their consumers' post-purchase behaviour. This article looked into the factors that cause cognitive dissonance in consumer purchase decisions, particularly among city dwellers. Family status, religious significance, rituals, and beliefs are just a few examples. The report also identifies challenges and possible solutions to these issues. The effects of cognitive dissonance on several areas of consumer purchasing behaviour are discussed in this article.

Zhafira et al. (2014), the researcher presented findings from a study that looked at the impact of marketing mix and brand equity on customer purchasing decisions. Based on this study, the researcher attempts to determine the impact of independent variables such as marketing mix (product, price, location, and promotion) and brand equity (brand awareness, brand association, brand loyalty, and perceived quality) on the dependent variable of customer purchasing decisions. The results reveal that all of the independent variables influence the dependent variable at the same time (simultaneously), and that each independent variable has a significant impact on customer purchasing decisions, with the exception of location. Promotion and brand loyalty have the most important impact. Finally, the researcher aims not just for a better marketing mix and brand equity management, but also for a better company strategy.

Yamoah F. (2014), the fair-trade industry's rapid rise has attracted researchers' interest, yet little is known about the marketing elements that drive fair trade retail sales. The findings reveal that fair trade food product consumers do not have a cross-shopping

trend. The findings also show that increased fair trade retail sales growth is primarily due to widened distribution and price rises, rather than shopper desire. The study's findings provide information for fair trade marketing researchers as well as strategic direction for managers striving to guarantee that fair trade continues to prosper as an ethical consumer-driven sector.

Mekonne N.A. (2014), product packaging must be visually appealing in order to capture and hold the attention of consumers, as well as serve as a reliable and functional shipping container. Packaging is required for the majority of physical products. This entails the creation of a product's packaging, such as a box or wrapper. It has a dual purpose: it holds and protects the product and it also serves as a potent sales tool. Multiple packages are possible for a product. The container itself, such as a bottle, can, or case, is included. For protection, this is frequently contained in a box. A case or larger container may be included with the product to allow numerous goods to be shipped in one box.

Kannan G. (2014), this study discovered that the majority of popular FMCG brands use any one of them as their brand. Gone are the days when consumers relied solely on local brands, knockoff brands, and home-based products for their needs. They chose several FMCG product categories and brands, but in this study, the researcher focused on meals and beverages, personal care, and health care items, analysing the buying behaviour of urban customers using advanced statistical tools and precisely presenting the data. The current study also highlights the most essential instruments, such as motivational elements, customer happiness, recommendation opinion, advertisement impact, and the impact of social media. The obstacles that consumers experience is also identified.

Durmaz Y. (2014), customer behaviour is now driven not just by consumer personalities and motivations, but also by family bonds, according to the researcher. Because family is a social group that can be regarded the cornerstone of customers, it plays an important role in marketing perception. Marketers with a keen interest in this topic want to learn about the family as it has evolved and regenerated over time. Knowing the family structure and consumption characteristics gives a marketer a significant advantage. The impact of cultural influences on consumer purchasing behaviour is studied in this study.

Randhawa A. et al. (2014), this report looked into the impact of celebrity endorsement on consumer purchasing patterns. India is a thriving country with a variety of brands to choose from. Companies are finding it challenging to differentiate their products based on intrinsic product attributes as a result of the overabundance of items on the market. In reality, advertising is a powerful marketing strategy that allows businesses to raise awareness of their products and position them differently in the minds of their customers. Consumers, on the other hand, are continually inundated with enormous advertisements from a variety of businesses, each emphasising the benefits of the individual products. As a result, choosing a product is quite challenging for customers.

Singh A.S. et al. (2014), this paper seeks to comprehend the consumer purchasing process and the factors that influence such decision-making. The research of customer purchasing behaviour has become one of the most significant and difficult tasks for businesses. To acquire a competitive advantage over its competitors, a significant amount of money and time is spent studying the nature of the customer purchasing process.

Lin Y.C. et al. (2015), according to the researcher, having the rise in consumer health awareness, products with a health theme have become increasingly popular. The expansion of the tea beverage, particularly the 'functional tea beverage with the concept of weight loss, is the most visible in the entire beverage market. The purpose of this research is to determine the effects of health claims and brand awareness on brand appraisal and purchase intent. According to the findings, customers with high brand awareness are more likely to have a favourable perception of items with health claims and are more likely to purchase them.

Oluremi O.A. et al. (2015), this research showed a relationship between decision-making and consumer loyalty behaviours such as repurchase and word-of-mouth. In addition to the four basic elements discussed in the literature study, there are various other aspects (such as ease of purchase, taste, flavours, price, and packaging) that influence customer decision on purchase. This study provides awareness for additional marketing research development as well as ideas for designing an effective marketing strategy that responds to consumer needs based on these findings. Gayathri H.M.M. et al. (2015), according to the findings, income and education level have a substantial impact on tea brand loyalty, whereas product, marketing, and lifestyle aspects are the most important

factors influencing customer purchasing behaviour. As a result, businesses can improve their market share by focusing their marketing efforts on product-related aspects.

Winchester M. et al. (2015), the study is to determine whether respondents' sentiments regarding ethical brands are consistent with their recent buying behaviour. A survey of 202 people was conducted to see if stated ethical sentiments and self-reported buying behaviour were consistent across three product categories. The findings indicate that while many customers claim to have ethical attitudes, their reported purchases indicate that their behaviour is inconsistent. Consumers who buy fair trade products are just as likely to buy non-fair trade products.

Chhajer D. et al. (2015), conducted a study on the topic "Study of Impact of Celebrity Endorsement on Consumer Buying Behaviour". According to the study, People are suspicious of advertisements since celebrities nowadays will endorse any product that pays well. People tend to lose faith in such items, and the performer suffers as a result. The actors' fame and credibility are extremely significant in persuading people. People are losing faith in performers because they endorse so many companies these days. Although celebrity endorsements have a positive impact on business growth, shoppers have also responded positively to firms without celebrities or well-known personalities. Customers are more likely to purchase these products because of the appealing advertising campaign and product tag lines and captions. Customers purchase things based on the product's quality and consistency. As a result, marketers must devise a more appropriate strategy. Advertisements that are relevant to consumers and do not increase the price of the product are desirable. Because celebrities advocate multiple products, buyers have a hard time remembering which ones they've seen. However, celebrity advertising is not going away anytime soon, its impact on people's purchasing behaviour is diminishing.

Harpaljit K.L.L.S. et al. (2016), the consumer purchase decision framework used in this study, which includes three key contributing factors: cognitive effects, emotional impacts, and situational influences. Gender will also be investigated as a moderating factor in the bubble tea purchase decision.

Chandrakumar M. et al. (2016), according to the researcher tea is consumed because it is refreshing and energetic, according to the majority of rural and urban

respondents of Coimbatore. Rural respondents bought tea more frequently, which could be due to the modest quantities of purchases impacted by the respondents' wage type income, and the brand name was valued more by urban respondents than rural respondents. Tea brands were chosen and purchased based on their taste and flavour, and the majority of rural and urban respondents had been using their brand for more than t

CHAPTER-III

**CONSUMER BUYING BEHAVIOUR- A THEORETICAL
FRAMEWORK**

Chapter- III

CONSUMER BUYING BEHAVIOUR- A THEORETICAL FRAMEWORK

3.0 Consumer buying behaviour

Consumer buying behaviour is a series of actions, procedures, or processes that customers take before (and after) purchasing a product or service in a marketplace. Attitudes, preferences, intentions, and decisions all have a role in these activities.

The success or failure of a company's marketing is determined by individual and group emotions exhibited in buying habits. Because the customer is the lifeblood of any business, it's crucial to get to know him and analyse his purchasing behaviour.

3.1 Characteristics of consumer buying behaviour

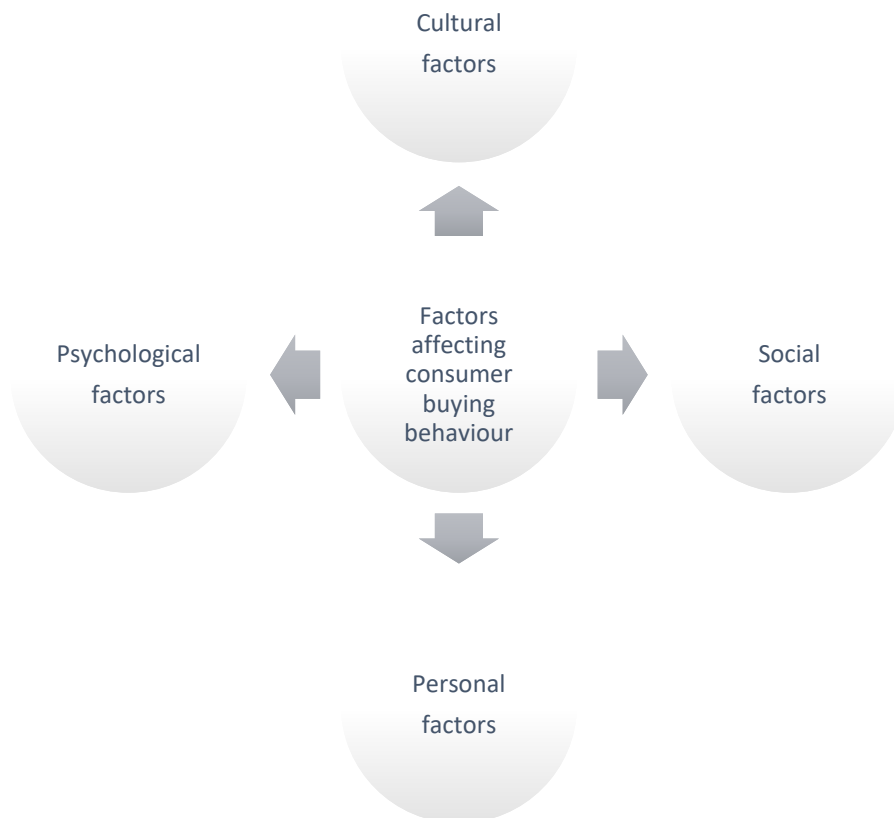
- Bargaining - Buyers' behaviour frequently exhibits a bargaining trend. They prefer to purchase products at a lower price than the merchant has stated. Similarly, Indian buyers do not adhere to a uniform pricing policy. Bargaining is still a widespread activity in Indian markets.
- Pricing vs. Quality - Buyers are more concerned with price than with product diversity. As a result, they choose high-priced things. A slight shift has occurred, as buyers have begun to purchase higher-quality goods at a higher price.
- Trademark vs. Brand Consciousness - It is a property of a buyer's behaviour that he appears to be aware of the brand of items and believes they are genuine and of higher quality.
- Consumption Patterns are Changing – The consumption pattern is changing as a result of increasing education, rising wealth and standard of life, and a desire for additional comforts.
- Women's Part - Women are becoming more and more influential in purchase decisions. Women, especially in families where the husbands are the breadwinners, buy everything.
- Guarantee and credit - Because credit and guarantee facilities are available in the market, new reasons for purchasing are gaining traction quickly. Trade and commerce are growing as a result of these facilities.

- Buyers are becoming more aware of their rights and registering complaints as a result. They've begun airing their issues in the media and filing complaints with the proper authorities and forums. They can register a complaint with a consumer forum and, as a result, be compensated for their injuries or losses.

3.2 Nature of consumer buying behaviour

- A consumer's behaviour is influenced by a variety of things. Cultural and societal elements, as well as different economic, psychological, and personal aspects, are among them.
- The process of consumer behaviour is divided into various stages. This process begins with the identification of a need, followed by the search and evaluation of various products, and eventually the purchase of those things. It also covers product evaluation after purchasing.
- It varies from one person to the next. Different people react to the market in different ways and make purchases based on different considerations. This is due to individual differences in personality and nature.
- Consumer behaviour is a concept that is always evolving. It is not constant and is continually changing. It continuously changes over time because to changes in characteristics such as education, income level, and the person's age.
- Consumer behaviour is directly influenced by the information accessible on the market. Customers are cautious to make purchases unless appropriate information is available.
- It is critical for organizations to consider while developing marketing strategies. Businesses gain complete information about their customers after analyzing their behaviour. This will assist them in more effectively satisfying their desires.

3.3 Factors affecting consumer buying behaviour



3.3 Factors affecting consumer buying behaviour

- Cultural Factors - A person's culture is not defined solely by their nationality. It could be determined by their religious beliefs, associations, or even geographical area.
- Social Factors - Aspects of a person's environment that have an impact on their product perceptions.
- Personal characteristics include age, marital status, finances, personal ideas, values, and morals, to name a few.
- Psychological Factors - When a person is faced with a product, their mental state often impacts how they feel about the product and the brand as a whole.

3.4 Importance of consumer buying behaviour

The process of separating one customer from a group of similar consumers is referred to as consumer differentiation. This assists in the establishment of a target group of customers with similar or identical behaviour.

Even though the company caters to a given customer group, individual customers may have different needs. Each consumer group has its own set of expectations and aspirations that are distinct from those of other groups. When a marketer recognises the variations between each group of customers, he or she can build customised marketing strategies. Differentiating customers will allow to adjust the methods to their specific needs. When consumer distinction is complete, the width and depth of the product can be increased.

Consumer behaviour is important not just for gaining new customers, but also for keeping current ones. When a customer is satisfied with a product, they will buy it again. As a result, product promotion should be done in a way that encourages customers to buy it again and again.

It goes without saying that recruiting and keeping clients is crucial. This can only be accomplished by analysing and paying attention to the consumer's purchasing behaviour. Marketers can learn what motivates customers to make purchases by studying consumer behaviour. The same motive can also be used in advertising to pique a consumer's interest in making a purchase. Furthermore, marketers should base judgments on consumer behaviour when it comes to brand logos, coupons, packaging, and gifts.

Instead of manufacturing a product that will not sell, a corporation can save a lot of money by conducting customer behaviour research. A company will not waste resources on a product that will not sell in the summer, for example. To save money on warehousing and marketing, the company settles on a production approach based on consumer behaviour.

Studying customer behaviour makes it easier to understand and handle competition. Based on consumer expectations, a brand might provide competitive benefits.

3.5 Types of consumers buying behaviour

The items that a customer need have an impact on their purchasing decision. A customer's behaviour while purchasing tea differs significantly from that when purchasing a car.

Observations reveal that more difficult and expensive purchases necessitate more thought and a bigger number of participants.

The degree to which a consumer participates in a purchase decision impacts their purchasing behaviour. Purchasing behaviour is also influenced by the degree of risk involved in a transaction. Greater risk is associated with higher-priced commodities, necessitating more engagement in purchase decisions.

Four type of consumer buying behavior:

- Complex buying behavior
- Dissonance-reducing buying behavior
- Habitual buying behavior
- Variety seeking behavior

Complex buying behaviour

Complex buying behaviour is typical, especially when a high-priced item is being purchased. In this unusual transaction, customers are heavily involved in the purchasing decision. Before making a financial commitment, consumers will perform comprehensive research.

When buying a costly item or one that is unfamiliar to him, the consumer behaves in a totally different way. A customer consults friends, family, and professionals before making a purchase when there is a high risk of purchasing a product.

The customer will go through a learning process when engaging in complex buying behaviour. He'll form opinions about the product first, then attitudes, and finally a thoughtful buying decision.

For customers with complicated buying habits, marketers should have a solid understanding of the products. They are intended to aid the customer in understanding

their goods. Crafting advertising messages that influence the buyer's beliefs and attitudes is crucial.

Dissonance-reducing buying behavior

In order to reduce dissonance, consumers must be actively involved in the purchasing process. It's possible that this is because of the high cost and infrequent purchases. Furthermore, the number of options offered is restricted, with slight differences between brands. In this scenario, a consumer buys something that is readily available.

Consumers will be pressured to buy goods for which there are few alternatives, leaving them with few options for decision-making. Because of the products available, time limits, or financial constraints, consumers buy certain things without conducting any research.

Marketers should be in charge of after-sale service camps with tailored messaging. These efforts should aim to reassure and urge customers to continue with their preferred brand. In these marketing strategies, discounts and incentives should be employed to drive repeat purchases and referrals.

Habitual buying behavior

Purchasing Patterns of a consumer who has a limited level of involvement in a buying choice is referred to as "behaviour." The consumer only perceives a few key differences between brands in this case.

When purchasing items that they use on a regular basis, consumers do not give much thought. They either buy their favourite brand or the one they use frequently – or the one that is easy to find in the store or is the cheapest.

Radio, television, and print media all have an impact on buying habits. Furthermore, people make purchases depending on their familiarity with a brand. As a result, marketers must rely on repeat advertising to raise brand awareness. To encourage product trial, marketers should use techniques such as price drop promotions and sales promotions.

To entice customers, marketers should use visual symbols and imagery in their advertisements. Consumers are more likely to remember and associate a firm with visual advertisements.

Variety seeking buying behavior

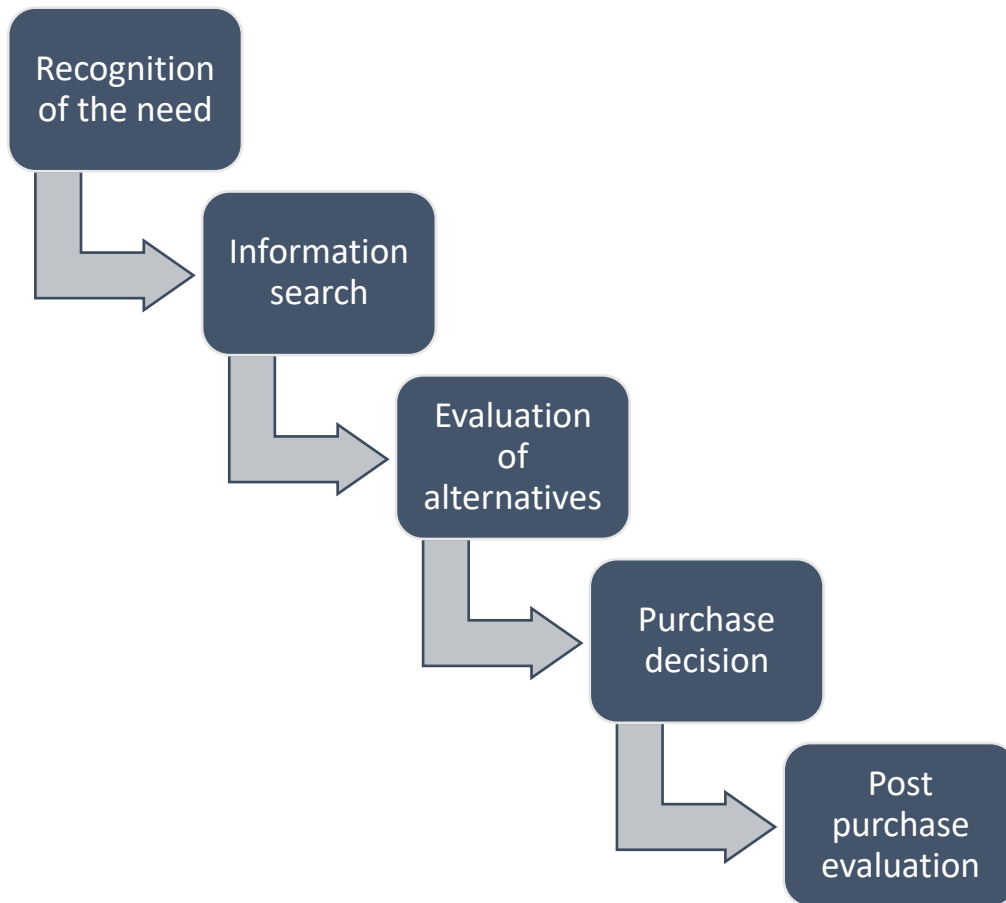
In variety seeking consumer behaviour, consumer involvement is minimal. There are considerable differences between brands. In this sector, customers routinely switch brands. Customers may be enticed to try new goods out of curiosity or boredom because switching items is affordable. Consumers in this country buy a wide range of items not because they are unhappy, but because they want variety.

Brands must use a range of strategies to influence this type of consumer behaviour. The market leader will influence regular purchase behaviour by controlling shelf space. On the shelf, there will be a large number of comparable but distinct product variations.

Marketers reduce out-of-stock problems, sponsor frequent advertising, and give lower prices, discounts, incentives, coupons, and free samples to entice customers.

3.6 Stages of consumer buying behaviour

Customers go through a variety of steps while purchasing a product. The buying process is the series of procedures taken by a customer before making a purchase decision. In order to make a conventional consumer purchase, you must first identify your needs and aspirations. The following stage is to do an information search, followed by a review of all available possibilities. Finally, there is a purchase, followed by a post-purchase review.



3.6 Stages of consumer buying behaviour

Recognition of the need

This is the first step in the purchasing process. A customer will not buy something until they are aware of their requirements and preferences. When a customer feels forced to buy something, he will do so. There is a gap in the market or a problem that can be solved by purchasing a specific item.

Wants can arise as a consequence of the necessity of a product or as a result of external factors. At this point, the marketer's responsibility is to figure out what the customers want and then deliver things that satisfy those desires.

Information search

At this stage, the customer is conscious of his need or want. He also realises that he wants to buy a product that will assist him in solving his difficulty. As a result, he's eager to

learn more about the product that could be able to assist him in solving his problem. This leads to the stage of data collection.

The consumer will investigate all accessible possibilities as well as the best solution to his problem. Both inside and outside the company, the buyer will look for information. A consumer's options include advertisements, print, films, the internet, and even asking friends and family.

In this case, a marketer must supply a wealth of product knowledge in the form of instructive films, demos, blogs, and other online resources.

Evaluation of Alternatives

The customer has done enough research at this stage to know what type of product will best solve his problem. The next step is to think of alternative products that could be able to assist him in solving his problem. Several bits of information obtained from diverse sources are examined when analysing possibilities.

Buyers typically compare options based on a range of product attributes. Consumers consider, among other things, appearances, durability, quality, cost, service, popularity, brand, and social media reviews.

There are a variety of products on the market that can solve a customer's problem. As a result, after analysing all of the possibilities, the consumer must make a decision.

At the end of this stage, the consumer will rate his selections and choose the product that best satisfies his needs and desires.

Purchase Decision

At this point, customers have looked into a variety of options. They are aware of the price range and payment options available. Consumers are debating whether or not to buy the item. At this point, clients can still cancel the transaction and walk away.

Two circumstances, according to Philip Kotler (2009), may 'disrupt' the final purchasing decision. It's likely that the buyer will hear negative feedback from friends or other consumers who have bought the item.

The customer chooses the goods he wants to buy, but for a variety of reasons, he may not be able to do so. A marketer should now figure out the various reasons why the customer is hesitating to buy. Price, value, and changes in the needs of the consumer could all have a role.

Marketers need to step up their game. Begin by reminding them why they purchased the products in the first place. Also, include as much information about your brand as possible, emphasising that you are the best source of the goods that can suit his requirements.

Post-Purchase Evaluation

After acquiring something, customers compare it to their expectations. There are two outcomes that can occur: satisfied or dissatisfied. Customers will be satisfied if the product fits their requirements. On the other side, if the goods do not fulfil the consumer's expectations, he will be unhappy. A consumer can be lost even at this point.

An unhappy customer could assume he made a mistake. This is going to work! It will be a straightforward process to offer an exchange. Even if a customer is satisfied, there is no guarantee that they will come back.

Whether delighted or dissatisfied, customers can take action to share their experiences in the form of customer reviews. Consumer forums, websites, social media discussions, and word-of-mouth are all viable options.

In order for a customer to become a repeat customer, a marketer must ensure that the customer is satisfied with the items. When it comes to establishing a fantastic post-purchase experience, brands must be cautious.

CHAPTER-IV

TEA INDUSTRY- A PROFILE

Chapter IV

TEA INDUSTRY- A PROFILE

4.0 History of Indian Tea Industry

Between the mid-nineteenth century until India's independence from the United Kingdom in 1947, the British discovered tea in India, developed it, and burned through it in massive quantities.

Warren Hastings sent a sample of China seeds to George Bogle, the British messenger in Bhutan at the time, for planting about 1774. Despite this, it appears that nothing has been done about the investigation. Sir Joseph Banks, the illustrious English botanist, was asked in 1776 to draw up a series of notes, and it was his idea that tea development be encouraged in India.

Robert Kyd studied many routes for tea cultivation in India in 1780, using seeds from a transfer said to have arrived from China. Years, if not decades, have passed since the incident. In the Upper Brahmaputra Valley, Robert Bruce discovered tea plants growing wild. The original Indian tea from Assam was sent to England for public sale in May 1823.

Indigenous plants thrived, whereas Chinese seedlings struggled in the scorching heat of Assam, and it was eventually decided to make subsequent plantings with seedlings from the local tea hedge. In 1838, the first twelve chests of manufactured tea made using local Assam leaf arrived in London and were sold at the London barbers. This paved the way for the formation of the 'Bengal Tea Association' in Calcutta and the 'Assam Company,' the first joint stock tea company in London. As a result of its success, various organisations were formed to further the development of tea. George Williamson and the other pioneer groups are included in a number of the other pioneer organisations.

After establishing a successful industry in Assam's Brahmaputra valley, the feasibility of growing tea in the Himalayan foothills and other parts of India was studied. In Kumaon, Dehra Dun, Garhwal, Kangra Valley, and Kulu, 78 manors had been established by 1863. Following the transfer of the current Darjeeling location to the East India Company in 1835 and the start of preliminary work in the 1840s, business estates

in Darjeeling began in the 1850s, and by 1874, 113 nurseries covering 18,888 sections of tea land had opened, with a total production of 3.9 million pounds. The Indian Tea Association was founded in 1881, and the United Planters Association of Southern India (UPASI) was founded in 1895, to address issues such as work, peace and lawfulness, correspondence, the need to expand markets, and the bundling of tea. India exported 183.4 metric tonnes of tea in 1853. By 1870, it had risen to 6,700 tonnes, and by 1885, it had risen to 35,274 tonnes. India is now one of the world's largest producers of tea, with 13,000 nurseries and a labour force of several million people working in the industry.

4.1 Tea Growing Regions

Assam

- Assam's total tea-growing area is 312,210 hectares
- 507 million kg of production
- 45-60 metres above sea level
- 2,500-3,000 mm of rain

Assam is home to the one-horned rhinoceros, as well as the picturesque Brahmaputra River. With yearly rainfall ranging from 100 to 150 inches, Assam is rich in nature's bounty, ensuring that Assam's teas have a distinct place in the world. These teas are simply referred to as "Assam," and their liquid is rich, full-bodied, and bright. For those who prefer a bright, robust cup of tea, Assam is "your cup of tea."

Darjeeling

- 17,820 hectares of tea-growing land
- 9.8 million kg of production
- Elevation: 90-1,750 metres
- 3,000-3,300 mm of rain

Darjeeling, set in the foothills of the snow-covered Himalayan range, produces one of the world's most premium teas at altitudes ranging from 600 to 2,000 metres. Darjeeling has a particular, delicate flavour that is referred to as "muscatel," or muscatel grape-like. "Flowery" and "peachy" are two words that come to mind when describing the flavour. Because the flavour is so delicate and agreeable, drinkers often skip the milk and sugar that are often added to the more bitter, heavier black teas.

Terai And Dooars

- 97,280 hectares of tea-growing land
- 216 million kg of production
- 90-1,750 metres in altitude
- 3,500 mm of rain

In the Darjeeling district alone, there were 113 tea gardens by 1874. Planters in the Terai region were inspired to try their hand at tea cultivation as a result of this. In 1862, James White established the first Terai plantation, Champita. The Dooars were then planted as well. The Assamese tea bush, however, proved to be more adapted to this region; the first Dooars garden was Gazeldubi, and by 1876 the area had 13 plantations, prompting the British to establish the Dooars Tea Planters' Association in 1877. The Dooars and Terai gardens produce 226 million kg of tea per year, accounting for about a quarter of India's entire tea output, with September being particularly important. In the end, the TAI has 48 member gardens.

Kangra

- 2,348 hectares of tea-growing land
- 0.8 million kg of production
- 700-1,000 metres above sea level
- Rainfall ranges from 2,300 to 2,500 mm.

Tea is grown on 2,063 hectares in Himachal Pradesh's Mandi and Kangra districts. Kangra, often known as "the Valley of the Gods," is known for its fragrant tea. Tea has been grown on the warm outer Himalayan slopes beneath the beautiful and wonderfully scenic snow-capped Dhauladhar Mountain since 1949.

Nilgiri

- Tea is grown on a total of 66,175 hectares.
- 135 million kg of production
- The elevation ranges from 1,000 to 2,634 metres.
- Rainfall ranges from 1,000 to 1,500 mm.

Nilgiri Tea is named after the Nilgiris or Blue Mountains, where it is grown, and is one of India's most distinctive teas. The Blue Mountains are named for the saxe-blue Kutinji flower, which blooms once every 12 years and blankets the peaks. Tea is grown

at heights ranging from 1,000 to 2,500 metres in this beautiful region of rolling hills in South India. Rainfall fluctuates between 60 and 90 inches per year. Because of their outstanding, graceful flavour and strong liquid, Nilgiri teas benefit from these conditions. The scent and astringency of Nilgiri tea distinguishes it as a really unique tea found nowhere else on the earth.

Anamallais

- 12,625 hectares of tea-growing land
- 30 million kg of production
- 900-1,600 metres above sea level
- 3,000-3,800 mm of rain

The Anamallais are located between Tamil Nadu and Kerala, just across the hills from the High Ranges, and cover 389 square kilometres with elevations ranging from 900 to 1,600 metres. It plays a vital role in South India's planting map, with about 12,000 hectares planted to tea. The Tea Research Foundation, the world's second largest tea research institute, is managed by UPASI in the Anamallais.

Wayanad

- 5470 hectares of tea-growing land
- 16 million kg of production
- 850-1,400 metres above sea level
- 2,000-2,500 mm of rain

The Wayanad-Nilgiris range in Tamil Nadu and Kerala's evergreen forests serve as a transition zone between the northern and southern eco-regions of the Western Ghats. Natural beauty, wildlife, and traditions are revered in this tranquil setting, and simplicity is a virtue.

Plantations, forests, and wildlife abound in this area, which is around 76 kilometres from Calicut's seashore. The Mudumalai Wildlife Sanctuary and National Park in Tamil Nadu and Bandhipur National Park in Karnataka share the Wayanad hills, forming a vast swath of land where wild animals can graze freely.

Plantations in this area date back to 1845, when coffee was first planted. Tea was not grown until 1874, starting with a few acres at New Hope estate in Ouchterlony Valley.

Karnataka

- Total tea-growing area: 2140 hectares
- 6 million kilogramme of production
- 750-1,000 metres above sea level
- 2,000-3,500 mm of rain

Chikmagalur, about 150 miles south of Bangalore, is a well-known coffee town in India's Karnataka region. The plants are located at a height of over 5000 feet above sea level. Chikmagalur, which is bordered by the Sahyadris range's Baba Budan hills and houses the majority of Karnataka's population, is a quiet, serene town full with gorgeous marvels. The town is noted for its huge tea and coffee plantations and has a lovely climate.

Munnar

- 13,000 hectares of tea plantation
- Elevation: 950-2,600 metres Production: 27 million kilogramme
- Rainfall ranges between 1,300 to 7,000 mm.

Munnar, In Kerala, India's most popular tourist destination, the commercial core of some of the world's highest tea-growing estates is a haven of peace and tranquilly and an attractive tourist resort. Munnar, 6,000 feet above sea level in the Idukki region, was a favourite summer getaway of the colonial British overlords. Tea plantations that seem to go on forever, beautiful valleys, mountains, and waterfalls, varied types of flora and wildlife in its untamed sanctuaries and woods, and the aroma of spice-scented tea

Travancore

- 14,000 hectares of tea plantation
- 20 million kg of production
- 750-1,350 metres above sea level
- Rainfall ranges from 2,000 to 6,000 mm.

The River Periyar flows through the picturesque high-altitude region of Peermade (85 km east of Kottayam), Vagamon, Thekkady, and Vandiperiyar, which enjoys a good climate all year. Tea, coffee, coconut, pepper, cardamom, rubber, and eucalyptus plantations surround the area, which is also home to one of India's most important wildlife

sanctuaries. Travancore's Maharaja had two palaces here and utilised it as a summer retreat.

4.2 Tea and Health

Tea has always been associated with relaxation, but recent scientific research from around the world suggests that tea may have significant medical benefits.

Since a long time, it has been clear that the rate of many infections is strongly linked to dietary habits. For example, evidence from basic lab research and observational studies in the human population has conclusively established that persons who burn through a lot of soil products have lower malignancy rates. The impact of beverage consumption on human health, on the other hand, is less obvious. With the exception of studies on alcohol and human wellbeing, the question of alcohol use and human wellbeing has only recently become a topic of study. It is necessary to refer to one perception.

A "Quick rest" is a break interval in a gathering in certain parts of the world, particularly in the United States, Canada, and most European countries. This type of break is known as a "Lunch Break" in various parts of the world, particularly in India, China, Japan, and Korea.

Epidemiological perceptions have explained that the frequency of specific sicknesses, most outstandingly malignancy and coronary illness, is considerably lower in nations with a culture of "Lunch Break" than in nations with an act of "Short breather". Present day logical exploration is explaining that this recounted proof is connected to wellbeing advancing impacts of Tea. For ages in tea burning-through nations the helpful impacts of tea in battling certain infections were upheld by grandmas, an idea gave to the future. A portion of these grandmothers even said, "in case you are wiped out have some tea". The number of inhabitants in non-tea burning-through nations, as of not long ago, never focused on this thought and frequently considered this relationship a legend. Just during the 1980s researchers began focusing on looking at wellbeing valuable impacts of tea in lab concentrates and afterward contrasting their examination information and perceptions made in populace contemplates.

Teas made from the leaves of the plant *Camellia sinensis* have long been the most widely consumed refreshment on the globe, second only to water, because to their

pleasant aroma and low cost. In order to investigate the relationship between tea and human health, the primary ailment evaluated was malignant growth, which was followed by coronary illness, two of the most feared illnesses affecting the global population. There is currently information about a variety of infections. Almost everything in the early tests was focused on green tea. Green tea use reduces the rate of malignancy in models of skin, lung, prostate, bosom, stomach, and throat tumours in creature models, according to a large number of distributed studies from various research centers around the world. Green tea use is linked to slower malignant growth rates in the prostate, throat, bosom, and lung, according to epidemiological findings.

Individuals in various parts of the world, such as some European countries and India, have a proclivity towards drinking dark tea. In follow-up studies, inquisitive logical types began investigating the effects of dark tea. In comparison to green tea research, dark tea has received less attention. There haven't been many studies recently that compared the effects of dark tea and green tea in the same time-controlled trials. For this meeting, a fraction of these new investigations will be presented for the first time. The evidence suggests that black tea is equally successful, yet in a few studies, either variety was found to be slightly better. Late studies, for example, suggest that drinking both dark and green tea may reduce the risk of heart disease. Furthermore, both dark and green tea have been shown to have comparable effects in "reducing the incidence of colon, breast, and prostate disease."

By and large, these exploration endeavors have given persuading data about tea in anticipation against numerous infections; most persuading data is for the two most weakening illnesses, malignancy and coronary illness. In research center examinations the proof for avoidance of numerous malignancy types by tea utilization is excessively overpowering such that plans are continuing at the National Cancer Institute, National Institutes of Health, United States Public Health Services to lead clinical preliminaries to analyze if tea utilization has ideal impacts in human disease patients. A recent distribution infers that both dark and green tea concentrates might be similarly powerful in forestalling malignant growth in people. The hidden systems for these preventive impacts are currently turning out to be clear.

Generally helpful or unsafe physiological reactions are known to be managed by the harmony between physiologically created and intentionally or coincidentally presented "prooxidants" and "cell reinforcements". Cancer prevention agents are the mixtures that have the capacity to neutralize the antagonistic physiological impacts of oxidants that are produced continually in the cell frameworks. It is turning out to be evident that a large part of the advantageous impacts of tea are related with cell reinforcement polyphenols which contain around 33% of the heaviness of dried leaves. Notice that tea polyphenols have better cell reinforcement impacts than some other cancer prevention agent present in products of the soil in the world. These cancer prevention agent polyphenols in tea have been displayed to balance many differentiated natural capacities by either hindering or prompting enzymatic capacities. The combined activity of these influences result in the prevention of certain disorders. These polyphenols are also abundant in tea leaves. Unsweetened tea contains no fat, calories, or sodium. Milk is commonly served with tea in several countries, such as India. According to research, 2 percent milk in tea maintains up with tea's health-promoting effects. A few social orders use "natural teas" in order to reap the benefits of tea. This is a misnomer because natural tea is a spice concentrate, not tea. If the item isn't made from *Camellia sinensis*, it's not tea; instead, it's a homegrown blend.

4.3 Grades of Tea

- **Grades of CTC Tea**

CTC (pound tear-twist) tea will be tea that has been delivered by an advanced, mechanical cycle that tears the leaf to instigate oxidation, as opposed to physically moving it to wound the leaf, as in the creation of standard tea. Since the CTC cycle breaks the leaf, there is no entire leaf CTC tea, and in this way CTC tea is partitioned into broken-leaf, fannings, and dust. CTC is broadly viewed as sub-par, and the essential advantage is its lower cost of creation, because of computerization, albeit like different teas, CTC tea actually shifts generally in quality.

It is more uncommon for tea consumers to see CTC tea evaluated in tea available to be purchased in stores or on the web. CTC tea grades incorporate, for broken leaf tea, BP, BOP, BPS, BP1, and FP, and for fanning, OF, PF, and BOPF. There are a bunch of grades for CTC dust.

- **Grades of Orthodox Tea**

Whole leaf tea

Tea that has not been broken or ripped during processing is known as whole leaf tea. The size and shape of the leaf vary greatly depending on the type of leaf used as well as how it is treated.

SFTGFOP1, SFTGFOP, FTGFOP1, FTGFOP, TGFOP1, TGFOP, GFOP, FOP, OP, OPA, FP, P, S

Broken-leaf tea

Tea that has been torn or broken but is still in large enough fragments to be recognised as pieces of leaf is known as broken-leaf tea.

BOP, GFBOP, TGFBOP, TGFBOP1, BS, BPS, GBOP, FBOP, BOP, Pekoe

Fannings

The grade of tea used in most tea bags is fannings, which are finely fragmented fragments of tea leaf with a recognised abrasive texture.

FBOPF, FBOPF, TBOPF, BOPF, FOF, GOF

Dust

Dust is a thin powder consisting of tea particles left over following the production of better grades of tea. It is significantly finer than fannings. Matcha, which is prepared by grinding bigger fragments of tea leaf or the tea plant, is not classed as dust.

OPD, BOPD, BOPFD, FD, D-A, Spl. D, GD, OD

4.4 Tea industry and Export

- In FY19, total tea exports were US\$ 830.90 million, while in FY20, they were US\$ 826.47 million.
- After Kenya (including neighbouring African nations), China, and Sri Lanka, India ranks fourth in terms of tea exports.
- India was the world's second largest tea producer in 2019, with 1,339.70 million kgs produced.

- India's tea production was expected to be 73.44 million kgs in April 2021*.
- From April 2020 to March 2021, total tea exports were US\$ 755.86 million, with US\$ 53.35 million in March 2021.
- Tea exports totaled US\$ 49.73 million in April 2021.
- Teas from all over the world are grown in the country, including CTC tea, orthodox tea, green tea, and organic tea. Unlike many other tea-producing and exporting countries, India produces both CTC and traditional teas, as well as green tea.

4.5 Tea Market in India

In the forecast period of 2021-2026, the market in the country is expected to grow at a CAGR of 4.2 percent. India's tea industry is expected to produce 1.40 million tonnes by 2026.

After China, India is the world's second-largest producer of tea. The country is also a major consumer of the beverage, accounting for over a fifth of global consumption in 2016. In 2017, India recorded the highest tea prices in over four and a half decades. However, given of the high level of local usage, the annual growth of domestic fares was quite moderate. In India, over 80% of the total harvest is consumed domestically. The country's per capita consumption of the beverage has recently increased dramatically.

North India is the most important business district in India, accounting for more than three-quarters of all business. The state of Assam produces the most tea in the country, followed by West Bengal. Assam and Darjeeling varieties are the most well-known variants of the beverage worldwide, according to their origin. With the creation moved in the Nilgiris, South India accounts for over a fifth of the business. While the district has a lesser yield than North India, the area's business is driven by the manufacture of premium assortments of unsurpassed quality. Dark tea is the largest segment of the Indian tea industry by type. The dark variety of the drink saw a moderate annual growth of 3.3 percent between 2008 and 2017. Because of the seeming unequalled nature of stuffed tea, buyers are increasingly choosing bundled over unpackaged assortments. Currently, over 80% of families in metropolitan India and nearly 75% of families in rural India prefer to buy its bundled item categories.

4.6 Market Analysis

The tea industry in India is fueled by the country's huge need for refreshment across all socioeconomic strata. India's strong economic growth and the resulting rise in the working-class population are also providing impetuses for company growth, as customers want luxury goods. The tea industry in India is being boosted by a growing demand for bundled assortments of refreshment in both urban and rural areas, owing to lower risks of contamination, greater useful capacity, and superior quality. The popularity of bundled assortments containing natural ingredients is also increasing.

The working class is also willing to experiment more with tea blends, resulting in the growth of segments such as organic, natural, and other specialty assortments. Green tea is expected to grow in popularity in the future years as people become more aware of the health benefits it provides. The metropolitan population is driving the green tea industry, which is bolstered by the increased availability of the drink without milk in the city. As a result, India's rapid urbanisation, combined with an increase in disposable income, is assisting the tea industry in the country.

In the next years, the growing ubiquity of bistros/relax essentially providing variations of the drink is expected to drive the business. The convenience of its appropriation channels, such as neighbourhood 'kirana' stores and grocery stores, as well as the growing on-line channel, will further aid business expansion. With more occupied lifestyles and a growing labour force, the RTD segment may see a healthy increase as consumers seek for more convenient food sources and drinks. In the coming years, the business will also be pushed by advancements in packaging and flavours. The provincial area offers another opportunity for economic growth.

4.7 Market players in India

- Tata Global Beverages Limited
- Hindustan Unilever Limited
- Gujarat Tea Processors & Packers Ltd
- Amar Tea Private Limited
- Organic India Private Limited
- Pataka Industries Private Limited

- Others

4.8 Top 10 Tea Brands

Tata

Tata Tea is India's most popular tea brand, and it is produced by Tata Global Beverages Limited, the world's second largest tea maker.

Tata Tea has been a popular tea brand in Indian households for decades. Tata Tea and its derivatives are believed to be consumed by one out of every three Indian households. They come in a variety of flavours, including Tata Tea Premium, Tata Tea Gold, and Tata Tea Agni. All of these tea brands are highly popular in India.

Taj Mahal

Brooke Bond –Taj Mahal is a tea brand owned by Hindustan Unilever. In India, this tea was the forerunner of luxury tea brands. It has been marketed as premium tea brewed from the best and unusual tea leaves since its establishment in 1966. For many years, they had tabla maestro Ustad Zakhir Hussain as their brand spokesperson. People adore the flavour and aroma of this tea, and millions of Indian households have been drinking it for years.

Wagh Bakri

Wagh Bakri is the third most popular packaged tea brand in India. The tea was first introduced in 1892 and has a strong following in North and Central India. Rajasthan, Delhi, MP, Gujarat, Chattisgarh, Goa, and Western Uttar Pradesh are among their strongholds. This tea comes in CTC, tea bags, and green tea varieties. CTC tea is their most popular variety. They also sell their goods in a variety of countries.

Red Label

Brooke Bond Red Label Tea was first introduced by HUL in 1869. The tea is manufactured from Assam tea leaves and is priced to appeal to normal middle-class families. It is India's most popular tea among the country's increasing middle class. They've also created a number of variations, including RL-Nature Care, RL Dust, and RL

Special. Each has its own distinct quality and features that help customers have a better tea experience.

Society Tea

It was first introduced in 1933 and is a high-quality product by Hasmukhrai & Co., a renowned Tea Blender. This tea brand, often known as highland tea, is created from premium tea leaves from Assam and Darjeeling. Society Regular Leaf Tea, Dust Tea, Premium Tea, and Premium Tea Bags are the four varieties of this tea brand. This premium tea brand has consistently ranked among the top five best-selling tea brands in the country.

Taza

Taza is another well-known tea brand from the HUL family. Taza teas are prepared from the best tea leaves and are sold in two categories: premium and popular. Taza Tea comes in four varieties: two in the Premium Segment, Taaza Gold and Taaza Masala Chaska, and two in the Popular Segment, Taaza Leaf and Taaza Dust tea. They're all noted for their powerful, refreshing flavour and reliable quality.

Lipton

Lipton is a global tea brand that is sold in 150 countries throughout the world. Green Tea, Yellow Label Tea, Darjeeling Tea, and Ice Tea-Cold Tea are all available in India. Millions of Indians drink their Yellow Label Tea, which is noted for its real flavour. All of their varieties are well-liked by tea connoisseurs. Lipton is particularly well-known for their tea vending machines, which can be seen in schools and companies.

Mohani

In Uttaranachal and Uttar Pradesh, Mohani Mohani Tea is a well-known packaged tea brand. Bihar, Delhi, Himachal Pradesh, Punjab, J&K, MP, and Haryana also have them. This tea brand comes in a variety of characteristics and pricing ranges. It features a wide range of teas, from standard CTC tea to Premium Tea, from Dhaba Chai Flavour tea to Masala Tea. Among all of their products, the “Mohani Good Time Supreme Tea” is the most popular.

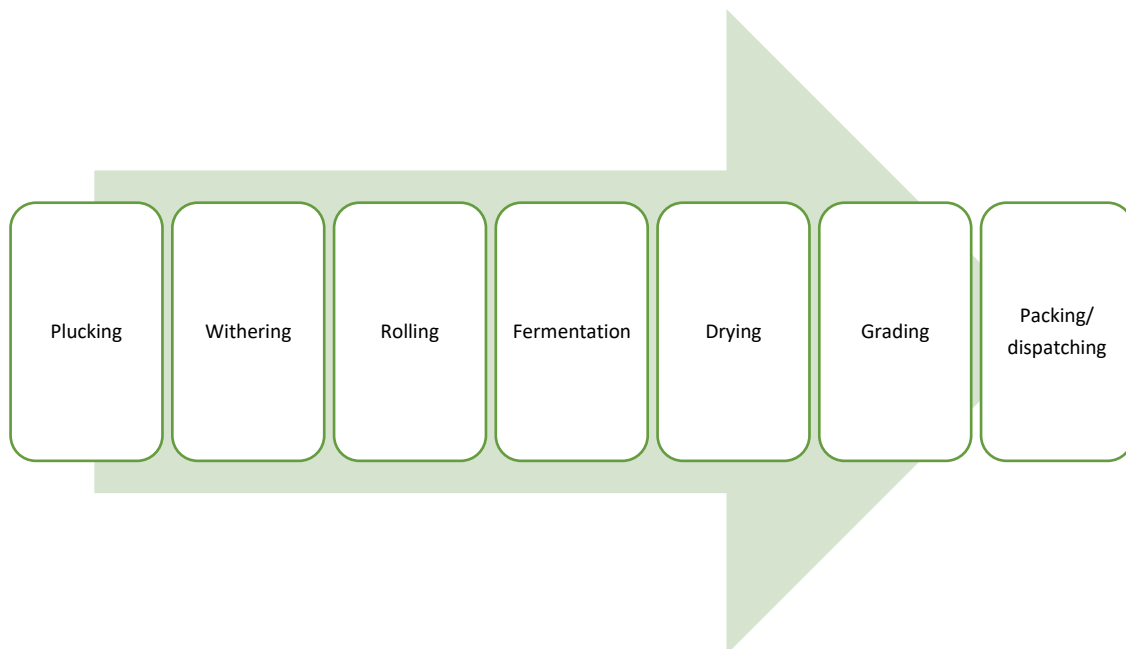
Parivar

Parivar is a main brand of Assam tea and is a well-known brand in provincial Maharashtra. They are a result of Maharashtra based organization Sapat International. They are known for their Assam tea leaves flavor. Their leader image "Sapat Chah" is as yet an innovator in rustic pieces of Maharashtra. Their different variations, for example, "Parivar Chai Time" and "Parivar Family Blend" have been made by mixing five kinds of Assam Tea Leaves, giving interesting taste for minimal price.

Pataka

Pataka Tea is dispatched in year 2000 and from that point forward, it has been the quickest developing tea brand. Their variations are Pataka Premium (Leaf and Dust), Pataka Mukta and Pataka Special Leaf, which targets diverse customer base and are accessible in various value sets.

4.9 Black Tea Manufacturing Process



4.9 Black Tea Manufacturing Process

Plucking

Each field's green leaf is collected at regular intervals ranging from 5 to 8 days. Due to the readiness of ladylike hands, the culling of the delicate two leaves and the bud is generally embraced by all around prepared ladies. The assembling process begins when the leaf is culled in the field, and the leaf is shipped three to four times per day from the fields to the production plants to maintain its freshness.

Withering

As soon as the leaf arrives at the facility, it is weighed and placed on troughs. Before the tea fluids are condensed and chemically broken down, the leaves are withered by blowing conditioned air between them to remove any surface moisture. Physical and chemical changes take 10 to 14 hours to complete, bringing the leaf to a soft, rubbery state that is ready for the next stage of production.

Rolling

The leaf is twisted and the cell walls of the leaf are torn to get the juices to the surface. The rolling machines have a deep jacket, a pressure cap, and battens and a cone in the center of the table to twist the leaf. There are also more recent "Rotorvane" devices that twist and rotate in a similar way. This procedure takes about 20 to 30 minutes to perform.

To separate the twisted from the untwisted leaf and reduce heat accumulation, the rolled leaf is next run through a roll breaker. This machine uses meshes to separate rolled leaves. The unrolled material is returned to the rollers for further rolling, while the rolled material is removed from the rollers.

Fermentation

The extraction of tea fluids is an important part of the black tea producing process. The process of oxidising enzymes in juices to improve the flavour, strength, and colour of liquors and infusions is known as fermentation. In most situations, fermentation takes occur on glass or tiled surfaces.

As fermentation proceeds, the colour of the leaf changes from greenish to coppery brown. The degree of fermentation is determined by the colour and fragrance.

Drying

Drying's primary purpose is to eliminate moisture and halt the fermentation process. The fermented leaf has a moisture level of 45 to 50 percent. The leaves is dried in driers equipped with perforated trays onto which the fermented leaf is deposited.

At a temperature of 120 degrees F (50 degrees C) at the start and 200 degrees F (93 degrees C) to 220 degrees F (105 degrees C) at the finish, the drying process takes about 20 to 25 minutes. The moisture level in the teas is between 2% and 3% when they are totally dried, and the coppery brown fermented tea particles have returned.

Grading

The fired teas are sorted/sifted according to size and form after cooling, as required by the trade. A nomenclature system is used to classify the various grades of tea. After being evaluated, teas are stored in sealed boxes of cartons. To separate the tea particles into different grades and remove the stalk and fibre, sifting is done using a series of grading and cleaning machines with several trays of varied mesh sizes.

Packing / dispatching

Teas are particularly hygroscopic, which means they readily absorb moisture. When enough tea has been gathered, it is either packed either plywood tea chests or multi-walled aluminium craft paper lined paper sacks and delivered to auctions, or it is packed into various types of tea packs for direct export/distribution.

4.10 Kerala- Tea Industry

Kerala is India's southernmost state, bordering the Indian Ocean on the west coast. Kerala is a major tea-growing region in India, and tea is one of the region's most important crops. Apart from tea, tourism is a significant aspect of Kerala's economy.

Kerala shares a border with the Nilgiri district of Tamil Nadu, which is another notable tea-growing region in south India. Parts of Kerala are bordered by the Nilgiri mountain range. The Western Ghats, a huge mountain range that runs the length of southwestern India and is a biodiversity hotspot, includes these mountains.

Kerala is home to the Oothu estate. This estate is well-known for producing organically certified teas, such as green and white teas that are often exclusively found in China.

4.11 Tea Board of India

Tea is one of the businesses that was brought under the Union government's control by an Act of Parliament. When the Indian Tea Cess Bill was passed in 1903, the Tea Board of India was established. The bill proposed levying a tax on tea exports, with the proceeds going toward marketing Indian tea both domestically and internationally. The current Tea Board was founded on April 1, 1954, under Section 4 of the Tea Act of 1953. The Central Tea Board and the Indian Tea Licensing Committee, both established under the Central Tea Board Act of 1949 and the Indian Tea Control Act of 1938, have been abolished.

The Tea Board is currently established as a statutory government organisation that reports to the Ministry of Commerce. The Board, which has 31 members, is made up of members of Parliament, tea farmers, tea traders, tea brokers, consumers, representatives of governments from the key tea-producing states, and trade unions (including the Chairman). The Board is reconstituted every three years.

Functions

- Providing financial and technical support for tea cultivation, manufacturing, and marketing.
- Promotion of Exports
- Assisting with Tea Research and Development initiatives in order to increase tea output and improve tea quality.
- Provide minimal financial aid to plantation employees and their dependents through labour welfare initiatives.
- To support and help the unorganised small producers sector, both financially and technically.
- Statistical data collection, management, and publication.
- Any additional activities that the Central Government may delegate from time to time

4.12 Selected Tea Brands



On April 1, 2005, when Tata Tea Limited abandoned most of its Munnar estates to focus on the growth of its branded tea business, the Kannan Devan Hills Plantations Company Private Limited (KDHP) took over, carrying on a lineage that went back over 136 years to the British Colonial Raj era. Due to the overall crisis that beset the tea business at the time, Tata Tea Ltd restructured and proposed transferring its interests in the Kannan Devan Hills Village in 2004-2005. This was done as part of a reorganisation effort that followed a thorough examination, with a particular focus on the tea industry's current problems.

As a result, the Kannan Devan Hills Plantations Enterprise was founded, making it the largest employee-owned tea enterprise in the world. Employees own around 60% of the company's subscribed share capital, and nearly 99.9% of its employees are owners, thanks to the company's Participatory Management System of operations, in which the company's shareholders are primarily its employees – a revolutionary concept in the plantation business credited to the company's Founding Managing Director, Late Mr. T.V. Alexander – KDHP has a total area of 23,783 hectares, with around 12,000 employees and 12 departments in charge of the company's main functional sectors.

At Kannan Devan Hills Plantations Company (P) Limited, quality is a way of life, and we strive for perfection and excellence; evidence of this can be found in the numerous awards Kannan Devan Hills Plantations Company (P) Limited has received in the prestigious annual Golden Leaf India Awards, Southern Tea competitions since its inception. From "Leaf to Lip," all of our processes comply to scientifically defined standards and documented operating procedures, ensuring that our clients receive a safe and high-quality product. A two-tier quality control system rigorously tastes and inspects every invoice of tea produced in each of the 16 facilities.



Since 1869, Brooke Bond has provided the perfect tasting tea experience with meticulously picked leaves. In 1903, Brooke Bond launched Red Label, which has since become one of India's most popular tea brands. Since then, Brooke Bond Red Label has changed the way people drink tea.

Tea was traditionally consumed for its refreshing properties or merely as a habit. Brooke Bond Red Label is the maker of chai, one of India's most popular drinks. Brooke Bond Red Label Tea is a blend of CTC teas and premium leaves produced at the Brooke Bond Tea Excellence Centre.

Brooke Bond Red Label is one of India's most well-known tea brands. When it's made with a touch of your affection, it provides your family that irresistible delicious taste that binds them together. Red Label Tea is produced using carefully picked tea leaves in each cup.

Brooke Bond is a well-known tea brand owned by Unilever. Companies employ several branding tactics for their various brands. Brooke Bond has earned the respect of Indian customers by effectively communicating their message. Since 1869, it has soothed the taste buds of millions of people all over the world. It's a unique tea that's made from Assam tea leaves.

The Red Label brand has been around for 107 years. In India, the majority of tea brands emphasize either taste or family bonding. Red label wants to bring its unique taste and health advantages to every home. To acquire market share and boost brand value in the category, Red Label opted to rebrand itself as a "Tasty and Healthy brand" by speaking about the Flavonoids found in tea. This brand is simply attempting to be a member of the family, with each member taking a sip of this Tea. As a result, they created the ideal taste tea experience using the finest leaves from India's tea estates. It provides family that enticing excellent flavour that brings them together when it's created with a touch of love.



AVT (A. V. Thomas Collection), a family-owned and professionally managed group of firms with headquarters in Chennai, India, was founded in 1925 as a plantation company.

Alfred Vedam Thomas, a young Indian entrepreneur, purchased 100 hectares of grassland in Pasuparai, Tamil Nadu, in 1925, despite the fact that it was absolutely unfit for growing tea. A.V. Thomas not only transformed Pasuparai into one of the highest producing tea plantations in the country, but he also became the first Indian to own a plantation company at a time when farms were completely under British control. As a result, the AVT Group was formed.

With this entrepreneurial attitude, AVT forayed into a number of new business fields in order to suit India's and the world's fast changing needs. Consumer Products, Natural Food Ingredients, Nutraceuticals, and Leather Products are now part of the company's portfolio, in addition to plantations.

Their ability to spot possibilities, diversify swiftly, and emerge as a leader in our selected business areas distinguishes AVT. Our ability to maintain strong, dependable, and trusting collaborations with some of the industry's top multinational companies, such as McCormick, Gavia, and Kemin Industries, has been critical to the success.

AVT's extraordinary teas, coffees, and spices begin with a careful selection of the greatest raw materials from only the best plantations around the country. AVT checks its raw materials on a regular basis to guarantee that they are of the highest quality and free of dangerous substances such as pesticide residue, heavy metals, and harmful microorganisms, as required by the FSSAI Act.

Once authorised, these high-quality ingredients are delivered to AVT's cutting-edge blending facilities, where our skilled blenders carefully choose and combine them to create blends with the necessary sensory characteristics for each of our brands. At AVT's NLAB accredited laboratories, each of our blends is meticulously monitored and checked for size, density, moisture, appearance, and taste to guarantee that each finished blend satisfies AVT's high standards of production excellence.



The most popular tea brand in the world is Lipton. In India, Lipton is all about connected wellbeing, pushing individuals to make the most of every exercise opportunity. Lipton carefully selects the highest-quality tea from Rainforest Alliance and Trust Tea certified tea estates, and offers a variety of teas in packages and tea bags, including Lipton Green tea and Darjeeling tea.

Lipton Green tea has no calories and helps you stay light and active when consumed without milk or sugar. Green tea is known for its fat-metabolizing properties, which are related to Catechins, a flavonoid found in abundance in green tea. As a result, green tea is a fantastic complement to physical fitness and a healthy lifestyle. Lipton's green teas include Pure and Light, Honey Lemon, Mint Burst, Lemon Zest, and Tulsi Natura, to name a few.

Lipton's Afternoon Green Tea is flavoured with ginger, Tulsi, and rock salt, all of which have been shown to soothe the stomach and make you feel light and fantastic.

Lipton Darjeeling Tea assures an artisan cup of 100 percent genuine Darjeeling black tea, with its distinctive long tea leaves and subtly retained floral and fruit notes.

As its long leaves delicately unfurl in boiling water, Lipton Darjeeling tea produces a reddish-brown beverage with a distinct scent and flavour. It's commonly served as a black tea with a hint of honey or lemon. Darjeeling Tea is best appreciated in its natural state, without milk or sugar, according to tea experts all around the world. So go ahead and indulge your senses to an expert's choice of tea while discovering the wonders of Darjeeling.

CHAPTER-V

CONSUMER BUYING BEHAVIOUR TOWARDS SELECTED TEA BRANDS - AN ANALYSIS

Chapter- V

CONSUMER BUYING BEHAVIOUR TOWARDS SELECTED TEA BRANDS - AN ANALYSIS

The study of consumer behaviour is the study of how people decide how to spend their limited resources on consumption-related goods. It entails researching what they buy, why they buy it, when they buy it, where they buy it, and how often they use it, as well as how they evaluate it afterward and the impact of such evaluations on future purchases and how they dispose of it. The study of elements that impact people's behaviour in a purchasing situation is known as consumer behaviour. Marketers can only make better marketing decisions if they understand why and how people make better purchasing decisions. Marketers who are able to correctly grasp consumer behaviour will have a competitive advantage. If marketers can accurately forecast how consumers will react to numerous informational and environmental factors, they can alter their marketing strategy to gain a significant competitive advantage in the market.

5.0 Demographic variable

For studying consumer buying behaviour, demographic data is essential. Consumers' behaviour and tastes vary according on their age, gender, and educational level. Demographics are an important set of elements to consider when trying to understand and respond to customers. Age, sex, income, education and marital status are all factors that can have a substantial impact on consumer behaviour. People of varying financial levels likewise prefer to purchase things of varying types and qualities. As a result, income may be a significant factor in determining the target population. So, each demographic variable has significant impact on consumer buying behaviour.

5.0.0 Kannan Devan

Age	Number of respondents	Percentage
Less than 20 years	0	0
20-40 years	9	36
40-60 years	15	60

Greater than 60 years	1	4
Total	25	100
Gender		
Female	20	80
Male	5	20
Others	0	0
Total	25	100
Marital status		
Married	16	64
Unmarried	9	36
Total	25	100
Educational qualification		
Illiterate	0	0
Lower Primary	0	0
Upper Primary	0	0
High School	4	16
Higher Secondary	3	12
Graduation	11	44
Post-graduation	6	24
Others	1	4
Total	25	100
Employment status		
Employed	11	44

Unemployed	12	48
Student	2	8
Total	25	100
Employment category		
Self employed	2	18.2
Professional	4	36.4
Labour	2	18.2
Government employee	0	0
Others	3	27.2
Total	11	100
Annual income		
Below 1 lakh	6	24
1-5 lakhs	13	52
5-10 lakhs	6	24
Above 10 lakhs	0	0
Total	25	100
Size of the household		
3 members	6	24
4 members	11	44
5 members	4	16
6 members	2	8
7 members	2	8
Total	25	100

Source: Primary data

Kannan Devan- Table 5.0.1 shows that the majority of the respondents (60%) are belongs to the age group of 40- 60 years and no respondents below 20 years. Only 4% of the respondents from the age group of above 60 years, it may be mainly because of the online survey.

Majority of the respondents (80%) are female and only 20% are male. Among them most of the respondents (64%) are married and 44 percentage of them are graduated and no respondents are illiterate.

Almost equally the respondents are employed (44%) and unemployed (48%). Among the employed respondents 36.4 % are professionals, 18.2% are self-employed and labours and 27.3% are involved in other jobs.

Majority of the respondent's household income is between 1-5 lakh (52%) and number of the members in their house of the majority (44%) is 4.

5.0.1 Red Label

Age	Number of respondents	Percentage
Less than 20 years	1	4
20-40 years	12	48
40-60 years	11	44
Greater than 60 years	1	4
Total	25	100
Gender		
Female	21	84
Male	4	16
Others	0	0
Total	25	100

Marital status		
Married	17	68
Unmarried	8	32
Others	0	0
Total	25	100
Educational qualification		
Illiterate	0	0
Lower Primary	0	0
Upper Primary	1	4
High School	1	4
Higher Secondary	3	12
Graduation	8	32
Post-graduation	10	40
Others	2	8
Total	25	100
Employment status		
Employed	13	52
Unemployed	11	44
Student	1	4
Total	25	100
Employment category		
Self employed	3	23
Professional	7	54

Labour	0	0
Government employee	3	23
Others	0	0
Total	13	100
Annual income		
Below 1 lakh	1	4
1-5 lakhs	14	56
5-10 lakhs	10	40
Above 10 lakhs	0	0
Total	25	100
Size of the household		
2 members	2	8
3 members	5	20
4 members	11	44
5 members	6	24
6 members	1	4
Total	25	100

Source: Primary data

Red Label- Table 5.0.1 shows that the comparatively greater number of the Red Label respondents (48%) belongs to the age group of 20-40 years and a smaller number of the respondents (4%) belongs to the age group of greater than 60 years and lower than 20 years. Among the respondents majority (84%) are female and (68%) are married.

40 percentage of the respondents are post graduated. More than half of the respondents are employed (52%) and professionals (54%).

Majority of the respondents (56%) belongs to the income group of 1-5 lakh and comparatively large number of respondents (44%) having 4 members in their house.

5.0.2 AVT

Age	Number of respondents	Percentage
Less than 20 years	0	0
20-40 years	10	40
40-60 years	14	56
Greater than 60 years	1	4
Total	25	100
Gender		
Female	19	76
Male	6	24
Others	0	0
Total	25	100
Marital status		
Married	18	72
Unmarried	7	28
Total	25	100
Educational qualification		
Illiterate	0	0
Lower Primary	0	0
Upper Primary	0	0
High School	4	16

Higher Secondary	5	20
Graduation	10	40
Post-graduation	5	20
Others	1	4
Total	25	100
Employment status		
Employed	10	40
Unemployed	13	52
Student	2	8
Total	25	100
Employment category		
Self employed	0	0
Professional	4	40
Labour	2	20
Government employee	3	30
Others	1	10
Total	10	100
Annual income		
Below 1 lakh	3	12
1-5 lakhs	13	52
5-10 lakhs	2	8
Above 10 lakhs	0	0
Total	25	100

Size of the household		
2 members	2	8
3 members	5	20
4 members	8	32
5 members	7	28
6 members	2	8
7 members	1	4
Total	25	100

Source: Primary data

AVT- Table 5.0.2 shows that more than half of the respondents (56%) belongs to the age group of 40- 60 years and no respondents from the age group of less than 20 years.

Majority of the respondents are female (76%), married (72%), graduated (40%) and no respondents are illiterate. In the group of 25, majority of the respondents are unemployed. Among the employed respondents 40% of the respondents are professional.

More than half of the respondents are belonging to the income group of 1-5 lakhs and as earlier comparatively greater number of respondents having 4 members in their house.

5.0.3 Lipton

Age	Number of respondents	Percentage
Less than 20 years	1	4
20-40 years	12	48
40-60 years	11	44
Greater than 60 years	1	4
Total	25	100

Gender		
Female	16	64
Male	9	36
Others	0	0
Total	25	100
Marital status		
Married	15	60
Unmarried	10	40
Total	25	100
Educational qualification		
Illiterate	0	0
Lower Primary	0	0
Upper Primary	0	0
High School	2	8
Higher Secondary	2	8
Graduation	17	68
Post-graduation	3	12
Others	1	4
Total	25	100
Employment status		
Employed	16	64
Unemployed	7	28
Student	2	8

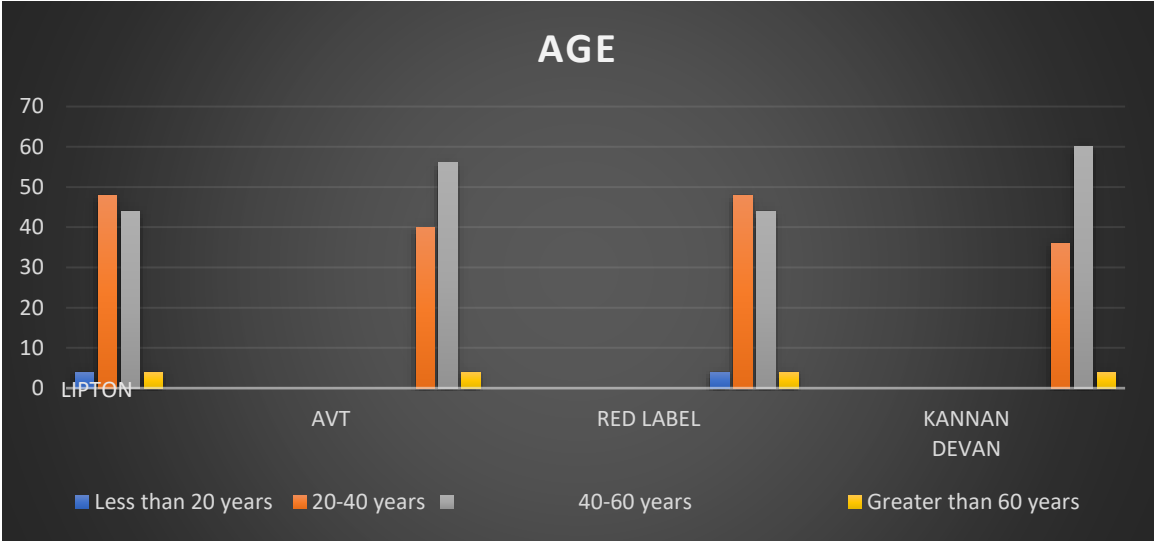
Total	25	100
Employment category		
Self employed	3	18.75
Professional	6	37.5
Labour	1	6.25
Government employee	1	6.25
Others	5	31.25
Total	16	100
Annual income		
Below 1 lakh	0	0
1-5 lakhs	13	52
5-10 lakhs	12	48
Above 10 lakhs	0	0
Total	25	100
Size of the household		
2 members	3	12
3 members	2	8
4 members	8	32
5 members	8	32
6 members	3	12
7 members	1	4
Total	25	100

Source: Primary data

Lipton- Table 5.0.3 shows that almost equal number of respondents are 20-40 years (48%) and 40-60 years (44%) and equal number of respondents (4%) are less than 20 years and greater than 60 years.

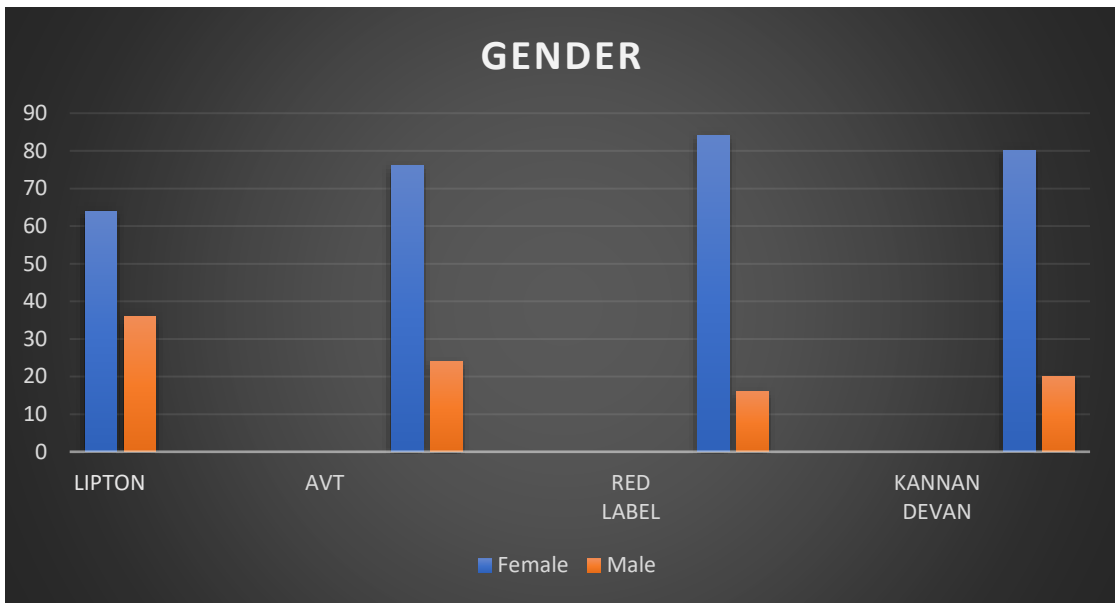
Majority of the respondents (64%) are female, (60%) married, (68%) graduated and (64%) employed. Among the employed respondents (37.5%) are professionals.

Majority of the respondents (40%) are belonging to the income group of 1-5 lakhs.



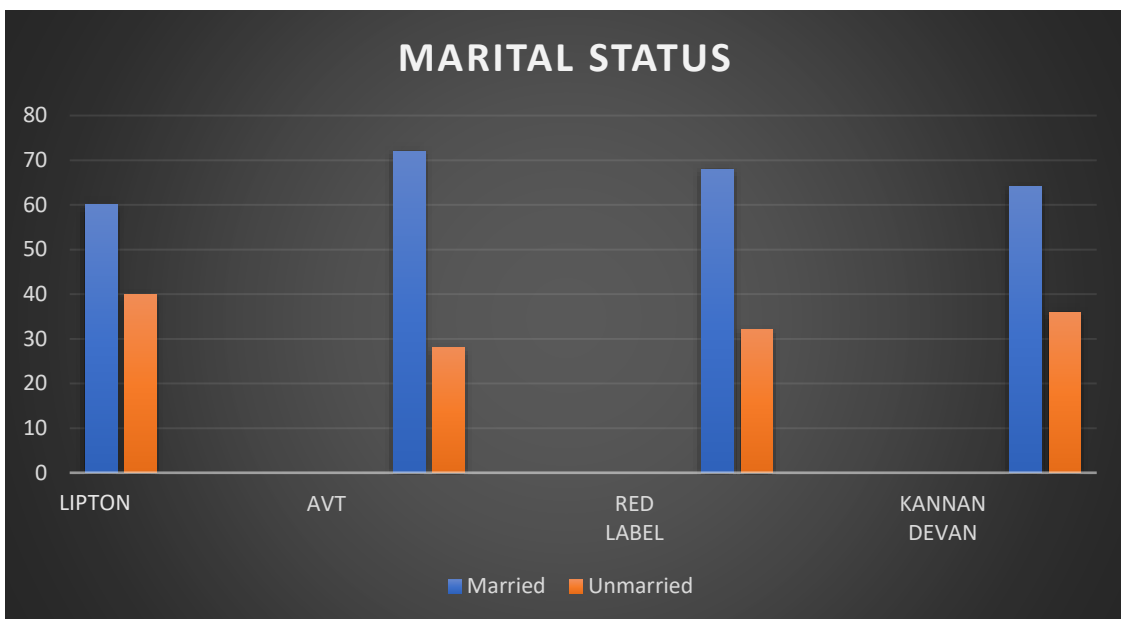
5.0.0 Demographic variable- Age

Based on age respondents are divided into four major categories, in those categories Middle age group (40-60 years) was more than half of the respondents in case of Kannan Devan and AVT and it is followed by early adult hood category (20-40 years) but the respondents of the brands like Red Label and Lipton, major respondents were early adult hood category and it is followed by the middle age group. The participation from the side of the age group below 20 and above 60 is very less. From this we can conclude that the age group from 20-60 years are more inclined to tea brands than other age groups.



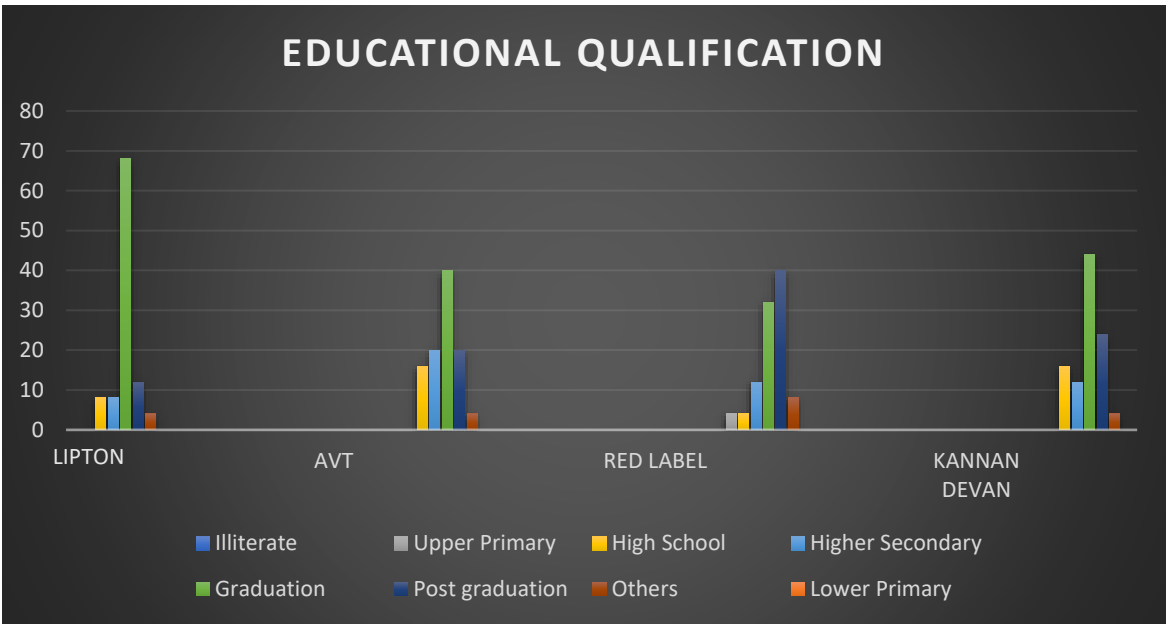
5.0.1 Demographic variable- Gender

Majority of the respondents in case of all four brands are female than male. Mostly cooking and kitchen decisions like which brand will be more suitable for their family members are done by females, that may be the reason why women are more concerned with Tea brands than men.



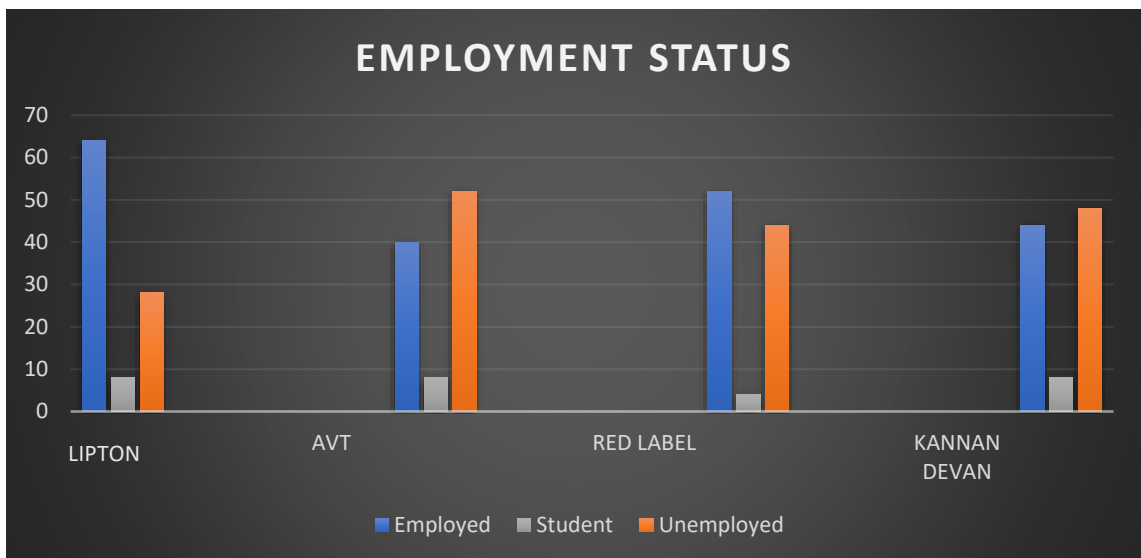
5.0.2 Demographic variable- Marital status

Majority respondents of all the four brands are married. It may be due to; married ones are above 20 years old and above 20 years means most of them are matured enough to take decision on Tea brands because those selected brand is mostly used by the whole family not only for himself.



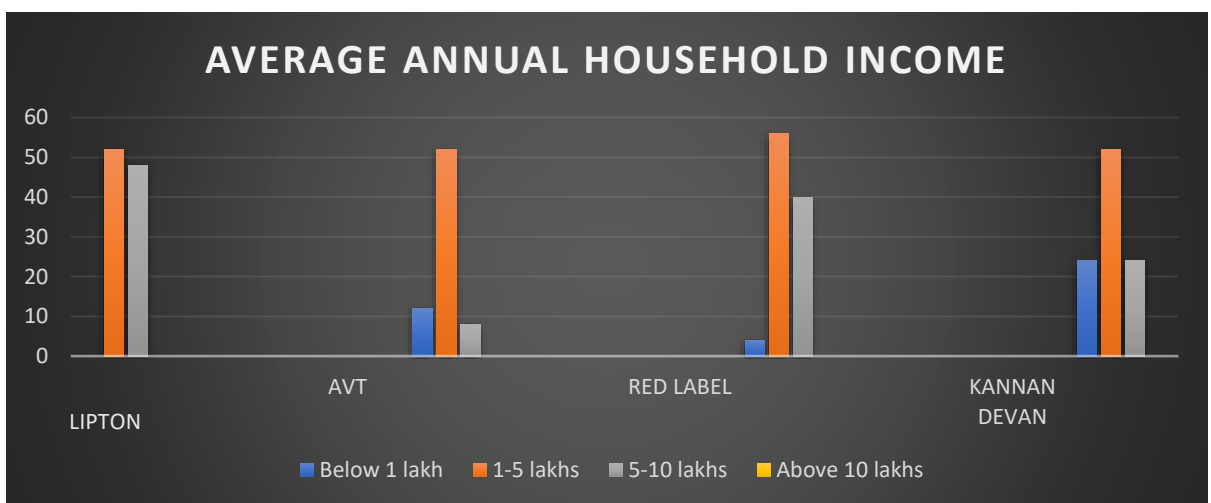
5.0.3 Demographic variable- Educational qualification

Except Red Label brand, a fairly large number of respondents of remaining three brands are graduated and majority of the respondents of Red Label is Post graduated. from the above table it is clear that majority of the respondents are educated and no respondents are illiterate. Education of an individual will affect their decision-making process in a huge way and it helps to select a good brand for them by talking care of their pros and cons.



5.0.4 Demographic variable- Employment status

Majority of the respondents of Red label and Lipton are employed and it is followed by unemployed respondents but in case of Kannan Devan and AVT the situation is vice versa. Participation from the side of the students is very less.



5.0.5 Demographic variable- Annual household income

Majority of the household income is between 1-5 lakhs in case of all four brands. Even though from the above illustration it is clear that the Red Label and Lipton consumers are comes under high income groups than AVT and Kannan Devan because only few consumers are coming under below 1 lakh income category for Red Label and there are no respondents from below 1 lakh income groups for Lipton.

5.1 Consumer buying behaviour

Psychological variable

Psychological variables play a vital role in consumer buying behaviour. Because consumer's mind is black box as a result, their perception, motivation and attitude are very difficult to understand but it is having greater impact on the decision taken by the consumers. The psychological impulse behind a given purchase is referred to as a consumer's motivation. If a customer is highly motivated, it suggests that the amount of need, or the customer's perception of that need, is fairly high. If the individual is highly motivated, he or she will actively seek to fulfil that need by making that purchase.

The way a person selectively observes, processes, and interprets the greater world, or any element of it, is referred to as perception. It's essentially how we, as humans, arrange and make meaning of data in order to build some kind of worldview. Consumers' self-perceptions can also influence their purchasing decisions.

Social variable

Consumer purchasing decisions are influenced by a variety of social influences. Humans are social creatures. We need individuals to talk to and debate different concerns with in order to come up with better answers and ideas. We all live in a society, and it is critical that individuals follow the rules and regulations set out by that community.

Marketing variable

The marketing variable is a tool made up of four distinct elements that are all interrelated and interdependent. Product, price, place and promotion, are referred to as the 4Ps. These four elements aid in the development of a clear and effective product launch strategy.

5.1.0 Factors influencing Kannan Devan brand

Variables	Particulars	Index	Influence	Rank	Composite index
Psychological variables	Experience from previous usage influences purchase decision	86	Very high	1	
	Search information before making purchase decision	73	High	4	
	Capable to refresh and awaken myself	80	High	2	
	Tea is better than coffee	72	High	5	
	Brand image influences purchase decision	71	High	6	
	This tea brand is a healthy choice	75	High	3	
	Purchase this Tea brand because it was used by our parents / grandparents / loved ones	75	High	3	
				High	

Social variables	Purchase this Tea brand because it helps to improve status	50	Moderately	6	
	Purchase this Tea brand because family likes this brand	80	High	1	
	Neighbours influence purchase decision	63	High	3	
	Friends influence purchase decision	67	High	2	
	Relatives and other closed ones influence purchase decision	52	Moderately	5	
	Retailers influence purchase decision	55	Moderately	4	
	Purchase this Tea brand because it is endorsed by celebrities	50	Moderately	6	
	Occupation influences purchase decision	55	Moderately	4	
	Purchase this Tea brand because it helps to build social relations	52	Moderately	5	
			Moderately		58.2
Marketing Variable - Product	Taste of the product is good	88	Very high	1	
	Product has pleasant aroma	80	High	3	
	Strength of the tea is high	79	High	4	

	Colour of the product is good	77	High	5	
	Product is available in different flavours	70	High	9	
	The product has good health benefits	71	High	8	
	Product has an attractive packaging	72	High	7	
	All information is printed on the package	80	High	3	
	Packaging is convenient for storage	74	High	6	
	Product is available in different quantity	83	Very high	2	
			High		77.4
Marketing Variable - Price	The product ensures value for money	85	Very high	1	
	Price changes does not affect the buying decision	80	High	2	
	Price of the product is affordable	85	Very high	1	
	Price of the product is reasonable	79	High	3	
	Price of the product is competitive	76	High	4	
	Reasonable quantity of product available in relation to the price	80	High	2	
			High		80.8

Marketing Variable - Place	The product is available in all retail shop	90	Very high	2	
	The product is regularly available in all retail shop	88	Very high	3	
	The product is available in all super markets	93	Very high	1	
	The product is regularly available in all super markets	90	Very high	2	
	Product is available in online platform	81	Very high	4	
	Online delivery of the product is there in to your location	72	High	5	
	Product is regularly available in online platform	70	High	6	
	Offline purchase is convenient than online purchase	88	Very high	3	
	Offline purchase is profitable than online purchase	72	High	5	
			Very high		82.6

Marketing Variable - Promotion	Radio and television advertisements influence purchase decision	65	High	3	
	Social media promotions influence purchase decision	62	High	6	
	Newspaper and magazine advertisements influence purchase decision	63	High	5	
	Posters and hoardings about the brand influence purchase decision	62	High	6	
	Positive opinion from others influences purchase decision	79	High	1	
	Offers and discounts influences purchase decision	69	High	2	
	Positioning of the product in display shelf influences purchase decision	64	High	4	
			High		66.2

Source: Primary data

From the above table, it is clear that most influencing factor (Index 82.6) while purchasing Kannan Devan brand is availability of the product. Consumers purchase brand which is easily available to them without much effort to get it. After place, next most influencing factor while purchasing Kannan Devan brand is price (Index 80.8). Among

the marketing variable price, affordability and value for money of brand plays a major role because it is having high influence on purchasing behaviour of the product. The consumer mostly goes for the product which is affordable to them especially in case of regularly using products and the consumers also ensure that product purchased have value for the money they spend.

Price is followed by the product (77.4), product feature also has major role on decision making process, in that taste of the product as well availability of the product in different package size have high influence on consumer. The respondents gave high rating for the product taste, from this it is clear that Kannan Devan consumer's most preferred feature of the product is taste than other factors including health benefit, attractive package, storage facility of the product etc.

Next most influencing factor is psychological variables, in that experience from previous usage have high influence while purchasing Kannan Devan. Once consumer purchase a product and had a good experience from the product means they always prefer that brand especially when the product is part of everyday life. Psychological factors are followed by the marketing variable promotion. Influence of promotional efforts of the brand is not least but it is only taking place second last position in the mind of the consumers. So, the brand should focus on that area to reach more consumer. Finally, least influencing factor on consumer buying behaviour of Kannan Devan consumers is social variables.

5.1.1 Red Label

Variables	Particulars	Index	Influence	Rank	Composite index
Psychological variables	Experience from previous usage influences purchase decision	89	Very high	1	
	Search information before making purchase decision	65	High	5	

	It is capable of refresh and awaken my self	84	Very high	2	
	Purchase this brand of Tea because it is better than coffee	62	High	7	
	Brand image influences purchase decision	64	High	6	
	This Tea brand is a healthy choice	72	High	3	
	Purchase this Tea brand because it was use parents / grandparents / loved ones]	68	High	4	
			High		72
Social variables	It helps to improve status	50	Moderately	5	
	Purchase this Tea brand because family likes this brand	81	Very high	1	
	Neighbours influence purchase decision	52	Moderately	3	
	Friends influence purchase decision	52	Moderately	3	
	Relatives and other closed ones influence purchase decision	51	Moderately	4	
	Retailers influence purchase decision	55	Moderately	2	

	Purchase this Tea brand because it endorsed by celebrities	50	Moderately	5	
	Occupation influences purchase decision	43	Moderately	6	
	Purchase this Tea brand because it helps to build social relations	50	Moderately	5	
			Moderately		53.7
Marketing Variable - Product	Taste of the product is good	92	Very high	1	
	Product has pleasant aroma	88	Very high	4	
	Strength of the tea is high	85	Very high	5	
	Colour of the product is good	82	Very high	7	
	Product is available in different flavours	89	Very high	3	
	The product has good health benefits	72	High	10	
	Product has an attractive packaging	81	Very high	8	
	All information is printed on the package	84	Very high	6	
	Packaging is convenient for storage	75	High	9	
	Product is available in different quantity	90	Very high	2	
			Very high		83.8

Marketing Variable - Price	The product ensures value for money	87	Very high	1	
	Price changes does not affect the buying decision	76	High	5	
	Price of the product is affordable	80	High	3	
	Price of the product is reasonable	82	Very high	2	
	Price of the product is competitive	77	High	4	
	Reasonable quantity of product available in relation to the price	80	High	3	
			High		80.3
Marketing Variable - Place	The product is available in all retail shop	88	Very high	4	
	The product is regularly available in all retail shop	89	Very high	3	
	The product is available in all super markets	94	Very high	2	
	The product is regularly available in all super markets	95	Very high	1	
	Product is available in online platform	78	High	5	
	Online delivery of the product is there in to your location	78	High	5	

	Product is regularly available in online platform	70	High	7	
	Offline purchase is convenient than online purchase	94	Very high	2	
	Offline purchase is profitable than online purchase	74	High	6	
			Very high		84.4
Marketing Variable - Promotion	Radio and television advertisements influence purchase decision	65	High	3	
	Social media promotions influence purchase decision	51	Moderately	7	
	Newspaper and magazine advertisements influence purchase decision	56	Moderately	6	
	Posters and hoardings about the brand influence purchase decision	59	Moderately	5	
	Positive opinion from others influences purchase decision	76	High	1	
	Offers and discounts influences purchase decision	73	High	2	

	Positioning of the product in display shelf influences purchase decision	60	Moderately	4	
			High		62.8

Source: Primary data

Above table indicates that most influencing factor while purchasing Red Label is availability of the product (Index 84.4) as Kannan Devan. Next most influencing factor while purchasing Red label is product (Index 83.8). Among the product features most influencing factor is taste and it is followed by the availability of the product in different package size.

As in the case of Kannan Devan brand, the consumers of this brand also go for the product taste than other health benefit and other features of the product. Marketing variable place is followed by the marketing variable price (Index 80.3). Price of the product also plays a major role on consumer buying behaviour. Among the different statements about the price, most agreed statement is “value for the money”. Almost all customers confirm whether or not the goods they purchased is good value for money. Next most influencing factor after value for money is price affordability. Psychological variables also play a vital in consumer buying behaviour, in that experience from previous usage shows high influence on consumer buying behaviour. It is followed by the consumer’s belief about the product ability to refresh and awaken the consumers. Tea mainly consumed for refreshment. If the product is able to do this function, it can achieve wide range of acceptance among consumers. Just like above mentioned fact Red Label brand consumers also influenced by the refreshment provided by the product.

Next variable which is influencing consumer buying behaviour is marketing variable promotion, in that least influencing factor on consumer is social media promotion and most influencing factor is positive opinions from others. And finally, the least influencing factor is social variables.

5.1.2 AVT

Variables	Particulars	Index	Influence	Rank	Composite index
Psychological variables	Experience from previous usage influences purchase decision	82	Very high	1	
	Search information before making purchase decision	64	High	5	
	It is capable of refresh and awaken my self	75	High	2	
	It is better than coffee	52	Moderately	6	
	Brand image influences purchase decision of Tea brand	52	Moderately	6	
	This Tea brand is a healthy choice	70	High	4	
	Purchase this Tea brand because it was used parents / grandparents / loved ones]	73	High	3	
			High		66.8
Social variables	Purchase this Tea brand because it helps to improve status	49	Moderately	4	
	Purchase this Tea brand because family likes this brand	88	Very high	1	

	Neighbours influence purchase decision	40	Moderately	7	
	Friends influence purchase decision	45	Moderately	5	
	Relatives and other closed ones influence purchase decision	52	Moderately	3	
	Retailers influence purchase decision	54	Moderately	2	
	Purchase this Tea brand because it endorsed by celebrities	41	Moderately	6	
	Occupation influences purchase decision	39	Low	8	
	Purchase this Tea brand because it helps to build social relations	38	Low	9	
			Moderately		49.5
Marketing Variable - Product	Taste of the product is good	89	Very high	2	
	Product has pleasant aroma	79	High	6	
	Strength of the tea is high	80	High	5	
	Colour of the product is good	75	High	7	
	Product is available in different flavours	40	Low	9	
	The product has good health benefits	60	High	10	

	Product has an attractive packaging	82	Very high	4	
	All information is printed on the package	87	Very high	3	
	Packaging is convenient for storage	73	High	8	
	Product is available in different quantity	93	Very high	1	
			High		75.8
Marketing Variable - Price	The product ensures value for money	88	Very high	2	
	Price changes does not affect the buying decision	81	Very high	5	
	Price of the product is affordable	85	Very high	4	
	Price of the product is reasonable	90	Very high	1	
	Price of the product is competitive	85	Very high	4	
	Reasonable quantity of product available in relation to the price	86	Very high	3	
			Very high		85.8
Marketing Variable - Place	The product is available in all retail shop	96	Very high	2	
	The product is regularly available in all retail shop	97	Very high	1	

	The product is available in all super markets	97	Very high	1	
	The product is regularly available in all super markets	96	Very high	2	
	Product is available in online platform	80	High	4	
	Online delivery of the product is there in to your location	78	High	5	
	Product is regularly available in online platform	70	High	7	
	Offline purchase is convenient than online purchase	88	Very high	3	
	Offline purchase is profitable than online purchase	72	High	6	
			Very high		86
Marketing Variable - Promotion	Radio and television advertisements influence purchase decision	52	Moderately	4	
	Social media promotions influence purchase decision	43	Moderately	6	
	Newspaper and magazine advertisements	45	Moderately	5	

	influence purchase decision				
	Posters and hoardings about the brand influence purchase decision	43	Moderately	6	
	Positive opinion from others influences my purchase decision	81	High	1	
	Offers and discounts influences purchase decision	76	High	2	
	Positioning of the product in display shelf influences purchase decision	60	Moderately	3	
			Moderately		57.1

Source: Primary data

Above table depicts that the consumers of AVT brand is majorly influenced by the marketing variable place as above-mentioned brands and it is followed by price of the product. Reasonable price for the product shows significant influence on consumer buying behaviour of AVT brand users. And it is followed by reasonable quantity in relation to the price.

Next most influencing factor is psychological variables. As above-mentioned brands here also experience from previous usage plays a vital role on consumer decision making process and least influencing factor is tea is better than coffee. Psychological variable is followed by promotional variable then social variable. Most of the consumers are purchasing this brand because their family likes it. Normally tea is purchased not only for a particular person, mostly for their entire family. As result, high preference will give to the family than other factors. In the case of AVT brand also respondents are purchasing

this tea brand because their family likes this brand and least influence is shown by the tea consumption for building social relations.

From the table we can conclude that most influencing factor is availability of the product then price of the product. Price of the product is followed by the product features then psychological factors. And the least influencing factors compared to other factors are promotion and social variable.

5.1.3 Lipton

Variables	Particulars	Index	Influence	Rank	Composite index
Psychological variables	Experience from previous usage influences purchase decision	86	Very high	2	
	Search information before making purchase decision	72	High	5	
	It is capable of refresh and awaken my self	85	Very high	3	
	Purchase this brand of Tea because it is better than coffee	60	Moderately	6	
	Brand image influences purchase decision of Tea brand	73	High	4	
	This Tea brand is a healthy choice	88	Very high	1	
	Purchase this Tea brand because it was used parents / grandparents / loved ones]	55	High	5	

			High		77.3
Social variables	Purchase this Tea brand because it helps to improve status	70	High	2	
	Purchase this Tea brand because family likes this brand	78	High	1	
	Neighbours influence purchase decision	68	High	4	
	Friends influence purchase decision	69	High	3	
	Relatives and other closed ones influence purchase decision	62	High	5	
	Retailers influence purchase decision	61	High	6	
	Purchase this Tea brand because it endorsed by celebrities	49	Moderately	8	
	Occupation influences purchase decision	60	Moderately	7	
	Purchase this Tea brand because it helps to build social relations	40	Low	9	
			High		61.8

Marketing Variable - Product	Taste of the product is good	80	High	4	
	Product has pleasant aroma	79	High	5	
	Strength of the tea is high	76	High	6	
	Colour of the product is good	82	Very high	3	
	Product is available in different flavours	63	High	8	
	The product has good health benefits	85	Very high	1	
	Product has an attractive packaging	84	Very high	2	
	All information is printed on the package	84	Very high	2	
	Packaging is convenient for storage	80	High	4	
	Product is available in different quantity	70	High	7	
			High		78.3
Marketing Variable - Price	The product ensures value for money	85	Very high	1	
	Price changes does not affect the buying decision	74	High	4	
	Price of the product is affordable	78	High	2	
	Price of the product is reasonable	77	High	3	
	Price of the product is competitive	74	High	4	

	Reasonable quantity of product available in relation to the price	74	High	4		
			High		77	
Marketing Variable - Place	The product is available in all retail shop	65	High	7		
	The product is regularly available in all retail shop	60	Moderately	8		
	The product is available in all super markets	90	Very high	1		
	The product is regularly available in all super markets	89	Very high	2		
	Product is available in online platform	85	Very high	3		
	Online delivery of the product is there in to your location	86	Very high	4		
	Product is regularly available in online platform	75	High	5		
	Offline purchase is convenient than online purchase	86	Very high	4		
	Offline purchase is profitable than online purchase	66	High	6		
				High		78

Marketing Variable - Promotion	Radio and television advertisements influence purchase decision	74	High	2	
	Social media promotions influence purchase decision	68	High	4	
	Newspaper and magazine advertisements influence purchase decision	61	High	6	
	Posters and hoardings about the brand influence purchase decision	59	Moderately	7	
	Positive opinion from others influences purchase decision	79	High	1	
	Offers and discounts influences purchase decision	71	High	3	
	Positioning of the product in display shelf influences purchase decision	64	High	5	
			High		68

Source: Primary data

From the above table, it is clear that most influencing factors of the consumer buying behaviour towards Lipton brand is the product itself (Index 78.3) and availability of the product. Lipton users shows high influence towards health benefits of the tea and it is followed by the attractive packaging and information printed on the package. Lipton

consumers also shows high influence on the colour of the product. After that only the taste of the product comes. From this it is clear that consumers are purchasing this brand mainly because of the health benefit than taste of the product.

Next most influencing factor is price of the product and it is followed by the psychological variable then promotion and finally social variable.

Buyers' response variable

Much of the consumer's behaviour is more or less repetitive, and the customer builds purchase cycles for different products that define how frequently he/she will buy. This cycle is long for some things, such as durable appliances, and purchases are infrequent. Many other things, such as food and personal-care items, have a short purchase cycle and frequent purchases. When faced with a series of brand-choice selections, the consumer makes things easier for himself by storing important data and forming a routine in his decision-making process.

As a result, it's critical to identify the components of his decision process, track how they change over time due to their repetitive nature, and demonstrate how a combination of decision elements influences search procedures and the inclusion of information from the buyer's social and commercial environment.

5.2 Decision maker

5.2.0 Kannan Devan

Purchase decision	Number of respondents	Percentage
Female	20	80
Male	5	20
Total	25	100

Source: Primary data

5.2.1 Red Label

Purchase decision	Number of respondents	Percentage
Female	21	84
Male	4	16
Total	25	100

Source: Primary data

5.2.2 AVT

Purchase decision	Number of respondents	Percentage
Female	19	76
Male	6	24
Total	25	100

Source: Primary data

5.2.3 Lipton

Purchase decision	Number of respondents	Percentage
Female	16	64
Male	9	36
Total	25	100

Source: Primary data

The above tables indicate that the frequency and percentage of the respondents who act as the decision maker in the Tea brand purchase. It is clear from the tables that in fairly large number of households, female is the decision maker in case of Kannan Devan (80%), AVT (76%), Lipton (64%) and Red Label (84%).

5.3 Quantity purchase

The amount of product purchased with each purchase is referred to as quantity of purchase. The quantity of purchases reveals how much each brand of Tea is used by the user.

5.3.0 Kannan Devan

Quantity	Number of respondents	Percentage
250g	6	24
500g	10	40
1000g	9	36
Total	25	100

Source: Primary data

5.3.1 Red Label

Quantity	Number of respondents	Percentage
250g	6	24
500g	12	48
1000g	7	28
Total	25	100

Source: Primary data

5.3.2 AVT

Quantity	Number of respondents	Percentage
250g	8	32
500g	10	40
1000g	7	28
Total	25	100

Source: Primary data

5.3.3 Lipton

Quantity	Number of respondents	Percentage
250g	3	48
500g	16	52
Total	25	100

Source: Primary data

From the above tables, it is clear that most of the consumers of the selected brands of Tea (Kannan Devan – 40%, Red Label-48%, AVT- 40%, Lipton- 52%) purchases 500 grams of Tea during their purchase and except AVT brand, comparatively a smaller number of respondents are purchasing 250 grams of tea.

5.4 Most preferred package

5.4.0 Kannan Devan

Package	Number of respondents	Percentage
Packet	14	56
Bottle	5	20
Paper box	6	24
Total	25	100

Source: Primary data

5.4.1 Red Label

Package	Number of respondents	Percentage
Packet	7	28
Bottle	0	0
Paper box	18	72
Total	25	100

Source: Primary data

5.4.2 AVT

Package	Number of respondents	Percentage
Packet	24	96
Bottle	1	4
Paper box	0	0
Total	25	100

Source: Primary data

5.4.3 Lipton

Package	Number of respondents	Percentage
Packet	0	0
Bottle	0	0
Paper box	25	100
Total	25	100

Source: Primary data

From the above tables, it is clear that the majority of the respondents are choosing Packet package instead of other types of packages including Paper box, tin and bottles for Kannan Devan and AVT brand.

The respondents of Lipton and Red Label brand a large number of respondents prefer Paper box.

5.5 Preferred point of purchase

The actual area where customers decide whether or not to buy a product is referred to as the point of purchase. Customers would be entirely satisfied if the requested products were available in adequate numbers at the proper time and place.

The tea brands are normally available at retail shops, wholesale shop, super markets, Hyper market and online.

5.5.0 Kannan Devan

Point of purchase	Number of respondents	Percentage
Retail shop	9	36
Wholesale shop	1	4
Super market	14	60
Online	0	0
Others	0	0
Total	25	100

Source: Primary data

5.5.1 Red Label

Point of purchase	Number of respondents	Percentage
Retail shop	9	36
Wholesale shop	1	4
Super market	15	60
Online	0	0
Others	0	0
Total	25	100

Source: Primary data

5.5.2 AVT

Point of purchase	Number of respondents	Percentage
Retail shop	14	56
Wholesale shop	1	4
Super market	10	40
Online	0	0
Others	0	0
Total	25	100

Source: Primary data

5.5.3 Lipton

Point of purchase	Number of respondents	Percentage
Retail shop	0	0
Wholesale shop	0	0
Super market	15	60
Online	10	40
Others	0	0
Total	25	100

Source: Primary data

The above tables show that the preferred point of purchase of the tea consumers in Thrissur Corporation. The various options given were retail shop, wholesale shop, supermarket, online and other sources. A large number of respondents have selected

supermarket as their preferred point of purchase except AVT brand. The reason for preferring supermarkets over the retail shops might be due to the availability of variety of packaging, freedom of selection, special offers available in the supermarkets.

Next after supermarket, a large number of respondents chosen retail shops as their preferred point of purchase. The reason might be accessibility.

In case of AVT brand user their most preferred point of purchase is retail shops not supermarket but even though 40 percentage of the respondents prefer supermarkets and except Lipton no other brands are purchased through online according to the primary data collected.

5.6 Frequency of purchase

5.6.0 Kannan Devan

Frequency of purchase	Number of respondents	Percentage
Once in a month	15	60
Twice in a month	7	28
once in every two months	3	12
Rarely	0	0
Total	25	100

Source: Primary data

5.6.1 Red Label

Frequency of purchase	Number of respondents	Percentage
Once in a month	18	72
Twice in a month	3	12
once in every two months	4	16
Rarely	0	0
Total	25	100

Source: Primary data

5.6.2 AVT

Frequency of purchase	Number of respondents	Percentage
Once in a month	13	52
Twice in a month	8	32
once in every two months	4	16
Rarely	0	0
Total	25	100

Source: Primary data

5.6.3 Lipton

Frequency of purchase	Number of respondents	Percentage
Once in a month	11	44
Twice in a month	10	40
once in every two months	4	16
Rarely	0	0
Total	25	100

Source: Primary data

The above tables show the frequency of tea purchase. The analysis shows that, fairly a large number of respondents makes Tea brand purchase once in a month followed by twice in a month. None of the respondents were buying tea rarely from this it is clear tea plays a vital role in the life of the respondents. Higher purchase frequency implies that customers satisfied with the respective brands, and hence more quantities must be provided to the consumer's point of purchase.

5.7 Frequency of intake

5.7.0 Kannan Devan

Frequency of intake	Number of respondents	Percentage
Once in a day	2	8
Twice in a day	17	68
More than that	5	20
Once in a week	0	0
Rarely	1	4
Total	25	100

Source: Primary data

5.7.1 Red Label

Frequency of intake	Number of respondents	Percentage
Once in a day	4	16
Twice in a day	17	68
More than that	4	16
Once in a week	0	0
Rarely	0	0
Total	25	100

Source: Primary data

5.7.2 AVT

Frequency of intake	Number of respondents	Percentage
Once in a day	4	16
Twice in a day	19	76

More than that	1	4
Once in a week	0	0
Rarely	1	4
Total	25	100

Source: Primary data

5.7.3 Lipton

Frequency of intake	Number of respondents	Percentage
Once in a day	8	32
Twice in a day	13	52
More than that	4	16
Once in a week	0	0
Rarely	0	0
Total	25	100

Source: Primary data

Indians mostly consume tea two times in a day morning with breakfast and evening. This point of view proved true through this survey because majority of the respondents of all the four brands consuming tea two times in day and it is also confirmed that the respondents consume tea in regular basis as a part of their life.

5.8 Duration of Customer ship

5.8.0 Kannan Devan

Period of usage	Number of respondents	Percentage
Less than 1 year	0	0
1-2 years	2	8
2-3 years	5	20

3-4 years	2	8
4-5 years	2	8
More than 5 years	14	56
Total	25	100

Source: Primary data

5.8.1 Red Label

Period of usage	Number of respondents	Percentage
Less than 1 year	3	12
1-2 years	6	24
2-3 years	3	12
3-4 years	1	4
4-5 years	3	12
More than 5 years	9	36
Total	25	100

Source: Primary data

5.8.2 AVT

Period of usage	Number of respondents	Percentage
Less than 1 year	1	4
1-2 years	1	4
2-3 years	3	12
3-4 years	3	12
4-5 years	2	8
More than 5 years	15	60
Total	25	100

Source: Primary data

5.8.3 Lipton

Period of usage	Number of respondents	Percentage
Less than 1 year	8	32
1-2 years	9	36
2-3 years	7	28
3-4 years	1	4
4-5 years	0	0
More than 5 years	0	0
Total	25	100

Source: Primary data

The above tables show that the duration of customer ship of tea brands. In this table, majority of the respondents were using the particular brand of tea (Kannan Devan- 56%, Red Label- 36%, AVT-60%) for more than 5 years except Lipton tea and very few respondents (Kannan Devan and AVT) were using it for a period of less than one year period. Customers purchase tea for a longer period of time are satisfied with the brand and will continue to do so for many years. As a result, it can be concluded that customers may be loyal to specific brands of tea. In case of Lipton tea majority of the respondent's period of usage is 1-2 years.

5.9 Likelihood of future purchase

The likelihood of future purchase refers to the likelihood that a customer will purchase the same brand again in the future. It's a measurement of a customer's post-purchase satisfaction with a brand. A very satisfied customer will almost certainly purchase the product again in the future, whereas a less satisfied or unsatisfied customer would not or is highly unlikely to do so. The respondents were given a questionnaire in which they were asked to select one of five options that best explained their likelihood of purchasing the same type of tea brand again in the future. The options in the survey were "very likely," "likely," and "moderately likely," "low likely," and "very low likely".

5.9.0 Kannan Devan

Likelihood of future purchase	Frequency	Percentage
Very high	15	60
High	9	36
Moderate	1	4
Low	0	0
Very low	0	0
Total	25	100

Source: Primary data

5.9.1 Red Label

Likelihood of future purchase	Frequency	Percentage
Very high	15	60
High	10	40
Moderate	0	0
Low	0	0
Very low	0	0
Total	25	100

Source: Primary data

5.9.2 AVT

Likelihood of future purchase	Frequency	Percentage
Very high	13	52
High	10	40
Moderate	2	8
Low	0	0
Very low	0	0
Total	25	100

Source: Primary data

5.9.3 Lipton

Likelihood of future purchase	Frequency	Percentage
Very high	3	12
High	12	48
Moderate	10	40
Low	0	0
Very low	0	0
Total	25	100

Source: Primary data

The above table shows the likelihood of purchasing same brand of tea in the future. It shows that majority of the respondents are of the opinion that they are very high likely to buy the same brand (Kannan devan, Red Label and AVT) of tea in the future and in case of Lipton highly likely to buy the same brand in future. It is a positive indicator that indicates the consumers are satisfied with the brands which they are currently consuming. Only few respondents were in the opinion of moderate likely purchase the

same brand and no respondents are mentioned low chance of future purchase. As a result, it is a positive sign for the success of the brand.

5.10 Likelihood of suggesting the brand to other

When a customer is interested in a company's product or service, it shows up in their everyday conversations. In essence, its free promotion generated by positive client experiences or anything that exceeds their expectations. The data on the likelihood of recommending tea brands to others is collected, analysed, and provided in the table below.

5.10.0 Kannan Devan

Likelihood of suggesting the brand to others	Frequency	Percentage
Very high	13	52
High	10	40
Moderate	2	8
Low	0	0
Very low	0	0
Total	25	100

Source: Primary data

5.10.1 Red Label

Likelihood of suggesting the brand to others	Frequency	Percentage
Very high	10	40
High	15	60
Moderate	0	0

Low	0	0
Very low	0	0
Total	25	100

Source: Primary data

5.10.2 AVT

Likelihood of future purchase	Frequency	Percentage
Very high	5	20
High	12	48
Moderate	8	32
Low	0	0
Very low	0	0
Total	25	100

Source: Primary data

5.10.3 Lipton

Likelihood of future purchase	Frequency	Percentage
Very high	3	12
High	14	56
Moderate	8	32
Low	0	0
Very low	0	0
Total	25	100

Source: Primary data

We can deduce, the level of chance of respondents recommending the same sort of tea brands to others from the table above. The majority of respondents are ready to recommend the respective tea brands to others, none of the respondents said they are low and very low likely to recommend the same brand to others. It demonstrates that all of the individual brands have a high level of word-of-mouth promotion.

5.11 Relationship between Demographic variable and purchase frequency

The purchase frequency of tea brands in Thrissur Corporation has been analysed with chi square to understand the relationship of selected independent demographic variables such as gender, educational qualification, employment status, and annual household income on the dependent variable. The results are presented below.

H0- There is no significant relationship between the demographic variables and purchase frequency.

H1- There is significant relationship between the demographic variables and purchase frequency.

5.11.0 Kannan Devan

	Purchase frequency		
	Chi square	df	P value
Gender	2.50	2	0.287
Employment status	0.794	4	0.939
Income	1.69	4	0.793

Source: Primary data

For the Kannan Devan brand, the (p) significant value for purchase frequency with gender was determined to be greater than 0.05. As a result, gender has no significant impact on consumer buying behaviour.

The Kannan Devan brand's (p) significant value for purchase frequency with educational qualification and employment position was similarly determined to be greater

than 0.05. As a result, educational qualification and employment status has no significant impact on consumer buying behaviour.

The (p) significance value for the relationship between purchase frequency and annual household income was likewise more than 0.05. As a result, annual household income has no significant impact on consumer buying behaviour towards Kannan Devan tea brand.

From the above table it is clear that the demographic variables not have any significant impact on purchase frequency of AVT brand.

H0 is accepted and H1 is rejected

5.11.1 Red Label

	Purchase frequency		
	Chi square	df	P value
Gender	0.818	2	0.664
Employment status	5.60	4	0.231
Income	10.9	4	0.027

For the Red Label brand, the (p) significant value for purchase frequency with gender was determined to be greater than 0.05. As a result, gender has no significant impact on consumer buying behaviour.

The Red Label brand's (p) significant value for purchase frequency with employment position was similarly determined to be greater than 0.05. As a result, employment status has no significant impact on consumer buying behaviour.

The (p) significance value for the relationship between purchase frequency with annual household income was less than 0.05. As a result, annual household income has significant impact on consumer buying behaviour towards Red Label tea brand.

5.11.2 AVT

	Purchase frequency		
	Chi square	df	P value
Gender	2.07	2	0.355
Employment status	1.39	4	0.845
Income	10.6	6	0.103

Source: Primary data

For the AVT brand, the (p) significant value for purchase frequency with gender was determined to be greater than 0.05. As a result, gender has no significant impact on consumer buying behaviour.

The AVT brand's (p) significant value for purchase frequency with educational qualification and employment position was similarly determined to be greater than 0.05. As a result, educational qualification and employment status has no significant impact on consumer buying behaviour.

The (p) significance value for the relationship between purchase frequency and annual household income was likewise more than 0.05. As a result, annual household income has no significant impact on consumer buying behaviour towards AVT tea brand.

From the above table it is clear that the demographic variables not have any significant impact on purchase frequency of AVT brand.

H0 is accepted and H1 is rejected

5.11.3 Lipton

	Purchase frequency		
	Chi square	df	P value
Gender	1.05	2	0.593
Employment status	1.28	4	0.864
Income	2.44	4	0.655

Source: Primary data

For the Lipton brand, the (p) significant value for purchase frequency with gender was determined to be greater than 0.05. As a result, gender has no significant impact on consumer buying behaviour.

The Lipton brand's (p) significant value for purchase frequency with educational qualification and employment position was similarly determined to be greater than 0.05. As a result, educational qualification and employment status has no significant impact on consumer buying behaviour.

The (p) significance value for the relationship between purchase frequency and annual household income was likewise more than 0.05. As a result, annual household income has no significant impact on consumer buying behaviour towards Lipton tea brand.

From the above table it is clear that the demographic variables not have any significant impact on purchase frequency of Lipton brand.

H0 is accepted and H1 is rejected

CHAPTER-VI

**SUMMARY OF FINDINGS, SUGGESTIONS AND
CONCLUSION**

Chapter- VI

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

The purpose of the study was to learn about the buying behaviour of Thrissur Corporation's customers when it came to specific tea brands. Despite the fact that the market is crowded with tea brands, this study focused on only four brands: Kannan Devan, Red Label, AVT, and Lipton. Data on the purchase and usage of four different tea brands was collected independently in order to gain a clear picture of consumer buying behaviour toward selected tea brands. Percentage, indices, and the chi square test were used in the analysis. A well-structured questionnaire was used to collect the data. The study's findings and suggestions are mentioned below.

6.0 Findings

6.0.0 Demographic profile of the respondents

Kannan Devan

1. The Kannan Devan respondents' age profile shows that almost 60% of them were in the middle age group (40-60 years), while the gender profile shows that the majority of the respondents (80%) were female and among the 25 respondents' 64 percent were married.
2. Nearly 44% of the respondents were graduates, which could indicate that they made better purchasing decisions. In this study, the majority of respondents (52 percent) had an annual household income between 1-5 lakhs and 4 members (44%) in their family.
3. The table shows that, there is almost equal numbers of employed (44%) and unemployed (48%) respondents. Professionals made up the majority of employed respondents (36.4), followed by labour and self-employed people (18.2%).

Red Label

1. The age profile of the Red label respondents revealed that about 48 percent of them were between the ages of 20 and 40, and 44 percent were in the middle age bracket. While the gender profile reveals that the bulk of the respondents (84%) were female, and 68 percent of the 25 respondents were married.

2. Nearly 40% of the respondents were post-graduates, suggesting that they made better purchase selections. The majority of respondents (56 percent) in this survey had an annual household income of between 1 and 5 lakhs and had four individuals in their family (44 percent).

3. The majority of respondents (52 percent) are employed, as seen in the table. More than half of the employed respondents (54%) were professionals, followed by labour and government workers (23 percent). The distribution is clear enough to conclude that employed persons prefer more the Red Label brand than those who are unemployed.

AVT

1. About 56 percent of AVT respondents were in the middle age category (40-60 years), according to their age profile. While the gender profile suggests that the majority of the respondents (76%) were female and that 72 percent of the 25 respondents were married.

2. Graduates represented for nearly 40% of the respondents, implying that they made superior purchasing decisions. In this study, the majority of respondents (52 percent) had an annual household income between 1- 5 lakhs and had four members in their family (32 percent).

3. According to the primary data, more than half of the respondents are unemployed (52 percent). Professionals made up the majority of employed respondents (40%) followed by government employees (30 percent).

Lipton

1. According to the age profile, around 48 percent of Lipton respondents are in the age group of 20-40 years and 44 percent are middle age group. While the gender profile indicates that the majority of the respondents (64%) were female and that 60 percent of the 25 respondents were married.

2. Nearly 68 percent of the respondents were graduates, meaning that they made better purchase selections. The majority of respondents (52 percent) in this survey had an annual household income between 1-5 lakh and a family of four or five members (32 percent).

3. More than half of the respondents are employed, according to the primary data (64%). The majority of employed respondents (37.5%) were professionals, followed by labour and government workers (6.25%). The distribution is clear enough to infer that employed people favour the Lipton brand over unemployed people.

6.0.1 Consumer buying behaviour (psychological variable, social variable, marketing variable)

Kannan Devan

1. The majority of respondents believe that the marketing variable - place (index 82.6) is the most important factor in deciding whether or not to buy the Kannan Devan brand. This demonstrates that product availability is a key factor in Kannan Devan brand sales. As a result, marketers may devote a significant amount of time and money to ensuring that the Kannan Devan brand is always present on store shelves.

2. The marketing variable-price, which has an index value of 80.8, is the second most important factor that influences respondents to buy the Kannan Devan brand. The bigger the index, the more powerful the corresponding factor will be in influencing customer purchasing behaviour. The price of the Kannan Devan brand has a significant impact on consumer purchasing decisions. At the time of purchase, most consumers place more emphasis on the product's price than on its worth. As a result, changes in pricing have an impact on demand, sales volume, and market share.

3. The next most important factor that influence the respondents to buy the brand is marketing variable- product which includes taste, brew time, aroma, flavour, packaging etc. and its index value is 77.4. Even though it is coming after place and price, the product features also play an important role in consumer buying behaviour of Kannan Devan brand.

4. The psychological variable has the next highest index value, and among those variables, experience from previous usage that it has a considerable impact on consumer purchase behaviour. Consumer happiness is measured by how well they remember their prior experiences. Making the consumer happy with the goods will assist the company in developing a sense of brand loyalty and repurchase behaviour, which will aid the company in increasing its market share.

5. From the table, it is clear that comparatively least influencing factors for the purchase of Kannan Devan brand is marketing variable- promotion (Index- 66.2) and social variable (Index- 58.2). Hence the company should focus on promotional efforts.

Red Label

1. The majority of respondents consider the marketing variable of place is the most important element in determining whether or not to purchase Red Label (index 84.4). This illustrates that product availability has significant role in the success of these two brands. As a result, marketers should spend a lot of effort and money making sure that the brands are always available to the consumers.

2. The Marketing variable product of index value 83.8 is the second most important factor that influences respondents to buy the Red Label brand. The stronger the index, the greater the amount of influence of the corresponding elements on consumer purchasing behaviour. Product attributes have a substantial impact on consumer buying behaviour.

3. Price defines the future of the product, its acceptability by customers, and its return and profitability. The third most influencing factor while purchasing Red Label brand is price (Index 80.3) and next comes promotion (Index 62.8)

4. The psychological variables of Red Label has the next highest index value 72, and it is crucial in influencing customer purchasing decisions. Every product or service accessible on the market is associated with a specific image created by individuals. Every brand has a distinct image, commonly known as its brand image. Consumers buy products and services based on their feelings about a product or service. Even if a product is excellent, if the consumer believes it is useless, he/she will not purchase it.

4. From the table, it is clear that least influencing factors for the purchase of Red Label brand is social variables (Index 53.7). Survey indicates that the psychological variables play a major role while purchasing a product than promotion and social variables of Red Label brand.

AVT

1. The majority of respondents feel that the marketing variable of place (index 86) is the most important element in determining whether or not to purchase the AVT brand. This

illustrates that AVT brand sales are influenced by product availability. As a result, marketers may invest a significant amount of time and resources to ensure that the brand is constantly available on store shelves.

2. The second most important element that leads respondents to buy the AVT is the marketing variable-price, which has an index value of 85.8. The larger the index, the greater the influence of the related element on client purchasing behaviour. Kannan Devan's price has a huge influence on consumer purchase decisions. When making a purchase, most people are more concerned with the product's price than with its value. As a result, price fluctuations influence demand, sales volume, and market share.

3. The marketing variable-product, which comprises taste, brew time, scent, flavour, packaging, and so on, is the third most important element that influences respondents to buy the brand, with an index value of 75.8. Even though it comes after location and price, product features have an essential part in AVT brand consumer buying behaviour.

4. The psychological variable has the next greatest index value, and prior usage has shown that it has a significant impact on consumer purchase behaviour among those variables. Consumer satisfaction is determined by how well they recall previous events. Making the customer satisfied with the product will help the company establish brand loyalty and repurchase behaviour, which will help the company grow its market share.

5. It is obvious from the table that marketing variable-promotion (Index- 57.1) and social variables (Index 49.5) are the least influencing elements for the purchase of AVT brand (Index- 58.2). As a result, the company should concentrate on promotion.

Lipton

1. The most important factor that influences respondents to buy Lipton is the Marketing variable product, which has an index value of 78.3. The larger the influence of the corresponding elements on consumer purchasing behaviour, the higher the index. Product features, particularly health advantages, have a significant impact on consumer buying behaviour.

2. The second most influencing factor on consumer purchase decision is place of index 78 and it is followed by psychological variable (Index 77.3) and marketing variable price

(Index 77). As compared other three brands psychological variables has more importance in case of Lipton brand.

3. Price is followed by Promotion of index value 68 and social variable 61.8

Kannan Devan brand has highest composite index of 74 and it is followed by Red Label of index 73. Then Lipton 63 and AVT 61. Composite index of all brands show that the consumers are loyal.

6.0.2 Consumer buying behaviour (buyers response variable)

1. In case of Kannan Devan, AVT, Red Label and Lipton, fairly large number of households, female is the decision maker followed by male.

2. On an average, 500 grams of tea are purchased by majority of the respondents of all of the four brands. Among the 25 respondents, only a few respondents were purchasing the quantity of 250 grams and 1000 grams of tea.

3. A significant number of Kannan Devan (56%), AVT (96%) in Thrissur corporation prefer packet and majority of Red Label user (72%) and all the 25 respondents of Lipton prefer paper box package over Packet, Bottle.

4. More than half of the respondents said that they prefer to shop at a supermarket except in case of AVT brand users. The availability of a wide range of packages, different flavours, freedom of choices, and special deals in supermarkets may be reason why people prefer supermarkets over other options. Respondents ranked retail outlets second behind supermarkets as their preferred point of purchase except Lipton. Majority of the AVT user preferred retail shops for purchase it may be because of the convenience of shopping in the store.

5. A large number of respondents purchases the selected brands of tea on a monthly basis which is followed by Twice in a month except in case of Red Label brand because its second majority comes once in every two months.

6. Majority of the tea consumers take tea two times in day as a part of their daily habit one with morning breakfast and in the evening.

7. The respondents' purchasing patterns reveal that, with the exception of Lipton, a significant percentage of respondents have been consuming the respective tea brands for more than 5 years. Overall, we may assume that buyers are satisfied with the respective tea brands, as evidenced by their continued purchase of the same brands throughout time. However, in the instance of Lipton tea users, the majority of the respondents selected a customer ship duration of 1-2 years.

8. Majority of the respondents are in the opinion that they are very high likely to buy the same brand (Kannan Devan, Red Label and AVT) of tea in the future and in case of Lipton highly likely to buy the same brand in future. It is a positive indicator that indicates the consumers are satisfied with the brands which they are currently consuming. Only few respondents were in the opinion of moderate likely purchase the same brand and no respondents are mentioned low chance of future purchase. As a result, it is a positive sign for the success of the brand.

9. The majority of respondents are ready to recommend the respective tea brands to others, none of the respondents said they are low and very low likely to recommend the same brand to others. It demonstrates that all of the individual brands have a high level of word-of-mouth promotion.

10. The (p) significance value for the relationship between purchase frequency with eannual household income was less than 0.05 in case of Red Label. As a result, annual household income has significant impact on consumer buying behaviour towards Red Label tea brand.

6.2 Conclusion

Marketers benefit the most from consumer buying behaviour research since it allows them to better understand consumer preferences. It aids in determining what motivates a customer to buy a product. Customers must be able to tell what kind of items they want before they can bring it to market. Customers' likes and dislikes should be considered by marketers, and marketing plans should be based on the findings. For a corporation to accomplish both product sales and popularity with its current items, it must first understand consumer behaviour. Each buyer has a unique thought process and attitude when it comes to purchasing a product. Fashion, technology, trends, lifestyle, disposable

money, and other relevant aspects all influence consumer behaviour. A marketer must take into account changing trends in order to coordinate marketing activities. The study "Consumer buying behaviour toward selected tea brands" was undertaken to learn about tea consumers' purchasing habits based on a variety of variables. A sample size of 100 people was used in the study. The findings of this study can assist marketing managers seeking strategic insights into this area, as well as any researchers and professionals interested in learning more about the tea industry and consumption habits. This study mainly focused to study consumer buying behaviour of four selected brands for understanding similarity and difference in the behaviour of consumers while purchasing different brands. Except some factors, all the consumers were responded in same way towards their using brands.

6.1 Suggestions

1. Majority of the respondents are influenced by the availability of the product so the marketer must take care of availability of the product because consumers always go for the product easily available without any extra effort especially in case of tea. As a result, marketers can devote a significant amount of time and money to ensuring that product is always available on store shelves.
2. Consumer purchasing decisions are heavily influenced by the pricing of brands. When making a purchase, most people are more concerned with the product's price than with its value. As a result, price fluctuations influence demand, sales volume, and market share. As a result, segmenting target clients based on price sensitivity and purchasing power is critical for businesses.
3. Product features like taste, aroma, brew time, flavour, packaging etc. also plays a vital role in purchase decision. So, maintain existing qualities of the products as well as improving these characteristics may help to get wider consumer segment and stay relevant in competition.
4. Previous experience has a significant impact on customer purchase behaviour. Consumer satisfaction is determined by how well they recall previous experiences. Making the customer satisfied with the product will help the company establish brand loyalty and repurchase behaviour, which will help the company grow its market share. As

a result, marketers should always be concerned with maintaining and improving the present brand image.

5. Even though the brands having good advertisements and other promotional offers, their influence on consumer buying behaviour of the tea users is comparatively less. So, the marketer must focus on the area of promotion and it should be done in convincing way rather than making it complex.

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Appendix

KERALA AGRICULTURAL UNIVERSITY
College of Co-operation, Banking and Management

MBA(ABM) - MAJOR PROJECT
CONSUMER BUYING BEHAVIOUR TOWARDS SELECTED TEA BRANDS
Questionnaire for data collection

Respected Sir/Madam,

I am Aiswarya Sekhar V B IV semester student of MBA-Agribusiness Management at CCBM, KAU. As a part, of course curriculum I have taken up study on “Consumer buying behaviour towards selected Tea brands”. This questionnaire is a part of my project towards fulfilling the requirements of my studies. I would oblige, if you could provide me with some of your valuable time to answer the following question.

INSTRUCTIONS: The different categories of Tea marketed by the different brands. Among those different categories I selected only one category (Black Tea) and four brands in my study. Those four brands I had selected is mentioned below and the consumers who are consuming any of these have to respond accordingly.

Selected Brands: Kannan Devan, AVT, Red Label, Lipton

Which brand of tea you are currently using?

Kannan Devan AVT Red Label Ripple

SECTION A: - DEMOGRAPHIC PROFILE

1. Name: - _____

2. Age: - Less than 20 years 20-40 years

40-60 years Greater than 60 years

3. Gender: - Male Female Others

4. Marital status: - Married Unmarried
5. Educational qualification: - Illiterate Lower Primary
- Upper Primary High School
- Higher Secondary Graduation
- Post-graduation Others
6. Employment status: - Employed Unemployed Student
7. If employed which category: - Self-employed Professional
- Labour Government employee Others
8. Average annual income of house hold: - Below 1 lakh 1-5 lakhs
- 5-10 lakhs Above 10 lakhs
9. Size of the household: - _____

B. CONSUMER BUYING BEHAVIOUR TOWARDS TEA BRAND

(4- Strongly agree, 3- Agree, 2- Moderately agree, 1- Disagree, 0- Strongly disagree)

10. Psychological variables

Si. No	Particulars	0	1	2	3	4
1	Experience from previous usage influences purchase decision					
2	Search information before making a purchase decision					
3	Select Tea brand because it is capable of refresh and awaken my self					
4	Purchase Tea brand because it is better than coffee					
5	Brand image influences purchase decision					
6	This Tea brand is a healthy choice					
7	Purchase Tea brand because it was used by parents / grandparents / loved ones					

11. Social variables

Si. No	Particulars	0	1	2	3	4
1	Purchase Tea brand because it helps to improve my social status					
2	Family likes this brand.					
3	Neighbours influence purchase decision					
4	Friends influence purchase decision					
5	Relatives and other closed ones influence purchase decision					
6	Retailers influence purchase decision					
7	Purchase Tea brand because it endorsed by celebrities					
8	Occupation influences purchase decision					
9	Purchase Tea brand because it helps to build social relations					

12. Marketing variable

a. Product

Si. No	Particulars	0	1	2	3	4
1	Taste of the product is good					
2	Product has pleasant aroma					
3	Strength of the tea is high					
4	Colour of the product is good					
5	Product is available in different flavours					
6	The product has good health benefits					
7	Product has an attractive packaging					
8	All information is printed on the package					
9	Packaging is convenient for storage					
10	Product is available in different quantity					

b. Price

Si. No	Particulars	0	1	2	3	4
1	The product ensures value for money					
2	Price changes does not affect the buying decision					
3	Price of the product is affordable					
4	Price of the product is reasonable					
5	Price of the product is competitive					
6	Reasonable quantity of product available in relation to the price					

c. Place

Si. No	Particulars	0	1	2	3	4
1	The product is available in all retail shop					
2	The product is regularly available in all retail shop					
3	The product is available in all super markets					
4	The product is regularly available in all super markets					
5	Product is available in online platform					
6	Online delivery of the product is there in to your location					
7	Product is regularly available in online platform					
8	Offline purchase is convenient than online purchase					
9	Offline purchase is profitable than online purchase					

d. Promotion

Si. No	Particulars	0	1	2	3	4
1	Radio and television advertisements influence purchase decision					
2	Social media promotions influence purchase decision					
3	Newspaper and magazine advertisements influence purchase decision					
4	Posters and hoardings about the brand influence purchase decision					
5	Positive opinion from others influences purchase decision					
6	Offers and discounts influences purchase decision					
7	Positioning of the product in display shelf influences my purchase decision					

13. Buyers' response variable

1. Purchase decision of tea brand is made by:

Male Female Others

2. What quantity of tea do you prefer? _____g

3. Preferred package of Tea:

Packet Bottle Paper box

4. Most preferred point of purchase:

Retail stores Wholesale stores Super market Online
Others

5. Frequency of purchase:

Once in a month Twice in a month once in every two months

Rarely

6. Frequency of intake:

Once in a day Twice in a day More than that

Once in a week Rarely

7. How long you are using this brand?

Less than 1 year 1-2 years 2-3 years

3-4 years 4-5 years More than 5 years

8. Likelihood of future purchase:

Very high High Moderate Low Very low

9. Likelihood of suggesting the brand to others:

Very high High Moderate Low Very low