



CONSUMER BEHAVIOURS TOWARDS VARIOUS TEA BRANDS - A STUDY OF NCR CITY

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ABSTRACT

This study is conducted to identify the buying habits and brands preferred by sample respondents and also examine the factors affecting buying decisions. The scope of this research is confined to NCR City geographical limit as it is the fastest growing city in Haryana and represents a huge market for tea products with increasing literacy rate and people are spending more percent of income on refreshments. The study is exclusively conducted to gather information toward various branded tea products. The respondents chosen were a mix of sex, age, occupation, income, education from various parts of NCR City.

Introduction

Consumer behaviour is the study of consumer's phenomenon of their attitudes, likings and values, choices and their buying decision. "Consumer behavior as actions of consumers in the market place and underlying motives for those actions" **Ostrow and Smith**. Marketers have no control like cultural, social, personal and psychological factors which affect consumers. However, these factors must be kept in mind in order to reach target consumers effectively. A brand is a "name, term, symbol, or design, or a combination of them, which is intended to signify the goods or services of one seller or group of sellers and to differentiate them from those of competitors" **Keller**. Brand equity is "a set of assets and liabilities to a brand's name and symbol that adds to or subtracts from the value provided by a product or service to a firm or a firm's customers" Aaker. These assets and liabilities can be grouped into four categories: a) brand loyalty, b) brand awareness, c) perceived quality, and d) brand associations. "Taste is the main

factor for preference of specific brand and television played a vital role in influencing consumer to go for particular brand. Convenient availability, supply in quantity desired, flavour, colour, freshness showed higher levels of consumer satisfaction but packaging and labelling are not as important for winning over consumer” **Shanmuga Sundaram. Tea industry and tea brands in India** - The tea industry is one of the oldest organized industries in India with a large network of tea producers, retailers, distributors, auctioneers, exporters and packers. Total tea production in the world has exceeded 4 billion kgs with India producing about 1 billion kg of tea. India is the second largest producer of tea in the world and contributes to around 30% of the global tea production **Top tea leading companies in India:** Hindustan Unilever ltd.Tata, Tea ltd.Duncan’s Industries., Wagh Bakri ltd., Goodricke Group ltd. and Girnar Food & Beverages ltd. **Tea companies and their brands-**

Brands	Company
Broke Bond	Hindustan Unilever ltd.
Tata Tea	Tata Tea ltd.
Lipton	Hindustan Unilever ltd.
Duncan’s	Duncan’s Industry ltd.
Tetley	Tata Tea Ltd.

Review of literature

Ms.S Najma (2010) was accessed brand choice and various factors influencing brand choices of consumers with a sample size of 75 respondents using random sampling. He described the relationship between age, income and brand. He also accessed the awareness level of consumers regarding tea brands and found out that TV plays a major role in enhancing brand awareness of consumers. Amongst all brand attributes, taste is the most influencing attribute which determine their brand loyalty.

Dr. Shendge (2012) was analyzed the brand awareness, actions and reactions of consumers, changing choices with reference to red label tea brand. He also identified the major rival brands or competitive position of red label in market. The results explored that, most leading brand is red label that is liked by majority of responds and promotion media shape their attitude and buying pattern.

M Shehbaz Qasim (2013) worked on fmcg brands and also analyzed the most influencing factors of brand preference. He identified a positive relationship between brand and buying behaviour of consumers and explored all crucial factors- taste and promotional schemes attached with specific brand name which help in a specific brand selection.

Mr. Shomnath Dutta (2015) described the attitude of consumers towards brook bond tea by taking three segments of tea – package, flavored and tea bags but highly emphasized was on packaged tea. He explored the competitive position of brook bond by usage rate in comparison to others. Results revealed that more than half sample respondents use brook bond and they are satisfied too. Consumer's attitude is highly shaped by taste and family buying pattern.

Thiyagaraj. V. (2015) studied brand preference in terms of personal factors and identified a significant difference among them. The researcher considered factors affecting consumers liking and disliking in case of tea brands. The findings of study focused on the significant difference existed between age, income and brand choice and suggested that company should focus on free schemes and pricing strategies with tea pack.

Objective of the study- The objectives of study is to identify the buying habits and brands preferred by sample respondents and also examine the factors affecting buying decisions of consumers.

Research Methodology

It is the way to solve a problem systematically. Here researcher adopted descriptive research to carry out the work as researcher try to find out what are the preferences of consumers in case tea products or why they buy specific brand of tea. For this, a sample of 100 people is taken. Primary data is collected using convenience sampling through questionnaire. The scope of study is confined to NCR City geographical limit as it is the fastest growing city in Haryana and represents a huge market for tea products with increasing literacy rate and people are spending more percent of income on refreshment.

Analysis & Interpretation

Table 1

Most preferred tea brands

Frequency	Brand Name	Percent (%)
21	Broke Bond	21
41	Tata Tea	41
17	Tazza	17
11	Taj Mahal	11
10	Others	10

Table 1 reveals that respondents most favourite brand of tea is tata tea followed by Broke bond, Tazza Table, Tazmahal and others

Table 2

How often respondents take tea drinks

Consumption	Frequency	Percent
Regularly	89	89
Occasionally	11	11

Above table describes the frequency of buying tea drinks. There are 89% respondents who take tea regularly and 11% respondents who take occasionally.

Table 3

Buying a particular brand with the name

Brand loyalty	Always	Sometime	Whichever is available
Frequency	61	28	11
Percent	61	28	11

Above table depicts that 61 %respondents are those who always asking for same brand name while buying tea followed by 28% respondent are those who sometimes go for a particular brand and remaining buy whichever is available.

Table 4

When tea is not available than which beverage liked by respondents

Beverage	Frequency	Percent
Coffee	41	41
Juice	16	16
Soft drinks	32	32
Others	11	11

Above table reveals about the decision of the respondents when they do not consume tea, there are 41% respondents who consume coffee followed by those who consume Juice 16%, soft drink 32 % and others 11%.

Table 5

Are respondents satisfied with quality of their favorite tea brand?

Response	Frequency	Percent
Yes	91	91
No	9	9
Total	100	100

Table 5 reveals about the satisfaction of the respondents with the quality of the brand. There are 91 % respondents who are satisfied with the quality of the brand and remaining 9% respondent are not.

Table 6

Schemes of Tea Company

Schemes	No. of respondents	Percent (%)
Free gift	38	38
Coupons	33	33
Extra quantity	29	29

The above table describes that out of 100 people 38% get more attracted towards free gifts, 33% with coupons and remaining 29% get attracted with extra quantity.

Table 7
Factors affecting purchase decision

Option	No. of respondents	Rank
Brand name	45	1
Price	32	2
Quality	13	3
Advertisement	10	4

The above table shows that the various factors affecting purchase decision of respondents, there are 45 respondents who gave first rank to Brand of tea, 32 respondents who gave second rank to Price of tea, 13 respondents who gave third rank to Quality of tea and 10 respondents who gave fourth rank to Advertisement.

Findings

largest majority of people (40%) are consuming tea three times in a day and it is followed by (30%) people are those consuming 4 times or more . 65% consumers check whether the tea certified by any quality standard, 38% respondent are those, who are satisfied with attractive schemes provided by tea companies. There are 25 out of 30 respondents from the age group of 20-30 who prefer 50 gram pack of tea, 8 out of 16 respondents from the age group of 30-40 who prefer 100 gram pack of tea, 13 out of 18 respondents from the age group of 40-50 who prefer 250 gram pack of tea and 34 out of 36 respondents above 50 who prefer 1 kg pack of tea. 80% respondents who say that price is reasonable. 69 % who are awarded about tea ingredients? Karl Pearson's coefficient is used to find out the relationship between variables. Relationship between the age and quantity of tea purchased by respondents-Value of coefficient of correlation (r) is +0.99. It is considered that two variable X (age of respondents) and Y (Quantity of tea) bought by respondents according to their age are highly positive. The inference of this study reveals that old aged customer is considered economy while purchasing tea quantity that's why they preferred large pack. Relationship of brand loyalty with their education qualification-Value of coefficient of correlation- +0.68. It reveals that there is a high degree of positive correlation among qualification and tea brand loyalty graduate and postgraduate respondents are higher brand loyal than less qualified respondents. Relationship between education and satisfaction with

the attractive scheme-Value of correlation coefficient is +0.256. It indicates that there is a low degree of positive association existed between the education and satisfaction with attractive schemes. Education has a poor impact on satisfaction with the attractive schemes like free gifts, coupon. Relationship between income and price consciousness towards brand-Value of coefficient correlation is -0.30. It indicates that there is a low degree of negative correlation between the income of respondents and price consciousness toward tea brands. The value of correlation reveals that when income of consumers increased then degree of price consciousness toward tea is decreased.

Conclusions

From the analysis and interpretation of data the findings reflects Tata Tea is the most preferred brand and second leading brand is Broke Bond. When their favourite brand of tea is not available then 30% consumers search for the same. More than half of consumers are those who said that price is reasonable. When tea is not available then second most preferred beverage is coffee. Consumers are getting more attracted towards free gifts, coupons and extra quantity. When asked most attractive schemes then most of them cited free gifts are the best that's why company should give more schemes to its customers in a new way. Results reveal that educated customers gave poor attention toward the schemes of the tea. Sales promotion tools also affect the brand loyalty of consumers. Quality is also highly affecting to purchase decision. Largest majority of people are consuming tea three or four times in a day. More than half of respondents are aware about the ingredients of tea. Mostly respondents take information regarding tea through TV and their friends. A large numbers of respondents purchased only branded tea and maximum people given first priority to brand name of tea. Higher educated consumers are higher brand loyal. Maximum peoples are satisfied with the quality of tea. Due to variety of tea half of consumers shift from their brand. Old aged customer is considered economy that's why they preferred large pack. Consumers who have low income considered flexibility of price of tea.

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